

Created by: Debra C. Argen

## Fall 2009 - Charlotte Ronson and BCBGMAXAZRIA RUNWAY

The **Fall and Winter 2009 Collections** of [Charlotte Ronson](#) and [BCBGMAXAZRIA RUNWAY](#) as seen from the **American Express® Skybox** during [Mercedes-Benz Fashion Week](#) in New York.

When I attend the [Mercedes-Benz Fashion Week](#) shows, I like to be where the action is, which is sitting inside the Promenade, Tent, or in the Salon at Bryant Park where the shows are held. No matter how large the show, and how crowded they may be, there is something thrilling about being there front and center when the models take to the runway.

With that said, for the back-to-back [Charlotte Ronson](#) and [BCBGMAXAZRIA RUNWAY](#) shows, Edward and I decided to do something different, and view the shows from the lofty [American Express® Skybox](#) which provided American Express Platinum Card® and Gold Card members with the opportunity to be a part of the insider world of fashion by purchasing American Express Premium Access tickets to attend the fashion shows, which are otherwise reserved for members of the industry, celebrities, and other invited VIPs.



Sitting with consumers in the American Express® Skybox for the [Charlotte Ronson](#) show overlooking the runway, instead of sitting in the filled to capacity show in the Promenade located directly below us, and enjoying a glass of champagne and lunch while seeing the show, had a different vibe than sitting in the fray of things, but it was exciting as well to see the show through the excitement of first-time consumers' eyes.

Of course, not sitting in the Promenade did not provide us with the opportunity to mingle with **Lindsey Lohan** and the other celebrities sitting in the front row of the show, however the fact that the very personable, and funny, actress **Valerie Bertinelli** who had modeled for the [Heart Truth's Red Dress Collection 2009](#) in the morning, and was sitting up in the Skybox with us enjoying the show, more than made up for it, and her bubbly personality added to the festive, party atmosphere as she happily chatted with the other Skybox members.

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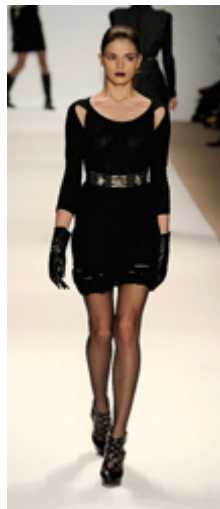
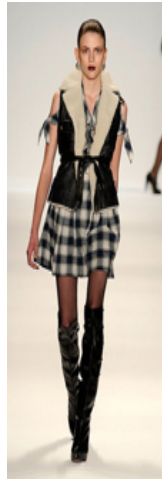


1930s and 1940s music set the mood for the [Charlotte Ronson](#) show, which featured 40 looks in her Fall and Winter 2009 Collection. **Designer Charlotte Ronson** had her models take to the runway with music provided by her DJ sister, **Sam Ronson**, with the first model strutting the runway to the 1942 song, "Why Don't You Do Right," wearing a Black zipper coat with black knit skirt and matching sweater, and tall black bomber boots to open the show.

Music continued with the 1933 song "It's Only a Paper Moon," followed by the 1939 song "In the Mood," the 1942 song "Don't Get Around Much Anymore," and the 1941 song "Boogie Woogie Bugle Boy," as the models wore high-waist shorts, high-waist pants, fringed pants, skinny pants, silk jumpsuits, pencil skirts, paisley and printed dresses, stonewashed sweatshirts, short blazers, and one-shoulder looks from her collection, which featured a mostly black color palette with sprinklings of green and blue, and orange plaid, with black leather as the focal point of the collection, interspersed with wool boucle, rayon, silk, satin, and lace.



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### Charlotte Ronson Designs

Charlotte Ronson's attention to detail showed in her Art Deco beaded blazers, Art Deco beaded blouses, and Art Deco beaded dresses, chain epaulettes on cardigans and blouses, and stylish embellishments of sequins, zippers, and ruffles.



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### Charlotte Ronson Design

A few of the collection highlights included: a One shoulder sequined dress with leather sleeve paired with a black bomber boot; Silk printed blouse with chain epaulettes, cropped black leather high-waist pant with zipper detail, paired with a black leather platform cage bootie; Art Deco beaded blazer with black paisley-lace scoop neck, black hammered silk skinny pant, paired with a black patent leather cage bootie; and Black cracked leather and shearling vest with leather belt over blue plaid dress with knotted cut-outs at shoulder, paired with black knee-high stiletto boots with gold hardware.

**Designer**Max Azria showed 36 looks for his [BCBGMAXAZRIA RUNWAY](#) Fall and Winter 2009 **Collection** that took place in the Tent of Bryant Park, utilizing a color palette of ivory, champagne, silver, smoke, black, blue, green, and variations of plum, with bronze accents.

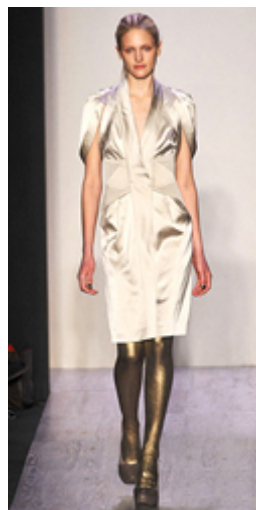


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### **BCBGMAXXRIA RUNWAY Designs**

His collection of dresses and coats featured sensuous silks, satins, and velvets that were softly draped to accentuate the fluid movement of his designs and maximize their effect, low-cut v-necklines figured prominently in the collection, as well as boat necklines, and asymmetric necklines.



### **BCBGMAXXRIA RUNWAY Designs**

Max paid special attention to details at the shoulders and the waists of his designs in the collection, utilizing long zippers as accents, and sexy back glimpses that added a level of sophisticated playfulness. Sleeve lengths, as well as hem lengths varied greatly throughout the collection, providing a wider range of appeal

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across the fashion spectrum.



### **BCBGMAXAZRIA RUNWAY Designs**

Although the fashion experience was different sitting up in the American Express® Skybox for the Charlotte Ronson and Max Azria BCBGMAXAZRIA RUNWAY shows, nonetheless, it was an exciting, and definitely pleasurable way of experiencing the fashion shows.



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### **BCBGMAXXRIA RUNWAY Designs**

As always, remember, that when it comes to fashion, it is not only about what you wear, it is also how you wear it! Know your own style and have a fashionable season!

For information on **Mercedes-Benz Fashion Week** in New York or other Mercedes-Benz Fashion Week International shows, please visit the Mercedes-Benz Fashion Week website at: [www.MBFashionWeek.com](http://www.MBFashionWeek.com).

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