

PHOTOS BY PASHA ANTONOV; MODELS: ANASTASIA PETROVA AND ELIZAVETA BERT; GOTH AT FUSION; HAIR BY YUKI YAMAZAKI; MAKEUP FOR THE ARTIST; LORING.COM; MAKEUP BY BRIAN LINDEN; BENNETT THEBREVIS; FASHION ASSISTANT: ALEXANDRA CASBY; STYLED BY MAYTE ALLENDE; PORTRAITS BY PASHA ANTONOV; STEFANO DIANICH AND KAREN HOYT

# Something To Talk About

From a sister act to an interior-design doyenne, a new set of designers is hitting the fashion scene. Meet them here and on page 8; see the second installment in Wednesday's WWD. — Venessa Lau; styled by Mayte Allende

## LIALIA

### BACKSTORY:

Fashion may have been a big part of Julia and Natalia Alarcon's upbringing — their mother was a seamstress — but it was only recently that the sisters opted for a career in design. Both were involved in two very different — and “unglamorous,” says Julia — professions until 2005, when they decided to enroll at Parsons The New School for Design together. Natalia did contract negotiations for engineering and construction companies, while Julia left a post as the assistant director of the Pittsburgh Zoo to go into industrial sales. “We both always really loved fashion,” says Natalia, “so we finally decided, let’s just do it.” Both interned at Phi prior to launching their line, Lialia, in the spring, and Natalia also spent time at Reyes, Kate Spade, Michael Kors and Oscar de la Renta.

**COLLECTION:** “We wanted to put together a collection for someone who’s tired of wearing jeans,” says Julia. “Pieces you could realistically wear on the street, like a feminine dandy.” To date, the collections have taken a cue from the Forties — a recent inspiration Alfred Hitchcock’s “Suspicion” — as seen in trim sheaths, high-waisted skirts and tuxedo blouses. But the color palette is another story. “We were inspired by mold,” says Julia. “You can get some really beautiful hues — chartreuse, purples and blues.”

**STATS:** Lialia, a play on the designers’ names, wholesales from \$200 to \$1,000, and is sold at Début in New York and Inago in Los Angeles.



Julia and Natalia Alarcon