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Sat Oct 22, 2005

**LA Fashion Awards!**

"It's only fashion. Let's not lose perspective." That was the closing message at the LA Fashion Awards, uttered by Nony Tochterman (below left), the designer of Petro Zillia, winner of the Moss Adams Fashion Innovator Award.

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It was a perfect summation for event, which was both lively and relaxed. (Someone should hire the organizers to do the Oscars; the show was short and sweet, the food and booze plentiful, and the VIP room nonexistent.) Held Friday at the Orpheum Theatre downtown, the event incorporated mini fashion shows by Trina Turk, Louis Verdad, Trovata and Petro Zillia. Dov Charney (above right), the controversial owner of American Apparel, won the Marketing Excellence Award, thanking his staff for "putting up with all the craziness"—a reference to the recent criticism of his porn-adjacent ads and what could be called a sexually open work atmosphere.



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In the lobby, two icons met for the first time: Jocelyn Wildenstein (above, second from right) and the Sultan of Sequins, Bob Mackie (far left). Wildenstein's beau, Parisian designer Lloyd Klein (far right), told us he heard St. John was looking for a new designer and that he'd love the position. (That's Klein's biz partner John Arguelles in the middle.)



Stylist Arianne Phillips (above left) met Alan and Charles Rosenberg (right), former models, and told them, "I remember seeing you around New York. I used to study you."



Others lugging home awards: designer Trina Turk (left), *WWD*'s Rose Apodaca (right), and (not pictured) Rosemary Brantley, Fashion Department Chair at Otis College of Art + Design, and John Eshaya, accepting for Ron Herman, owner of Ron Herman Fred Segal.

posted by Laurie in Fashion at 7:57 am | [link](#)



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