

What's hot

SAN FRANCISCO
Proenza Schouler

LOS ANGELES
Chloé

SANTA BARBARA
3.1 Phillip Lim

LAGUNA
Diane von Furstenberg

Dream Weaver

NET-A-PORTER FOUNDER
NATALIE MASSENET DELIVERS
STYLE AROUND THE WORLD
AND AROUND THE CLOCK



POLO TEE
BY RALPH
LAUREN Available
exclusively
at Net-a-Porter
with 100% of the
profits benefit-
ing FTBC.

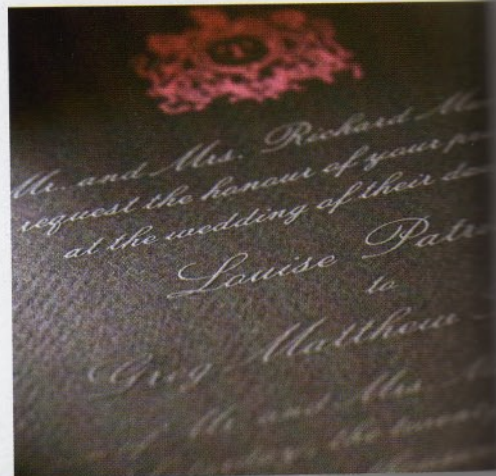
Californians can take virtual front-row seats at the runway shows in Milan, Paris and New York thanks to London-based e-tailer **Net-a-Porter**. Founded in 2000 by L.A.-born Natalie Massenet, a former *W* and *Tatler* fashion editor, the site reflects an influence from California's easy style and love affair with luxury. "I'm inspired by the variety of choice and level of service that is so prevalent in L.A. shops," says Massenet, "and valet parking is something we should have everywhere in the world to make life easier!" ¶ Known as the first online seller of designer fashion, Net-a-Porter is also on the forefront of charity: The site is heading a worldwide effort in support of Fashion Targets Breast Cancer (FTBC), an organization founded in 1994 by designer Ralph Lauren, establishing a shop of limited-edition designer items for exclusive sale. ¶

C caught up with Massenet to talk California fashion for fall and winter. "It's the attitude in California. Personal style is reflective of this," says Massenet, who builds her own wardrobe around a few great pairs of jeans. Though she misses the West Coast's mild winters, for cooler months ahead, she recommends warming up with a cozy cardigan by L.A. designer James Perse (a recent addition to her designer roster). More specifically, Massenet selects geographically appropriate looks from Chloé to 3.1 Phillip Lim for girls across the Golden State. "I love all of California," she says, "but I'll always have a little bit of L.A. in me." netaporter.com. **CHLOÉ HARRIS**

SAN FRANCISCO

D.I.Y. DIVINE

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