

fashion week



Seven days of style with a busy, city-hopping florist.

Photographed by Rebecca Greenfield

Learn a living planning really extravagant parties," says Cornelia McNamara. "So it's in my nature to be drawn to the fantastic, both in life and clothes." The 35-year-old commutes between Chicago and New York as the creative director of Cornelia McNamara Inc., a large-scale floral design company with clients as varied as Jazz at Lincoln Center and L'Oréal Paris. "My wardrobe exists at two speeds: throw-it-on-in-three-minutes outfits for scouring the flower market at 6 AM, and more polished stuff for meeting clients and attending events," she explains. As a result, her closet is an eclectic mix of breezy dresses, shimmering skirts, structured jackets, and playful accessories. "I wear one extraordinary piece no matter what I'm doing," she says. "Whether it's jeweled heels, a great vintage necklace, or even just a really vibrant blouse, it makes the entire outfit so much more fun."

Fashion Rules

1. Shop for the life you have: It's easy to look good in an amazing party dress, but much harder to dress well for running around the city all day.
2. Limit yourself to one super-bold item per outfit. When you start piling it on, you run the risk of looking more like a crazy, overstyled aunt than the cool woman you envisioned.
3. Comfort doesn't have to equal sweatpants: An A-line skirt with flat sandals has the same freedom of movement — and you'll feel better in it.



“I love things with an exotic, Indian look—big gold jewelry and saturated prints—but I temper them with more classic pieces, for a subtler effect.”



OPPOSITE PAGE, TOP INSET: TUNIC, \$50, ROBERTA ROLLER RABBIT, ROBERTA FREYMAN, EAST HAMPTON, NY, 631-329-5828. JEANS, \$44, LEVI.COM. EARRINGS, \$98, KENNETH JAY LANE, MAXANDCHLOE.COM. BANGLE, \$65, ALEXISBITTAR.COM. PATENT BAG, \$795, THEORY, THEORY.COM FOR LOCATIONS. BOTTOM INSET: COTTON TOP, \$115, ROBERTA FREYMAN, 212-585-3767. JEANS, \$185, FILIPPA K. HUS, NYC, 212-620-5430. NECKLACE, \$575, AMRITA SINGH, SHOPAMRITASINGH.COM. PATENT "ONO" BAG, \$795, THEORY, THEORY.COM FOR LOCATIONS. LEATHER THONGS, \$520, ROBERTO CAVALLI, 212-755-7722. THIS PAGE: TRENCH JACKET, \$895, BURBERRY, 800-284-8480. COTTON-BLEND DRESS, \$275, WALTER ARMOIRE, BROOKLYN, 718-496-7770. "SHINE" EARRINGS, \$125, CITRINE BY THE STONES, BYTHESTONES.COM. LAMBSKIN "HIDDEN CHAIN" BAG, \$3,450, CHANEL, 800-550-0005 FOR LOCATIONS

a week's worth of *style*



gold hoops \$98,
ALEXANDANI.COM

wool-blend pants
\$334, GRAHAM & SPENCER, BY
GEORGE, AUSTIN, TX, 512-472-5951



silk-trim raffia clutch \$98, FRANCHI,
SELECT NORDSTROM, 800-695-8000



beaded necklace \$308,
KENNETH JAY LANE, QVC.COM
crystal gold-plated
medallion necklace \$58, YOCHI
DESIGN, KITSON, L.A., 310-859-2652
gold-plated multistrand
necklace \$95, NOIR, 212-244-4846



silk "tua" skirt
\$380, JOSEPH, 212-570-0077



patent leather belt
\$175, BE & D, 212-629-3242

quartz
beaded
leather
bracelet
\$350, DANIELLE
WELMOND,
TWISTONLINE
.COM



leather "nepali" flats
\$315, BARBARA SHAUM,
212-254-4250



satin
"chardin"
t-strap
sandals \$99,
NINEWEST.COM



jean jacket
\$120, PAPER
DENIM & CLOTH,
REVOLVECLOTHING
.COM



knit "mirella"
camisole
\$64, COSABELLA,
785-293-8888

putting it together

“Strategic pops of color and a little bit of shimmer are all you need to transform a basic outfit into something gorgeous.”

Sunday

vibrant-hued dress + layered necklaces + strappy flats

shopping at the flower market



Monday

jean jacket + knit camisole + silk skirt + gold hoops + strappy flats + patent bag

designing arrangements in my studio



Tuesday

ruffled jacket + graphic tank + shiny trousers + gypsy earrings + bright T-straps + oversize handbag

lunch with a client



STILL LIVES: LUCKY DIGITAL STUDIO.



rose-quartz drop earrings
\$930, BECKY KELSO, JEWELS BY JOANNE,
SCARSDALE, NY, 914-713-1333



silk-trim
ruffled
wool jacket
\$548, OMORIKA,
P45, CHICAGO,
773-862-4523



patent leather bag
\$625, THEORY, BLOOMINGDALES.COM



silk tank \$245,
McG-ALEXANDER McQUEEN,
DIABOLINA, L.A., 310-550-1341



metallic chiffon and
silk top \$328, MARC BY
MARC JACOBS. SELECT NEIMAN
MARCUS, 800-365-7989



satin dress
\$290, VINCE,
NEIMANMARCUS.COM



gold vermeil
earrings \$128,
ISHARYA, SELECT
NORDSTROM,
800-695-8000

denim "las palmas"
pencil skirt \$159,
PAIGEPREMIUMDENIM.COM



multichain
bracelet \$98,
ALEXANDANI.COM



crocodile
sandals \$550,
GIUSEPPE ZANOTTI
DESIGN, 212-792-4420

leather
handbag \$1,780,
GUCCI, 800-456-7563
FOR LOCATIONS



jeweled leather
heels \$1,370, ROBERTO
CAVALLI, MACY'S
WEST, 800-622-9748

Wednesday

jean jacket
+
metallic
top
+
denim
pencil skirt
+
chain-link
cuff
+
crocodile
sandals



location
scouting

Thursday

graphic
tank
+
silk skirt
+
chain-link
cuff
+
crocodile
sandals
+
oversize
handbag



meeting
with a
vendor

Friday

metallic
top
+
shiny
trousers
+
gold hoops
+
beaded
bracelet
+
crocodile
sandals
+
bow clutch



networking
at a
cocktail
party

Saturday

ruffled
jacket
+
vibrant-hued
dress
+
drop earrings
+
beaded
bracelet
+
skinny belt
+
jeweled heels
+
bow clutch



attending
an event
I planned