

Icon Fashion Boutique

Grand opening



With an interior inspired by the 1960s "swinging London" scene — where fashion designer Mary Quant introduced the miniskirt and Twiggy became possibly the world's first supermodel — the Icon Fashion Boutique has a modern look. The walls are clad in black and white polka dots, and polka dot curtains drape the entry of chic dressing rooms, accented with poster-size vintage *Vogue* magazine covers.

Images of fashion icons adorn the boutique's walls, including Audrey Hepburn, Marilyn Monroe, Cher, Sarah Jessica Parker, Kate Moss and Gwen Stefani.

Open since February in Tempe, Icon offers trendsetting fashions from around the world and is the brainchild of co-owners Tiffani and Travis Borchering.

Tiffani's sense of style and her management background coupled with Travis' interior design savvy led to the opening of the boutique.

"People were always asking where I got my clothes from, so I thought I would bring my sense of style to our area of the Valley," Tiffani says. "Travis had the know-how to build out the physical space. ... We make a good team."

Their philosophy is not to rely solely on trends but also to foster an innate sense of style.

"We purposely avoid getting too much of one thing because when you're spending money to look a certain way, you don't want to see everyone else wearing what you are," Travis says.

They select a diverse mix of designer labels to carry in the boutique, especially those by up-and-comers.

"I look for lines that are yet to be the next big thing. We carry a few well-known lines, of course, because you want customers to come in looking for an Ella Moss top, but then see the Angela Johnson T-shirt dress," Tiffani says. "Or come in looking for a James Perse top and see the Rag & Bone wide-leg trouser jeans."

Exclusive in the Valley to Icon Fashion Boutique is Heatherette, a line Tiffani characterizes as "a perfect line to have in the store for the bright, quirky trend that will be big for fall."

New York City designers Traver Rains and Richie Rich — who designed the "Carrie" T-shirt for *Sex and the City* — created the hip line.

Other items the boutique carries are Kimberly Faith Jewelry, including styles used on the Season 3 finale of *Project Runway*, and flip-flops by Kitson — the gurus of celebrity fashion. They also carry Doctor's Dermatologic Formula (DDF), a skin-care line developed to correct and prevent skin damage.

Details: 1290 N. Scottsdale Road, Tempe. (480) 557-0334. 11 a.m.-7 p.m. Tuesdays through Saturdays and noon-6 p.m. Sundays and Mondays. iconfashionboutique.com.



- a** Kimberly Faith gold coin necklace, \$149.
- b** Kimberly Faith gold cuff, \$55.
- c** Rag & Bone Waistcoat vest, \$158.
- d** Vivienne Westwood Pull Ball skirt, \$499, which converts from a short bubble version (pictured) to a long full skirt.
- e** Betsey Johnson sunglasses, \$95.
- f** Evil Crown Broach T-shirt with the inscription "Delusions of Grandeur" on back, \$52.
- g** Rag & Bone Devi denim trouser, \$189.
- h** Vivienne Westwood Monday dress, \$575, recently snapped up by **Scarlett Johansson** at a Vivienne Westwood showroom.
- i** DDF Foaming Cleanser, \$30.
- j** Ella Moss Penny handbag, \$88.
- k** Glitzy Karma Ice Princess Swarovski crystal flip-flops, \$120.

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