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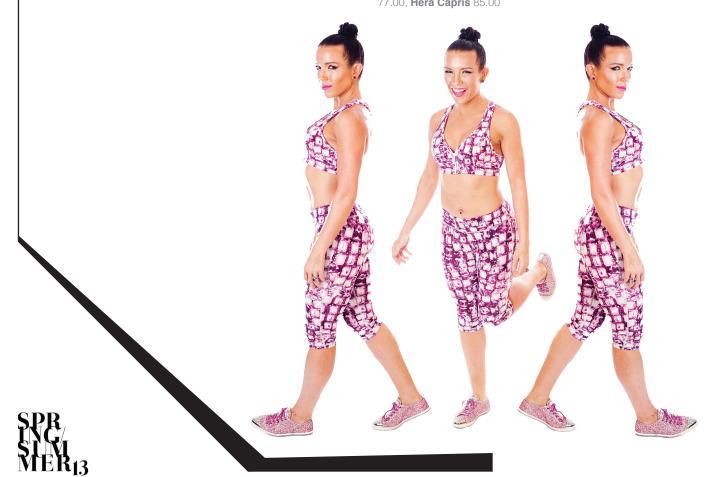
JEWELS

This luxe jewel print was literally inspired by Kelly's pink ruby engagement ring! It's available in black and pink, dubbed Aphrodite and Hera, the Greek Goddesses of Love and Marriage, respectively.

shine bright







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elly Dooley-Kalley designed her Spring/Summer 2013 collection while in the midst of planning her July 2012 wedding, and was very inspired by love, music, and the luxurious world of bridal. This is her largest collection to date, which includes everything from sports bras and moto jackets to leggings, capris, and shorts. She not only wanted to convey the versatility of her line but also to capture the essence of love and of unadulterated femininity.



The prints, all of which are her very own creations, are decadent and fashion-forward, yet maintain the integrity of functional active wear, using primarily tactel, modal, and nylon tricot. These include a fuchsia ruby print, based on her Knight&Hammer engagement ring, black diamond, gorgeous lace, her signature florals, and ripped fishnet. With love on the mind, she named her pink ruby print Hera, the Greek Goddess of Marriage. And she showed her adoration for her glam squad, naming the teal lace

after her makeup artist, Leigha, and the purple fishnet print, after her hairstylist, Zuzu. Kelly prides herself on creating unique names for each one of her pieces, using names with meaning and that invoke images of powerful women.

This collection is surely her best yet, reinforcing her signature aesthetic but offering a fresh, fashion-forward, and sophisticated take on her edgy sense of style, created for women who embrace their femininity, who celebrate love, who appreciate the precise details of well-executed design, and who thrive on expecting the unexpected.

For more information:
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Lookbook Design by 11AM Design
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