

style

# Denim, so haute, so in

## LAURA JEAN

94 William St., Newport  
849-JEAN (5326)

Open Mon.-Sat., 10:30 a.m.-6 p.m.; Sun., noon-5 p.m.

BY ELISABETH STEINHARDT

For far too long, Newporters have had to leave the island to find a store dedicated to the haute trend of denim.

But that all changed in August with the opening of Laura Jean in — of all places — a converted five and dime turned high-end denim boutique on William Street. Named after Laura Jean Flynn, Laura Jean offers upscale denim brands, très chic accessories and one-of-a-kind items all amazing enough to give your wardrobe a push in the fabulously trendy direction.

Flynn, a native of West Springfield, Mass., tried hard to give her boutique a quintessential West Coast feel by creating

a rustic saloon atmosphere. The store resembles the den of someone's home with hardwood floors, oversized and overstuffed leather couches, antique chests, exposed red metal beams and old wooden planks together with fraying ropes to act as shelves for merchandise.

The West Coast inspiration doesn't stop there though. Flynn's buyer and now close

friend, Melissa Pattavina, looks to L.A. for trends that tend to be ahead of the East Coast.

"We try to get all of the styles sooner," Pattavina said. "People haven't heard of them yet because they just came out."

Although this dynamic denim duo likes to be fashion trend-setters, Flynn said, "We also like to keep in stock things that the East Coast likes."

With 19 different designs for guys, 29 different styles for girls and an always growing inventory, there is definitely something for everyone. You can splurge on brands like



**Christy Amlicke** tries to be an A-list celeb when she rocks a haute Ed Hardy hat.



**Danielle Tooman's sweet buns** show off a dangerously enticing pair of Antik Denim Jeans that ring in for a mere \$268. PHOTOS BY JACQUELINE MARQUE

Antik Denim, Chip & Pepper, Rock & Republic, Kasil, Seven, Citizens of Humanity and Paper Denim and many more styles and brands that have yet to come.

Also look for accessories and apparel by the haute San Francisco designer Christian Audigier and his line called Ed Hardy. Audigier partnered up with Don Ed Hardy, "the grand-

father of tattoo," to create a new line of T's, tanks and hats which have become one of the hottest brands across the country. Ed Hardy is so haute right now that stars like David and Victoria Beckham, Tony Hawk, Paris Hilton, Brad Pitt and Usher have been seen rocking these items.

From jeans ranging from \$130 up to \$286, try not to break

the bank while shopping for this season's wardrobe staple.

This store truly is the store Newporters have been waiting for. With a homey feel that encourages shoppers to plop down on the comfy couches, drop their bags and drop top dollars for top-of-the-line clothing and accessories, Laura Jean is going to turn Newport into a label-whore heaven.