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MAXFOWLES is for the Downtown Girl with European Flair



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Friday, September 14, 2012, by Natalie Alcalá



Photos courtesy of MAXFOWLES

Although LA's generous climate allows Angelenos to dress easy breezy year-round, we still have a soft spot for understated luxury. Whether it's pairing our trusty cut-off shorts with an impeccably tailored button-down or topping a luxe LBD with a vintage denim jacket, "chic meets cool" is our style mantra. That's why we can't get enough of MAXFOWLES—a new line that we first encountered at the stylehaus fall fashion show last month.

Founded by Max and Parisa Fowles, this effortlessly elegant ready-to-wear line is inspired by **dialed-in globetrotters that work hard and play hard**, and need to dress the part. From pristinely pleated skirts to deliciously soft leather jackets, each piece is versatile enough to wear with high-tops sneakers (like stylehaus founder **Marina Monroe** here) or sky-high stilettos. Co-designer Parisa stopped by to give us a brief low-down on the line, which can be purchased at Revolve (8452 Melrose Ave) and Elyse Walker (15306 Antioch St).

**What were you and Max doing career-wise before MAXFOWLES?**

"Max was in private equity and I was in dentistry. Both of us are very creative and share a love for design so it feels like we always have been in the fashion business."

**What inspired you to start your line?**

"Moving to the United States from London motivated us take the next step, which we had wanted to take a long time ago. It felt more natural to do it in the states."

**Describe your design aesthetic in five words:**

"Sleek, architectural, chic, wearable, desirable."

**What is your fall collection (pictured) inspired by?**

"A Parisian girl living in New York City."

**Which celebs would you love to see rocking MAXFOWLES?**

"Blake Lively, Alexa Chung and [Italian socialite] Bianca Brandolini."

- Maxfowles [Official Site]
- Stylehaus is Hosting a Fall Fashion Show at Skybar This Thurs [Racked]
- Bumbys, James Goldstein Hit Stylehaus' Poolside Fashion Show [Racked]

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