

The Color Purple

From light, pearly tones of lilac to dark, earthy hues of eggplant, the color purple has had a powerful influence over 2012 winter fashion, and will strengthen its reign in Spring 2012's palette. "Purple is making a major comeback at New York Fashion week ... We're thinking it might have something to do with all the royal wedding fever we've experienced this year. Whatever the cause, we're loving how this strong hue adds instant pop to any ensemble." (*New York Fashion Week Spring 2012 Trends: Purple on fabsugar.com*)

Whether you are looking to update your present cold-weather look, or are preparing for a colorful spring season, some of the most eye-catching pieces can be found in this very neighborhood. My search for new wardrobing options in bold shades of purple lead me to Wolfbait and B-girls, a bright and airy boutique located at 3131 West Logan Boulevard. This refreshingly unique, edgy-chic shop features gorgeous clothing, accessories, and other items created exclusively by local designers. My visit to Wolfbait yielded some amazing finds that I simply had to share.



This suede baguette by Galina Berg for Revenge Accessories enchants with its flirty grape color, geometric appeal, and perfect monochromatic stitching. With this absolutely delicious little piece, Berg has met and exceeded her goal to create "accessories for simple and sophisticated style that literally FEEL GOOD." (Google profiles).



This tagua nut necklace by Veronica Riley Martens combines environmental consciousness with a tonal color palette to produce eye-catching neckwear. On etsy.com the designer states: “Most of my pieces are one-of-a-kind statement necklaces made from tagua nuts. Tagua nuts are eco-friendly, organic nuts that come from palm trees in the rainforest. The nuts are dried, sliced/cut into various shapes and dyed. I then combine different textures, colors, shapes and sizes to create a unique, light-weight, one-of-a-kind piece.” Who knew that eco-friendly could look so good?



These lovely pieces by lavender in brown present numerous ways to incorporate color and fun into your wardrobe year-round. The striped fabric pin is available in two sizes and can be used as a closure for a buttonless cardigan or vest, or to add interest to a stole, dress, hat, or fabric tote. Sure to flatter any figure, the drapey vest in exquisite deep plum can be layered over your long-sleeved tops as well as

your sleeveless tops and dresses. The best thing is that this is another opportunity to rock pieces that are fashion-forward, earth-friendly, and created by a local designer. Kyla Kummer of lavender in brown says, "As a do-it-yourself enthusiast, sewist, and crafter inspired by exotic textiles, vintage patterns, traditional crafts and the environment, my husband and I started lavender in brown to make and share beautiful, needle-crafted items... All items are made with care from extraordinary fabrics and 100% natural fibers from my home studio in Chicago, Illinois." (etsy.com)

My mission to infuse my wardrobe with a few new pieces in various shades of purple was a success, thanks to local shopping. Wolfbait and B-girls brings Logan Square a diverse collection of fresh, beautifully displayed pieces created by brilliant local designers. Breathing life into your wardrobe with hues of purple, fashion's new "it" color, was never so easy and fun.

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