



WEST WORLD

BY NATASHA CHALENKO

I don't know about you, but I always feel like a bit of Western Americana for my fall wardrobe. Maybe it's the change of seasons, when summer's youthful softness blends into the toughness of the upcoming winter, but suddenly it feels just right to wear a wind-catching prairie skirt paired with some down-to-earth cowboy boots, or mix an elaborately-spun cardigan with a pair of a no-fuss leather jeans. The Western trend is strong this fall. Uniquely ours, American, it had been brushed aside as a mainstream fashion in the past and then gloriously revived into a "new cool" by Japanese designers back at the early 2000s. Now, it excitingly evolves each season with a multitude of magnificently executed pieces that blend a free, trailblazing spirit with function, practicality and craftsmanship.



NEW AGE COWBOY

The vision of the American West would not be complete without cowboys: Rugged sturdy cottons, time-tested leathers, nerves of steel and relentless willpower. Alberta Ferretti's sensational cowboy jumpsuit gloriously encapsulates past and present. Alberta Ferretti, albertaferretti.com.

Bold statement: Substantial focus pieces are the jewelry of choice for Western style. Robert Procop's dazzling ring features an exceptional 17.95 carat pink tourmaline surrounded by the fireworks of sapphires and diamonds.



Robert Procop 18K rose gold pink tourmaline, sapphire & diamond Millennium Cut Celebration ring; price upon request, Shreve & Co., 150 Post Street, San Francisco, 415-421-2600.

Touched by wind: Filled with natural movement, hair this season is parted in the middle — textured and young-looking yet polished and healthy. Shu Uemura Art of Hair's latest innovation, the Ultimate Reset Collection, restores even ultra-damaged hair and brings it back to optimal health and elasticity.



Shu Uemura Art of Hair Ultimate Reset Extreme Repair Treatment; \$68, shu-uemuraartofhair-usa.com.



GOLD RUSH

During California's Forty-Niner era, finding a precious metal deposit was considered a "lucky strike." Fast forward to this fashion season: Gold leather prospector-style pants dominated the major collections. If you happened to snap up Philosophy di Lorenzo Serafini's fabulous five-pocket version, then you're in luck! Philosophy di Lorenzo Serafini, philosophyofficial.com.

Pure radiance: Gold-infused skincare transforms the complexion by creating a youthful glow. All it takes is a few luxurious drops of La Prairie's opulent fluid — in an instant, skin is bathed in golden light.

La Prairie Radiance Perfecting Fluide Pure Gold; \$550, laprairie.com.

FRINGE IT

The genius is in the detail. To fully embrace the Western trend, bold elements such as fringing, patching, leather whipstitching and pattern-weaving are a must. Proenza Schouler's black and white stand-out is an ideal combination of daring courage and modern sensibility. Proenza Schouler, proenzaschouler.com.

Wise message: Frontier culture teaches the importance of being intuitive and finding a balance between your surroundings and inner self. Matter & Home's candles are designed by a healer as vessels of energy and possibility, each item uniquely handcrafted with a custom blend of herbs, gemstones and essential oils that evoke the mantra and image engraved in its glass home.



Matter & Home (above) Space Clearing Candle; \$90, net-a-porter.com, (below) Strength Candle; \$65, matterandhome.com.



NATIVE TALE

Rich fall colors of sage green, fire orange and mustard yellow combine into a spectacularly intricate geometrical pattern that pays homage to Native American art. Etro's breathtakingly luxe cardigan is a showpiece of this season. Etro, etro.com.

Starry sky: If you have ever visited the plains and canyons of the American Southwest, then you'll never forget the night sky shimmering with countless stars and a mystical moon (oh-so-close you could almost touch it). Harry Winston's show-stopping watch lets you wear the stargazing universe on your wrist.



Harry Winston Premier Precious Moon Phase Automatic 36mm timepiece set in 18K rose gold; price upon request, 200 Post Street, San Francisco, 628-867-1100.



DENIM BLUES

Like no other textile, denim embodies pioneer spirit. It was born as humble workwear, then transformed into rebellious youth statement and elevated to the status of fashion luxe through Junya Watanabe's unparalleled Spring 2002 denim patchwork collection. This season, Coach's jacket (paired with a flowy prairie skirt) hits the mark. Coach; 90 Post Street, San Francisco, 415-392-1772.

Echo of calm: Nature's blue symphony at dawn is exquisitely bottled in Bottega Veneta's newest Parco Palladiano XV Salvia Blu perfume. The slate blue-green color of this aromatic and musky fragrance reflects the precise moment of transition between dawn and daylight. Sage, lavender and rose appear in their duality, unveiling a fresh and warm facet simultaneous abstract and instinctive.



Bottega Veneta Parco Palladiano XV Salvia Blu; \$295, 124 Geary Street, San Francisco, 415-981-1700.



LUXE PRAIRIE

Feminine yet strong and confident, prairie-style dresses flatter absolutely everyone: long, flowing skirts create youthful movement forward; high necks gently frame the face; long sleeves complement the stride. Chanel raises the bar by substituting traditional florals for a fabulously chic, light-catching fall leaf motif. Chanel; 156 Geary Street, San Francisco, 415-981-1550.

Luminosity from within: This season's best make-up recreates that perfect moment when you step outside on a brisk sunlit fall day. Chanel's matte brown and beige eyeshadows enhance the natural beauty by creating a soft focus around the eyes. A swipe of a fresh shade of pink blush completes the wind-flushed look.



Chanel Joues Contraste Powder Blush in 440-Quintessence Fresh Pink, \$45 (right); Stylo Ombre Et Contour Eyeshadow - Liner - Khól in 12-Contour Clair, \$34 (above); Chanel, 156 Geary Street, San Francisco, 415-981-1550.