

Grand opening **Betsey Johnson**



Jensen floral platforms, \$170.



Love Betsey tote, \$75.



Anchor dress, \$385.



Gingham tiered ruffle dress, \$280.



Cherry bag, \$78.



Strapless eyelet dress with satin bow, \$395.



Strapless eyelet dress, \$380.

BETSEY JOHNSON has arrived at **Scottsdale Fashion Square**.

Her first shop in Soho opened in 1978, and this new location opened in March. (She previously had a location in **Biltmore Fashion Park**.)

The pretty-in-pink shop is named for the iconic designer, who has risen to be one of America's foremost fashion designers.

Known for her free-spirited nature and whimsical designs, Johnson can occasionally be seen cartwheeling down the catwalk during one of her high-profile fashion shows, attended by New York socialites and Hollywood glitterati. Her dresses have been worn by such celebrities as **Jessica Simpson, Kate Moss, Evangeline Lilly** and **Beyoncé Knowles**.

Just as lively as her stage presence are the frilly frocks and bodacious baubles she creates.

"What sets us apart from all the other stores is Betsey's attention to detail, the fit of the clothing and her use of color," says store manager **Mary Frey**.

What you'll find in the store are cute dresses lined in tulle, embellished with ruffles and bows or made of eyelet; platform shoes accented with gingham, leopard or floral print; and fanciful handbags decorated with beads, heart-

shaped stones or cherry motifs.

There are also fun accessories including sunglasses with rhinestones, pearl bracelets with dangles and earrings with cutouts — reminiscent of lace doilies.

You can even find showpieces fresh off the runway, like the black-and-white gingham tiered ruffle dress from her spring 2007 show in New York.

"When someone wants something edgy and classy that nobody else will have, those are the pieces I show them first," Frey says. "It feels good to know you are not only getting an amazing outfit, but you are getting a piece of Betsey Johnson runway history."

Details: Betsey Johnson, Scottsdale Fashion Square, 7014 E. Camelback Road. Located on the second level next to Gucci. Hours are 10 a.m. to 9 p.m. Mondays through Saturdays and 11 a.m. to 6 p.m. Sundays. (480) 946-4411. betseyjohnson.com.



Butterfly cutout earrings, \$35.

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