

# Lolli

*by reincarnation*

## item of the week | 3.23.07

In 1926 Gabrielle Chanel popularized the "little black dress", whose blank-slate versatility allowed it to be worn for day and evening, depending on how it was accessorized. Although unassuming black dresses existed before she designed them. It was considered the haute couture standard. In 1923, she stated that "simplicity is the keynote of all true elegance". Gabrielle Chanel always kept the clothing she designed simple and comfortable.

This week we pay her tribute, by presenting you our favorite Lolli black dresses.





1. Lolli Line: Our Little Black Silk Dress with an Off-White strap that can transform your dress to at least 6 different ways (boat neck, drop neck, on one shoulder, tube dress, halter, and one piece halter). \$350
2. Reworked Black Vintage Tutu...has been transformed into something fun with Lolli Leather Suspenders. We were definitely inspired by Madonna on this one, \$515
3. Reworked Vintage Dress...we call this one Viva Las Vegas. Rhinestones on top of silk, but the bottom is border line prim and proper, \$650

Check out Daria as she does black and white. Click [Next](#) to see pics from her shoot.

### **who's that girl**

Daria is a NYC web developer by day and modern dancer by night. Her favorite spots in Manhattan include Dance New Amsterdam, any sun-drenched street, the cube at Astor Place, and of course, Lolli by reincarnation. To check out more pics from Daria's shoot, please click [Next](#).

### **CONTEST...CONTEST...CONTEST!!!!**

We want to make YOU the "Lolli Item of the week". Show us your "Day in the Life of Lolli" pictures. We are selecting 3 people, and we would like to see your 3 favorite pics of how you wear your Lolli. We strive to make products that are versatile, so let's see how you wear it. We understand that everyone can't make it to the New York store to photograph for item of the week.

The RULES are pretty simple

1. Submit 3 pics of you wearing your Lolli (Lolli products can include reworked vintage,

- products from the Lolli Line, and Lolli leather accessories).
2. You have from now until March 23rd.
  3. Pictures will be randomly selected at 9p on March 23rd.
  4. If friends help with styling or makeup, we will make sure they receive credit.
  5. Pics will run on the Lolli by reincarnation official website for 2 weeks and once in our Item of the Week email.

### **what is the "LOLLI ITEM OF THE WEEK"?**

Every week, we have fun with our customers and friends, modeling original Lolli designs, reworked vintage, and some of our special vintage items. Our backdrop is whatever life and an artful mind will provide us. The object of our affections: a fashion experience that hopefully equates to your enjoyment.

why? Because every week, we strive to create something new, whether it is an Accessory or an idea. The Item of the Week is our way of sharing this with you, in addition to events and discounts!

Photographed by Yuko

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85 Stanton Street, New York, NY 10002  
212.529.2030