

# Style

CAROLINA LIVING

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Roller-skating – featured in recent movie and ads – swerves back into popularity. **5E**



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Artist creates sneakers for migrant workers. **6E**

**Male Call** | Capris for guys and what not to wear. **4E**

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FRIDAY, NOVEMBER 18, 2005

**'CHARMING SAM' LINE**

## Jewelry is natural fit for her

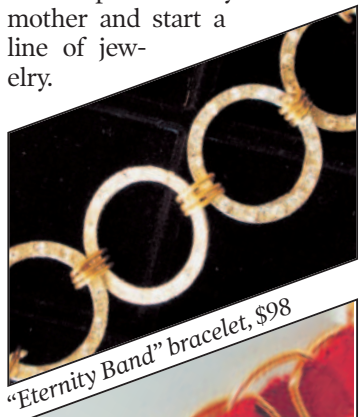
Charlotte designer Amy Steinberg says she loves her new career

By SARAH AARTHUN  
saarthun@charlotteobserver.com

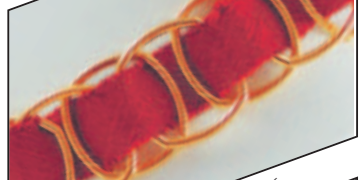
In a matter of months, Amy Steinberg has gone from being a high-tech executive to a jewelry entrepreneur.

She and her husband, Paul, left the wired life of California's Silicon Valley for parenthood in suburban Charlotte 14 months ago.

Along the way, Steinberg, 36, decided to follow the creative roots planted by her mother and start a line of jewelry.



"Eternity Band" bracelet, \$98



"Runway Silk" necklace, \$96



"Words for Blue" bracelet, \$135

The Charming Sam line – named after her 18-month-old daughter, Samantha – has already appeared in Teen Vogue and is scheduled to appear in Marie Claire this winter.

She started late last year with a teen collection and has now expanded it to include pieces for women in their 20s and 30s. Prices range from \$28 to \$320.

Steinberg works from her in-home studio, drawing inspiration from the latest trends on the runways and her own self-described eclectic style.

"You have to see what other people are doing out there. I'm so inspired by some of the clothing designers. I look at how people are going to be pairing their clothing and accessories," she said.

Charming Sam's fall/winter collection ranges from trendy large-beaded necklaces, chandelier earrings and gold cuffs to rhinestone drop earrings and classic pearls woven with black tulle. A favorite from her holiday line: a Czech glass pearl bracelet with Swarovski crystal centerpiece.

Though never artistic as a child, she took up painting in 2001, inspired by an artist's work in Palo Alto, Calif., that now hangs in her family room.

"I used to tell my mom all the time, 'You didn't give me any of those (creative) genes; you kept them all to yourself,'" she said.

Steinberg says it was a natural transition for her as an artist to expand into the fashion industry.

"When we moved here, we were thinking about how I

SEE CHARMING | 6E

# petites' predicament

IT'S TOUGH TO FIND FASHIONABLE CLOTHES THAT FIT. HERE'S HELP.

**How Petite Clothes Differ**

Petite sizing isn't simply smaller; it involves very specific reductions, according to Greta Kukay of Banana Republic Petites. Examples:

**Blazers:** Narrowed shoulders; higher arm holes; raised waists; narrowed flat pockets; shorter, more narrow sleeves; shorter, more narrow length; an overall smaller body fit.

**Pants:** Higher rescaled pockets; reduced waist and hip widths; a shortened rise; smaller thigh and knee widths; shorter length; reduced body widths.

By LISA JONES TOWNSEL  
St. Louis Post-Dispatch

They've been called cute, doll-like, even miniature – names that would be OK if we were talking about Thumbelina or a teacup poodle.

But adult women who are tired of fashion options ranging from jeans for preteens to dusters for "Grandma Moses" say it isn't easy or fun being cute, especially when you want to look polished and professional.

Women who are 5-foot-4 or shorter are considered "petite."

"My whole life, I've heard how nice it must be to have a petite figure. The reality is that being petite just isn't fun when it comes to trying to find clothes that fit," said Lea Weishaar, 31, of O'Fallon, Mo.

SEE FIT | 6E



KAREN ELSHOUT - KNIGHT RIDDER/TRIBUNE PHOTOS

**NEWS YOU CAN USE**

**Case Studies**

**1 Grown-Up and Tired of Juniors Dept.**

**The Dilemma:** Debbie Nolden, 47, of Town & Country, Mo., has spent much of her adult life shopping in the juniors department, often right along with her two daughters, ages 26 and 21. "Very soon I'll be a grandma, but I don't want to look like one," she says. Nolden is engaged to be married and wanted to look for outfits to take on her honeymoon.

**The Solution:** At Banana Republic Petites boutique. There, merchandise presentation supervisor Greta Kukay and general manager Rachel D'Souza helped the 5-foot-2-inch Nolden. After finding several options, they whittled the choices down to two.

The first was a sassy satin print cami and a pair of premium denim jeans. "I love this, but I feel like I don't have anything on," said Nolden of the party ensemble.

The second, her favorite, included a puff-sleeve velvet jacket, a tiered skirt and a matching mock turtleneck. "It's cute, and I love brown and neutrals. I want to look slightly dressed up but comfortable," explained Nolden. Nolden wasn't struck only by the stylish options she found, but also by the fit.

Sizes at the new Banana store range from 0 to 12.

In the end, "We put her in clothes that fit her personality," D'Souza said. Nolden agreed. "I tried on things that I would have never worn before. I felt taller," she said.

**More Info:** www.bananarepublic.com; (888) 277-8953.



**Two more case studies on 6E**

- 2** A 32-year old seeks casual chic look off the rack.
- 3** Professional, youthful look for a 23-year old.

## Questions for Heather Hill

Heather Hill, 36, of Charlotte, turned a hobby into a business when she created *WearWithStyle.com* in February. She has shipped handcrafted hats and scarves (made from her original patterns) and do-it-yourself kits to all 50 states, Canada, England, Sweden and Hong Kong. More than 100 orders were for the "Jayne" hat, popular with fans of the character from TV's "Firefly" and the film "Serenity." — JAMIE SHEATS-JOHNSON, STAFF WRITER



**What gave you the idea for Wear With Style?** "I knitted a hat for a friend as a Christmas present last year and posted it online and it got a very good response, so I posted a primitive version of the pattern for free. Then I started getting a lot of people asking, 'Hey, can you make one for me?' After the 15th order or so, I started to think, 'Well, there's something here.'"

**What inspires your designs?** "I look for something that's quirky and offbeat, something that has a sense of fun to it."

**How many designs do you have?** "I make new ones up as the spirit hits me. Maybe 15 original designs, mostly hats."

◀ Heather Hill wears some of her designs, including a "Jayne" hat (on top).

**Any advice for someone who is just getting started knitting?** "Don't be intimidated. It's not nearly as hard as it looks."

**What is your most popular design?** "Easily, the Jayne hat. I get about 10 Jayne hat orders for every one (order) of anything else. It really picked up in the summer, leading up to the premiere of 'Serenity.' A lot of people wore them to the premiere, some were for Halloween, and now there seems to be a fair amount that are going to be used as Christmas presents."

"(The Jayne hat) comes in a cardboard box, packed in straw, with a handwritten note, which is the same as the one that the character Jayne's mom wrote to him in the show. The packaging seems to be the thing that takes it over the top."

Handmade hats and scarves are \$18-\$45. Do-it-yourself kits are \$17. (704) 527-2216; www.wearwithstyle.com.

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