

SEPTEMBER 8, 2008

People

**JESSICA
SIMPSON**

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BEHIND THE SCENES

LAUREN CONRAD'S NEW LOOKS

There may be drama going down on *The Hills*, but Lauren Conrad's fashion career continues to rise. "I've learned to take more risks with clothes," says Conrad of her latest line (available on laurenconrad.seenon.com). "The other collections I did were more simple, but as I grow and learn, the collection grows along with me." Conrad's newest creations include flirty cocktail dresses, trendy leggings and her signature draped jersey pieces. "It's more structured, but we try to accomplish an effortless chic," she says. And of course her friends are among her biggest supporters: "Whitney wore the dress I named after her, and Lo borrows all of it."



LAUREN CONRAD
"We did more jewel tones for fall," she says.



Pieces from the new collection.



"We usually do one print per season," says Conrad.

LET'S DO LAUNCH!

Another wave of newbie celeb designers are coming to a store near you. Here's a sneak peek



KRISTIN DAVIS



Kristin Davis smocked dress in vintage rose, \$108; 704-364-4251

"The inspiration for the line is pretty much my own closet."

"We wanted to appeal to the Gen X professional that's not looking to wear his father's tie."



KWAME JACKSON

Krimson By Kwame ties, \$75 each; krimsonbykwame.com



Pleasure Principle by Janet Jackson and Bruno Schiavi, all pieces under \$40; jupicorp.com to pre-order.



"Fit and comfort were very important to me. I don't want to feel like I have anything on underneath."



JANET JACKSON