

# EDITOR'S NOTE

I am going to make this short and sweet because I need to get on a flight. This season I was on two continents, five countries and too many cities to make note, so when brainstorming on what to give our readers when the summer issue came around, the first thing that jumped out was "Jet Set Summer."

Summer is many things to many people. Vacations at the lake house, casual Fridays (Gross! Middle-aged men in Hawaiian print shirts!). But for the people in fashion, summer is the time to think about the coming year, scour the globe for inspiration and grab a little relaxation.

For those of you studying abroad, enjoy the experience and really mix in with the locals. For those of you who have worked your fingers to the bone creating your collection, take that much needed time out to regroup.

We have articles on financially growing your business, learning the benefits of public relations, finding a good manufacturer and in this issue we are featuring international designer Custo Dalmau of Custo Barcelona. His vivid use of color and his vibrant approach

to life make him the perfect subject to inspire you all. I had the pleasure of sitting with him from fittings to the final bow at the end of Mercedes Benz Fashion Week Fall '08 and now feel the need to devour anything that is Custo.

One thing to keep in mind, while I was bopping around fashion week, I sent my best friend to a Christian Louboutin shoe signing at Saks Fifth Avenue. She was there for what seemed to be forever and when I inquired as to why, she said: "He took the time to sit down and chat with every single customer. He stayed for two and a half hours longer than his allotted time, and everyone left with a photo and a smile on their face."

So remember, no matter what, it is not the fame or the money that will make you a household name, but your attention to detail and your love of the client who wears your product.

À bientôt

- Lynn



Self-portrait London



Life in the air



Our incomparable pilot Charles



Custo Barcelona's team @ fittings



the Loubovins