

Cheat Sheet

A model, a doll maker and two tabloid-loving Brits walk into New York Fashion Week. No, it's not the setup to a cringe-inducing gag, just the array of newcomers showing over the next nine days. — Véronique Hyland

WILL MCLEOD

Sept. 15 to 16, Noon to 8 p.m.,
379 Park Avenue South.

"Not just another Balmain knockoff" is how former Rodarte intern Will McLeod impishly describes his line. His debut capsule collection consists of a mere seven pieces: three tops, two skirts and a dress. Like the Mulleavy sisters, he appreciates surface detail, but in a way that's "not embellished, not tacked-on, but having clothing literally bloom." Look for lightweight fabrics like superfine tulle and georgette, and a beachy palette of white, cream, seafoam green and teal.

WHOLESALE PRICES: \$600
to \$11,500.



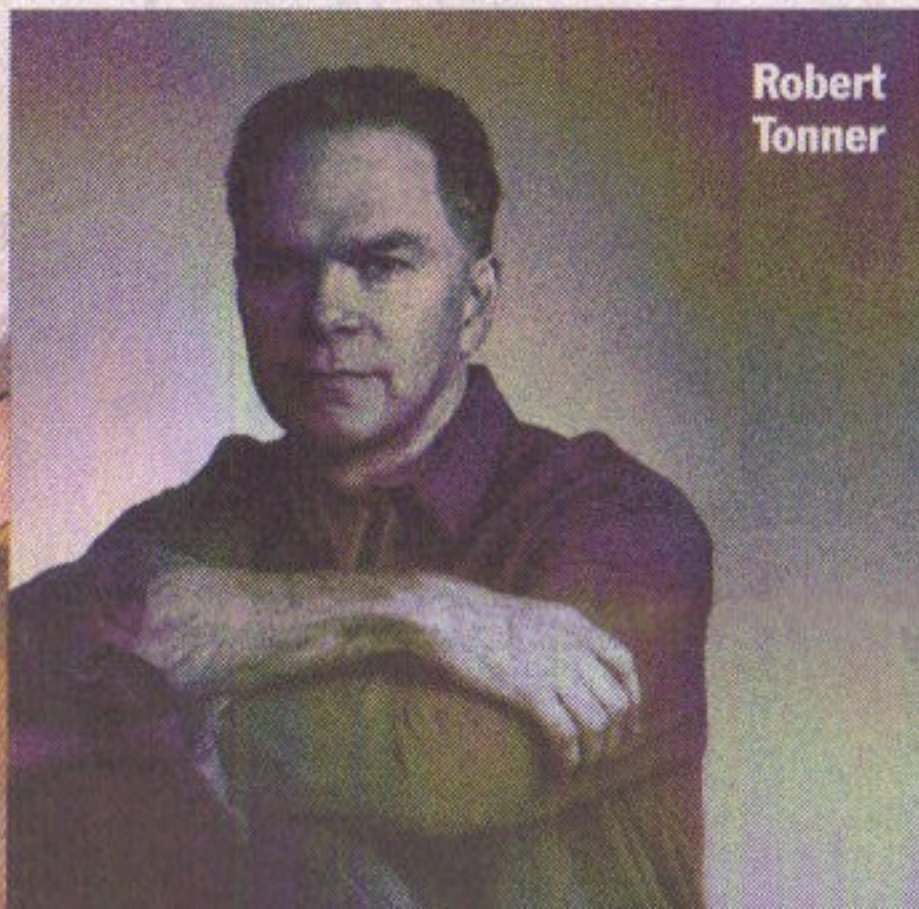
A spring look from
Will McLeod

▼ ROBERT TONNER

Sept. 9, 3 p.m., 173 Duane Street.

When Robert Tonner isn't at work on pearlescent-skinned "Twilight" dolls (his day job is designing collectible figures), he's pursuing fashion. Having worked under Bill Blass at Blassport in the Eighties, Tonner says, "I really learned everything I know about the fashion business from him — well, not everything, but the good stuff." He will show 24 to 30 looks inspired by classic all-American sportswear, but executed in dressier fabrics — a trenchcoat rendered in sequined, embroidered silk shantung, for example. "I'm not as young as the other people out there doing their first season," the designer admits, "[but] I think there's something to be said for a little experience."

WHOLESALE PRICES: \$150 to \$1,500.



Robert
Tonner

FABIOLA ARIAS

Sept. 15, 1 to 4 p.m.,
AVENTS Studio.

After graduating from Parsons in May, Cuban-born Fabiola Arias took to the library to research Santería, an Afro-Cuban belief system. She explains, "I was just so fascinated by the imagery and mysticism behind it." She ended up naming each piece in her 11-look eveningwear lineup after a deity, whether it's a red coat inspired by fire god Eleggua or a white dress dripping with frayed organza strips in tribute to Obátálá, goddess of purity.

WHOLESALE PRICES:
\$337 to \$1,826.



A spring look from
Fabiola Arias.