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BUSINESS ELEGANCE *with an Edge*

DESIGNS FROM A LOCAL FASHION EXPERT

In our fashion section this month we are featuring the high-style designs of local fashion designer Anita Kealey. Kealey has studied fashion in New York at the Parson's School of Design and is now the creative director at the Institute of Design and Technology of South Dakota. She is also the creative influence at her own design studio, Dakota by Design, here in Sioux Falls. She has traveled to both the East and West Coasts to showcase her fashion lines and this coming fall will be opening in Portland with the season 7 winner of TV's Project Runway, Seth Aaron Henderson.

The looks featured here are from her Fall/Holiday line for 2012/2013 and BizNOW is getting an exclusive first look. We asked Kealey to pull some pieces that showcased a look of business elegance suitable for an after-hours event where business is to be conducted. She delivered items that conveyed sophistication -- with an edgy alternative to the sometimes stuffy business attire.

For women, Kealey says the number one thing to remember is to always have in your closet a pair of black pumps and a pair of taupe pumps. These colors can easily transition from day to evening in a flash while still coming off polished. It's also important to make sure your skirt or pants always match your shoes in an effort to create a longer leaner look in business clothes. Don't have supermodel-length legs? No problem, Kealey says a pair of taupe pumps always does the trick.

For a cocktail event don't be afraid to add pops of color or texture, like the red jacket our model Ashley is wearing or the camisole on Kelly. Just don't overdo it! Even though it's evening it's still essential to maintain a level of appropriateness and professionalism.

It's all about texture for a man when it comes to business elegance. Take your everyday suit and add a silk tie or an interesting vest to add a bit of style to the look. The tie on our model Nate was made by Kealey using threads of old media tape to give it some shine and texture.

When it comes to accessories it's always good to err on the side of being conservative. "You can't go wrong with timeless and classic accessories to really pull the look together," Kealey says.

So for your next business after-hours event, add some sophistication and elegance to your look but don't be afraid to add a little edge as well so you can really stand out and capture the spotlight!



Ashley Kurtenbach

Nate Kenyon



Kelly Wismer



*"There are rules to business attire, but rules are meant to be broken. It's all about how you do it."
- Anita Kealey*

