



# VANCOUVER REPORT

## HAWAII 5-0

A design table on a private Deep Cove island is where **Raegan Hall** creates her new fashion line **Poliahu**, which means Hawaiian snow goddess. A one-time pro snowboarder, Hall keeps board-sport gals in mind with her collection. Totally radical pieces include the Pele low-rider wrap skirt (\$84) and the only shorts we've liked since jams finally disappeared in the late '80s. Watch for her new Kelowna store, **Blonde**, this spring. At **Blue Crush**, **Frozen Ocean** and **Swimco**. Visit [poliahu.com](http://poliahu.com).



## FOCUS ON ENTREPRENEURS

# A store for boarder girls and posers

**The Daily Courier charts the growth of entrepreneurs in the Central Okanagan with this report about business starts**

By STEVE MacNAULL  
The Daily Courier

**B**londe is a boutique for boarder girls and posers. Boarder girls — for those not up on their lingo — are 17- to 27-year-old women who snowboard and wakeboard.

And posers are the women of all ages who don't necessarily snowboard or wakeboard, but want to dress like those who do.

"This store is full of streetwear and accessories for boarder girls," said owner Raegan Hall.

"This is what boarder girls wear when they aren't snowboarding or wakeboarding."

Hall, 28, is a boarder girl, even if she is one year outside age demographic.

"This is my personal dream wardrobe," she said.

"I wanted to open an independent fashion boutique that was open to new and different Canadian designers."

One of these 30 designers is Hall herself, whose line is called Polihau.

Polihau is the Hawaiian goddess of snow and perfectly represents the strong female who performs well on the water (wakeboarding) or snowboarding.

"The Polihau line includes longer boarder shorts, bandanna pants, T-shirts and hoodies," Hall said.

"I would have called the store Polihau, but people don't know what it means, and it's too difficult to say, so I don't want to scare customers off. Blonde is short and sweet and understandable and has a good vibe."

Hall jokes that she's blonde and sweet, but not short. She's 5'10".

Hall draws her inspiration from her passions, Hawaii, which she has visited almost annually and snowboarding, which she did professionally in 1994.

She ranked the sixth best in Canada, 27th in the world, on the *Newsweek* women's circuit.

"I also moved back here so I



GARY NYLANDER/The Daily Courier

Fashion designer Raegan Hall has opened Blonde, a boutique downtown catering to boarder girls, downtown.

could snowboard at Big White," she said. "And I can have my own store and continue designing."

After graduating from Kelowna Secondary school in 1993, Hall took a semester of university preparation on a tall ship called *Class Afloat* that sailed the South Pacific.

Then she did the stint of professional snowboarding.

From there, it was off to the University of Western Ontario and an honours fine arts degree before going to New York City's famous Parsons School of Design for a fast-tracked fashion degree.

She landed a job with a small Vancouver label called *Narcissist* and designed dresses for it, 1999-2002.

*Narcissist* had a store on Vancouver's Main Street and supplied product to 180 other stores.

"But I wanted to do my own

thing and design the kind of clothes I wear myself," Hall said.

So, she did a business plan. Hall found there's a strong niche market for boarder girl fashion and Kelowna would be a good place for a boutique because Vancouver is already at the saturation point with the concept.

Besides Blonde, Polihau items are stocked at six other boutiques across Canada: *Frozen Ocean* in Vancouver and Halifax, *Live to Surf* in Tofino, Victoria's *HITO*, *La Nina* in North Vancouver and *Hangers* in West Vancouver.

After profiles in *Flare* and *Vancouver Fashion* magazines, Internet sales ([pollihau.com](http://pollihau.com)) have taken off.

Hall sends her designs to Vancouver to be made, but she's looking for a contract sewer in Kelowna.

**Blonde is at 427 Laurier Ave.; phone 862-6778.**

JeVentLife FASHION!

# Pretty in Pink!

Believe it or not, it's back in style!

The color pink has awakened from the recesses of style's basement, creeping back into our lives with renewed vigor and gusto.

What some fashion magazines are calling the new black: Pink is back, baby!

I have to admit I'm happy. I secretly stashed away some of my favorite pink pieces over the years, deep down believing pink would have it's second coming.

In fact, one of my ultimate pink indulgences is a Chanel style suit from my mother's collection which was made in the '60s. This linen legacy will definitely be passed down to my daughters, especially Megan who aspires to own everything in Barbie(lim) pink.

For those who cringe and hope pink goes back into hiding, there are several ways to incorporate small pieces into your wardrobe this season.

A pink string bikini peeking out from a skirt waist or from under a fitted t-shirt always looks sexy, without going over the top with pink.

Beaded pink jewelry or crystal earrings and necklaces add subtle feminine touches.

For a peek-a-boo look or for a good laugh, you can check out the frilly pink panties by a Vernon designer at Blonde, the latest edition to Kelowna's fashion scene.

"Pink is just girly. It's super fresh, feminine and sexy," says owner Reagan Hall.

Hall opened Blonde just last Saturday on Lawrence Avenue.

You know the shape of Kelowna is changing when a tattoo parlor is replaced by a girly shop with serious attitude.

"I carry street wear for board girls," Reagan says, tossing her blond braid revealing a skull and cross bone screen print on her petal pink t-shirt.

Reagan grew up in Kelowna and left 11 years ago to study fine arts at the University of Western Ontario



DORIS FURLOT



DORIS FURLOT/JeVentLife photos  
Model Julie Mitchell poses in a Nana skirt and RVCA shirt.

and fashion design at New York's Parsons School of Design. Famous students include Anna Sui and Donna Karan.

With two degrees in hand, Reagan was head designer for Vancouver's Narcissist Design, before getting the urge to be her own boss.

Her clothing line, Polahu (Hawaiian snow goddess), sells across Canada: from Tofino to Halifax, and now here in Kelowna.

Reagan had a choice between opening a store in Vancouver's trendy Kitsilano neighborhood, Whistler, or the sun drenched Okanagan town where she grew up. "I came back for the sun," she says.

While carrying her own line of clothing, Blonde carries everything from Classic Girl-yoga gear to Dirty Laundry, a line that's both feminine and

intense, and much in between that's worth a second look. Halle Berry just ordered 400 Dirty Laundry T-shirts for the upcoming Cat Woman movie.

Reagan hand picks all pieces for sale in her store, only carrying one size of each and will not re-order. She doesn't want anyone to see another girl in the same outfit, knowing Kelowna can still be a small town.

"This is my personal ultimate wardrobe," says an excited Reagan, who will host a grand opening summer party on July 31.

Meanwhile stores across town are bringing in summer styles that are increasingly feminine and sexy: halter dresses and soft materials in bright colors.

When it comes to makeup, check out the new Mac cosmetic counter at the Bay in Kelowna and their Lustreglass lip finish in Wonderstruck or Flusterose. It's a high shine glaze they describe as "beefy sexy". For pink power lipstick try Mac's Pink Poodle.

Doris Furlot is a Kelowna journalist with a passion for fashion. Hear Doris' Fashion Forward with Andy and TJ on 101.5 KISL FM next Friday morning at 7:10 am. Email Doris your ideas and questions at doris.furlot@ok.bc.ca



Girly underwear - and very pretty in pink.



Reagan Hall, owner of Blonde, a new women's shop with serious femininity, style and attitude, is located on Lawrence Avenue in Kelowna.

# eventLife FASHION!

## Blonde's fashion about what's



DORIS FURLOT



# hot now!

If you missed this summer's hottest fashion event, you're not the only one. So many people showed for Blonde's fashion extravaganza at My Martini Place on July 8, they had to turn more than 100 people away because it was too crowded.

It was amazing! Shop owner Raegan Hall and her event ninja (translation: organizer extraordinaire), Jamie Albers put on a slick, big city style event that has set a new standard for Kelowna's fashion set.

The women displaying the summer outfits from Blonde's awesome collection were beautiful and had me convinced they were professional models. The way they strutted around the restaurant with coy grins, winking at men and women, you'd think this was how they make a living. All the models were tall, gorgeous local gals: servers from the best restaurants in town who've dropped into Raegan's store since she opened in May.

The outfits were hot: pieces from Raegan's own label, Poliahu, plus Hylas and Nymph and sexy panties from Sweet Soul. The skirts were fun and flirty while the tops were fitted and fresh. Some of the most casual pants and shorts were paired with plain white tank tops, part of Raegan's successful attempt to dress boarder-girls just like the cutest surfer boys she has hung out with during her vacation time in Hawaii.

"Funky Mermaid" is how the Evolution Salon described the girl's fun and sexy hairdo's. Not only did Evolution do all the models' hair, they spent the day doing the models' make-up also. The colors were soft pinks with a touch of blue eyeliner.

Model-for-a-day Naomi Wells kept flashing her Sweet Soul frilly panties at the crowd from under her Hyacinth and Nymph skirt, creating quite a stir among some of the men who showed up, while a woman who calls herself MzBe nearly stole the show. This club hopping chic showed up for the event dressed in a walking buffet of fashion indulgence with her feather boa and movie star sunglasses.



DORIS FURLOT/eventLife photos  
Above, Naomi Wells shows off her frilly side. Below, a model camps it up for the audience.



Blonde owner Raegan Hall, My Martini Place owner Colin Darrow, and event organizer Jamie Albers wearing an original Raegan design.

Traditional fashion shows often bring out the next season's collection, but this event was meant to give you an idea of what's hot now. I look forward to Raegan's next showcase as she searches for a bigger venue to accommodate all of her adoring fans.

- Doris Furlot is a freelance fashion writer living in Kelowna.