



From left, sisters Alexis Simonian and Alicia Young are both wearing a.l.e.x.i.s jewelry and hairclips. Simonian owns a.l.e.x.i.s and designs silk flower clips jeweled with Swarovski crystals and beads for your hair, clothing and favorite accessories.



From left, Jody Frank and Karen Appel, the co-creators of Appel & Frank, love finding new designers to share with Bay Area shoppers. Appel's shirt is by Single, her jeans are James Jeans and her shoes are CARLOS by Carlos Santana. Frank's top is Trina Turk, her jeans are Blue Cult and her shoes are by Charles David.



The owner of Betty's Garage, Kristi Chatham, sports a design from her women's threads line. The shirt is Betty's racer in black worn with pit girl pants.



by Pamela Fishman Cianci
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The Event: An Appel & Frank shopping night featuring 60 up-and-coming designers (the majority of from California), spa treatments, makeovers and wine.

The Venue: The Regency Center's Sutter Room in San Francisco. Designers displayed their creations on tables in rows throughout two rooms. Pampering stations featuring complimentary eyebrow waxing, make-up application and spray-on tans were available for the guests.

The Look: Trendy and casual. Some people wore jeans and colorful tops, while others wore pants and skirts by Banana Republic, BCBG and Diesel with shirts by Theory, Max Studio and Anne Fontaine.

The Crowd: Shoppers, mostly Bay Area women, circled the room checking out the designers, including Brittabella Designs' Venetian glass jewelry, GabbyBella — creator of delicate earrings, necklaces and rings, Thoi pieces made from unique natural gems and Diva DesignZ, which makes decoupage and hand-painted glass plate keepsakes.

The Buzz: The amazing designs, DJ Dan's tunes and anticipation about the next quarterly event in September.

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At left, Ryan Baird, a senior at San Jose State University, organizes fashion shows and attended the event to see what's new. Baird is wearing a Dopeness Monster T-shirt, Frisco sweatshirt and Diesel jeans. Right, Scott Jacobs, who works for Morgan Stanley in private banking, is wearing a Dopeness Monster hat, Ben Sherman shirt and a vintage blazer.



Nancy Nodelman, wearing a turquoise, green and yellow floral printed spaghetti strap top with True Religion jeans, holds one of the "nan" bags she creates.



Jennifer Olsen, owner of Brown Sugar — a mist-on tanning boutique located on Union Street in the Marina — sprays a tanning solution on a shopper.

ALL: JASON HARRIS