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Chanel Iman featured in Forever 21's [Holiday](#) Campaign

Chanel Iman Featured in Forever 21 Holiday Campaign

The increasingly popular super model **Chanel Iman** was chosen for **Forever 21's** Holiday Campaign. The theme, "Let It Glow," was photographed by **Dean Isidro**. Photos include pieces from the holiday collection, such as champagne, feminine pieces, white and pink hues, and baroque garments that have fake leather details and embellishments. The collection hit [stores](#) last month and bear price tags from \$4.80 to \$38.90.

Both Forever 21 and Iman are Los Angeles natives however have had different paths when it comes to the industry. Lately the youth brand has been upping its game on advertisement by hiring recognizable models. For the Fall 2012 ad campaign **Ashley Smith** was photographed by **Santiago & Mauricio**.

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Sole Society Teams Up with Julianne Hough

The Los Angeles-based online [shoe](#) retailer, **Sole Society**, is aiming to create a lifestyle brand around the dancer, singer, and actress **Julianne Hough**. The brand will launch a footwear collection in February and will be sold online and in select **Nordstrom** stores. This will be the first fashion endorsement that Hough has been involved with, where a line was created for those who want [designer](#) shoes at affordable prices.

By working closely with the director of buying and merchandising at Sole Society, **Emily Sun**, Hough was able to lead the design process of her footwear line. Pumps, flats, wedges and [sandals](#) will make up the five to six styles offered with prices ranging from \$49.95 to \$99.95. The company has revealed that the relationship is not the typical licensing arrangement, with the deal being a long-term collaboration. The shoe brand, which is funded by the Camuto Group, Nordstrom and Insight Ventures, focuses on creating current-trend shoes at affordable prices. Hough's line will launch in February however Sole Society is unclear when expansion on the brand will begin.

Marimekko Takes Air

To show off the new collaboration between **Marimekko** and **Finnair**, an in-flight fashion show took place on the Helsinki-based carrier. While traveling from Shanghai to New York, pieces were shown, such as Marimekko designer's **Sami Ruusosalainen's** looks from the New York Fashion Week show. Along with garments, flight attendants showed off tableware, linens and a teapot and blanket that will be used on the airline for the next three years.

For those who are a fan of the Marimekko design, pieces can be bought online through Finnair Plus. In order to gain attention for the partnership, Marimekko's signature poppy print was painted on Finnair's Airbus 340 and Airbus 330s, which services New York. The Poppy print will be painted on New York planes for the spring. Both parties plan on using the partnership towards their own plans to expand into Asia.

- Lindsay Grundy

Source: WWD



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