



ANNEMICHELLE

A FINE FIT.

Jodie Anne Robinson and Jackie Michelle Wright have been friends since they met 30 years ago back at Beverly Hills High School. The "Anne" in Anne Michelle, Robinson was a sales and marketing executive for 20-plus years at Kellwood, the company that manufactures apparel for Vince and Sag Harbor as well as licensed apparel for Calvin Klein and Liz Claiborne. The "Michelle" in Anne Michelle, Wright managed retail fashion stores before raising a family. Noticing the lack of hip boutiques in the area, the pair scouted out a location in the Agoura Hills Plaza, knowing they would draw from the immediate community and surrounding areas. That was three years ago. Today they're a solid team, doing all of their buying and traveling to trade shows together, each contributing a distinct stylistic point of view. Robinson tends to prefer more classic lines like Alice & Olivia and Vince, while Wright goes for trendier looks, favoring lines like 12th Street and Velvet. Together, they agree that the most important thing is fit.

"Coming from manufacturing," Robinson says, "I knew fit was essential to good selling. Jackie or I try almost everything on one of us before we buy it for the store, especially jeans and pants." The pair prides itself on the fact that one of them is always in the store. Their clients appreciate the personal emphasis from the store-owners, who give fashion advice and honest suggestions.

Anne Michelle is located at 5899 Kanan Road in Agoura Hills; call 818-889-8992 or visit www.shopannemichelle.com.

On Robinson (left): White jeans by Joe's Jeans, top from Tea Bags, and necklace by Kimberly Faith.

On Wright (right): Matte jersey dress from Tart, earrings by Anna Beck, and necklace from Soixante Neuf by Joie Jager.

SHOP TALK: Jodie Anne Robinson and Jackie Michelle Wright talk about what's new on the fashion front—and buying right.

SHADES OF SPRING: Black (always a must-have), jewel tones, and metallics—gold and silver being very strong.

TOP THREE THINGS EVERY WOMAN MUST HAVE IN HER CLOSET THIS SPRING: A dress (floral prints are big for spring), something metallic, and big cuff bracelets to accessorize with.

THE MOST COMMON MISTAKE WOMEN MAKE WHEN SHOPPING FOR CLOTHES: Buying something that might be the right trend but it doesn't suit them or their lifestyle.

DESIGNERS YOU'LL FIND AT ANNE MICHELLE: Vince, Alice & Olivia, YaYa, Love, Tart, Inhabit, J Brand, James Perse, Bread & Butter, and Dolce Vita Shoes.

HOMEGROWN DESIGNERS: Jewelry by Tiger Lily of Malibu.

FAVORITE STORES: We shop for ourselves at Barneys, Fred Segal, and, of course Anne Michelle.

FAVORITE SHOE STORE: Neiman Marcus has a large selection.

UNDERWHERE? We have a line called "Commando," which has no seams and is a great party. Victoria Secret for bras. "Gel Nibbles" to cover those who want to go braless.

TRICKS OF THE TRADE: When in doubt, a kitten heel shoe works and makes for a lean look. Don't limit them to a dress; they look great with Bermudas, capris, jeans, and leggings, too.

FAVORITE TAILOR: Dina Gaufman in Los Angeles (323-651-2914).

FAVORITE DRY CLEANER: L & S Cleaners in Encino (818-789-4781), or Galaxy in Agoura Hills (818-707-2399).