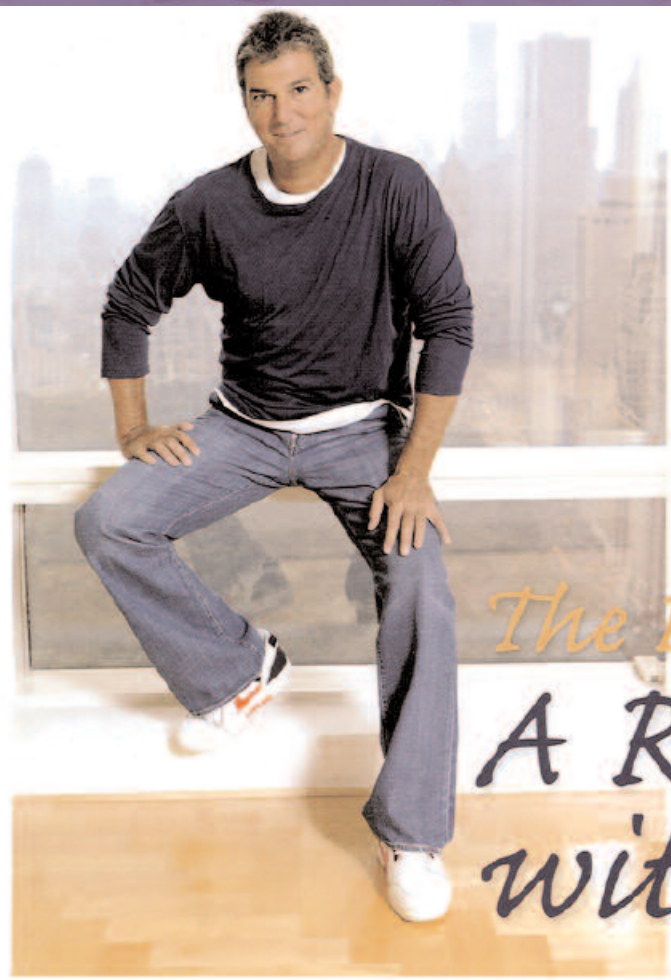


# Mondanité



## The Perfect Pants? A Reality with Theory

Whether at work or at play, more and more women are swapping skirts for pants. And so the search begins for pants that look modern, sleek, sexy, and flattering while being ever so comfortable for today's busy lifestyle. Which woman hasn't bought, and stuffed her closet with hords of pants only to try them all on in the morning and throw them down because they "make me look fat"? I think all women can associate myself included. That is, until I bought a pair of Theory pants a few months after giving birth to my first child. Still a staggering 10 kilos overweight, my self esteem was low, and my wardrobe choices even lower. But the pants, in a dark grey, somehow tucked in all my bumps, lent me a sleek silhouette elegant enough for top business meetings, and were so

stretchy and comfortable. I was hooked, and after reading up and asking around, I realized that I had only discovered what has been known for a while, that Theory makes perhaps the perfect pair of pants. Lucky us in Dubai, I say, that the Quass boutique at Emirates Towers has a whole section devoted to this American brand.

Who and what is Theory? Andrew Rosen and his partner Elie Tahari founded Theory in 1997 on the principle that woman want to feel comfortable and sexy in modern clothing. The use of lycra and stretch fabrics create a signature fit and level of quality that has become a Theory Trademark.

Theory's simple design philosophy, clean silhouettes, quality, craftsmanship and fit make them must-have

items in any women's closet. Don't know who they are? That's because this brand relies on word of mouth, so I expect that soon the word on their fit will be a roar.

The collection is pant-heavy, but the choice of styles is huge: straight cut, slightly flared, cropped, Capri, side zip, front zip, etc... all in a variety of fabrics and colors. This season especially, the basic palette is brightened up with bold colors that are fresh for summer. Jackets also feature heavily in the collection, again in all sorts of cuts and fabrics. The collection also has plenty of tops that fit smoothly under a jacket, and a few skirts. While the new collection is just hitting stores now, the designers in New York created these stunning sketches for Mondanité. We also asked Andrew Rosen, Founder and

President of Theory, to divulge the secret to creating the perfect pair of pants.

**MONDANITE:** People always talk about the amazing fit of Theory pants. What makes a pair fit all women of all sizes so well?

**AR:** From the day we started Theory, we have always believed a woman's outfit starts with her pants. It has been our intention to make the best fitting, best feeling, highest quality pants in the marketplace. We have the best technical and manufacturing in the business.

**M:** Theory is about basic silhouettes and basic styles.

What elements do you add to make something sexier or more feminine?

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**AR:** Theory is; the amazing fit and incredible quality of the clothing. Our design is about proportion: length of the rise, the shape of the leg, cut of the jacket. I have never believed in clothes with bells and whistles. Theory has a very simple design aesthetic. These clothes are truly well made, and perfectly cut. They are modern, sleek, cool clothes. It is how you feel in the clothes. Sexy. Confident.

**M:** What is your collection philosophy? Are you conscious of trends?

**AR:** We believe that the fit and feel and proportion of the clothing is everything. We are about making great pieces that work for the modern woman's (or man's) demanding lifestyle. Being able to mix and match the pieces in a way that works for the individual. We like an eclectic mix of clothes, that can be worn together, or with something that is already in the customer's wardrobe. So, we are constantly evolving what we do, with the consumer's lifestyle in mind.

**M:** 'In' colors come and go. What are your favorite colors that you try to incorporate in every collection?

**AR:** I believe that basic and neutral tones are the mainstays of a wardrobe that work from season to season, with pops of color to add excitement. We have some amazing jewel tones for Spring...

**M:** The trend for cropped pants has been here a while and looks to be a lasting one. Do you believe in them?

**AR:** We have been doing cropped pants for years, and believe they are one of the big ideas for this Spring Summer. We think it's a cool idea for Spring, and we've paired them with shrunken fitted jackets worn over layered tanks and shirts.



*I have never believed in clothes with bells and whistles. It's how you feel in the clothes. Sexy. Confident.*

**M:** What are five pieces of clothing/accessories every well-dressed woman must own?

**AR:** A great pair of pants. A fitted button down. The shrunken jacket. A cashmere cardigan. And denim.

**M:** What do you like best about this season's look? What inspired the new season's collection?

**AR:** The spring and summer col-

lections are very much about this California styling. The look is more about a casual approach - rolled chinos and layered t shirts and breezy shirts. Bohemian prep.

**M:** In the US, your designs are sold in the top stores in the country like Saks Fifth Avenue, Neiman Marcus, Bergdorf Goodman, Bloomingdale's, Barney's, high-end stores, and your own free standing shops.

**How and why did you choose Dubai to set up a shop?**

**AR:** Theory is about dressing the modern contemporary man or woman. And I think the contemporary lifestyle is a global phenomenon. These are clothes that a man or woman can wear every day, and can be mixed and matched to suit their lifestyle. With Dubai as an emerging fashion center, I feel it is most important to express our concept in its own freestanding environment- so the customer can easily understand it. ☐