

| MADE IN CHINA |

Double duty

Ever found yourself at the cash wrap, unable to decide which purchase to go for: the luxe and snuggly sweater or the shift dress that fits you like a glove? We hear your pain.

Choosing favorites – especially in fashion terms – can be tough. That’s why reversible clothing – nifty two-in-one pieces that are adaptable and transformable should find a well-deserved spot in your closet.

A perfect sample of sartorial inventiveness sourced and produced on our very own stomping grounds is Shanghai brand EK | Reversible. Founded by New Yorker and experienced designer Emily Keller, the brand churns out sleek and innovative knitwear items that can be worn on both sides, offering a solid option for doubling down the smart way.

Proving a far cry from the puffy jacket-to-vest thing you sported

as a teenager, each and every piece from the EK | Reversible range shows simple, classic designs (think linear dresses, jumpers and jackets) that are made fun and interesting by contrasting stitches and intricate constructions.

Best yet, the entire collection ranges a reasonable RMB600-1,000. And you get two items for that. Now, that’s what we call more bang for your buck.

// www.emilykeller.co



UNDER THE LENS

‘Shanghai blogger.’

The description accompanying the looks for Kate Spade Fall 2014 collection at New York Fashion Week last month. Among the pieces were cigarette pants and short coats in candy-colored hues, flocks of feathered bomber jackets, leopard print button-down shirts and a very clever Chinese takeout purse. The Shanghai-inspired line is not that surprising, as data research company Global Language Monitor recently named our city Top Fashion Capital in Asia. Expect Victoria Beckham and co. to pull out similar threads soon.

