

TrendSpotter

[THE TASTEMAKER]



Simply Soles catalogue founder Kassie Rempel, who lives in Mount Pleasant, plans to open a store in Columbia Heights next month.

KASSIE REMPEL: SIMPLY CHIC

As Kassie Rempel tells it, the birth of catalogue-order shoe store Simply Soles was nothing glamorous. After all, it started in her dining room with a phone and a tape gun.

But four years later, her little business isn't so little. It's bursting from her Mount Pleasant basement, with the catalogue mailed out to 13,000 customers. Her own independent label, Lillybee, launched in the spring. And Simply Soles (www.simplysoles.com) is scheduled to open as a brick-and-mortar store late next month in Columbia Heights.

The 35-year-old North Carolina native has long had a soft spot for stunning shoes. A former accountant, Rempel used fancy footwear to stand out in a business world dressed in varying shades of dull. Fittingly, on a rainy late-summer afternoon, she's simply attired in jeans and a black sweater. But on her feet? Tory Burch's funky black-leather and light-wood platform slingbacks, punctuated with gold studs and a perforated leather logo. Standout, indeed.

Rempel's shop-by-catalogue store features a carefully chosen collection with a host of designer exclusives. You'll also find her other personal faves, such as Dr. Hauschka's organic skin-care line and Bulga's super-soft leather handbags.

With any of Rempel's picks, simplicity is a common theme. "That's my fashion motto," she says. "Everything is clean and high-quality and feminine, but not flashy."

— Michelle Thomas

Here are a few of Rempel's favorite things:

» Donavon Frankenreiter

Jack Johnson's beachy protege released his third solo album, "Pass It Around" (Lost Highway), last month. About \$11.99 at mass retailers and www.amazon.com.



» Bulga 'Fermore' Handbag

Designed and made by hand in New York, the satchels from this company boast plenty of compartments and soft, velvety leather. "They are very well-thought-out, carefully constructed bags," Rempel says. \$888 at www.bulgausa.com. Other Bulga styles available from Simply Soles.

» D.L. & Co. Pink Pepper Candle

The luxe candle scent includes notes of white, black and pink pepper, plus clove and carnation. "It is unlike any other fragrance I've ever smelled," Rempel says. "I just want to keep it under my nose all day long." \$85 at Candles Off Main (162 Main St., Annapolis, 410-990-0664).

» Tibi Open-Back Print Dress

Rempel loves that this New York-based line uses tasteful patterns and flattering, feminine cuts. "It's designed to make a woman look good without trying too hard," she says. \$345 at www.net-a-porter.com.



Lillybee 'Hilary' Pumps

These topstitched pumps are Rempel's favorite from her fall collection for Lillybee, which she launched as a moderately priced line of original designs. "Blue shoes sound a little kitschy, but I think these are really stylish," she says. \$195 through Simply Soles (800-909-3679 or www.simplysoles.com).



» Kate Spade 'Franny' Eyeglasses

Rempel's weakness for eyewear has resulted in a specs collection nine strong, including pairs from Prada, Chanel, Vera Wang and Kate Spade. \$75 at Kate Spade (3061 M St. NW, 202-333-8302) and www.katespade.com.



[WHAT'S IN STORE]

On Thursday, get a triple dose of fall fashion during **three trunk shows at Proper Topper**. Designer Maggie Ward's clean-lined separates are paired with Kiyomi sleepwear and Linda Loudermilk's eco-friendly yet refined collection. 3-8 p.m. 1350 Connecticut Ave. NW. 202-842-3055. Free.

Browse jewelry from Miguel Ases and bags from Lauren Merkin

during **Wink's three-day trunk show**. Also on the agenda: glasses of bubbly and cupcakes. Friday-Sept. 21. 3109 M St. NW. 202-338-9465. Free.

Two designers will make personal appearances Saturday: ■ Los Angeles-based handbag designer **Mollie Culligan** is hosting a trunk show at We One You Two, spotlighting the spring 2009

collection of carryalls and belts from her brand, the Jack Rabbit Collection (see example at right). 5-8 p.m. 1525 Wisconsin Ave. NW. 202-298-5999. Free.

■ **David Meister** is showing his fall assortment of chic day dresses, cocktail frocks and floor-sweeping Grecian gowns at Neiman Marcus. 10 a.m.-4 p.m. 2255 International Dr., McLean. 703-761-1600. Free. — Holly E. Thomas



BY ANGELA PIERCE

ALBUM COVER FROM LOST HIGHWAY; PUMPS BY ROBERT SULLIVAN — SIMPLY SOLES; OTHER MERCHANDISE PHOTOS BY RENEE COMET AND KATHRYN NORWOOD FOR THE WASHINGTON POST

THREE WISE GUYS Joe Heim, Justin Rude and Dan Zak

No Question Too Stupid, No Answer Too Smart®

Dear Wise Guys:

The law says that you should yield to pedestrians in crosswalks. But some of those crosswalks are at lights with a "walk"/"don't walk" signal. It really aggravates me when I have a short green light and a pedestrian steps into the crosswalk against the "don't walk" sign. What should I do? Should I just run them down since I have a green light? Or should I stop, let them cross in front of me, lose the green light, be late for my appointment and then call them words that I can't print here?

— Drury

Dan: Pedestrians always have the right of way, unless they're in the way. I joke! I once got hit by a golf cart, so I don't mean to make light of this topic.

People on foot are in as much of a hurry as you in your car, you maniac. The ques-



BY DANNY HELLMAN FOR THE WASHINGTON POST

tion you need to ask yourself is this: Is getting to an appointment on time really worth running over someone and killing them? And, seriously, an "appointment?" Who has appointments these days?

Joe: I have only e-appointments.

Guys:

I am new to the column (have only been reading it for about a year). I have to say how disappointed I was to see your pictures in the section! It totally ruined the mental image I had of you (three much younger, backward-hat-wearing recent college grads). You guys looked — do I dare say — sophisticated!

— Jen

Joe: Our pictures have always been a source of disappointment to everyone but our mothers. And probably them, too. **Justin:** By the way, if you've been reading our column for a year, then you've been reading it as long as we've been writing it. Our first anniversary is coming up in November. (The Post is throwing us a huge bash.)

Dan: We may look sophisticated, but we're not. I'm 3.5 years out of college and an idiot. (I majored in *print* journalism.) Joe graduated from Berkeley at the dawn of

the Pleistocene era, but our boss, Deb, once made him run to a dry cleaner because his shirt was too wrinkled for work. Justin has great taste in music and art, but he eats every meal at Popeyes.

Dear Wise Guys:

Is lingerie appropriate for a yard sale?

— Don

Joe: Wearing it or selling it?

Dear Wise "Guys": With everyone from waiters to store clerks calling both men and women "guys," why isn't there a female "guy" on your panel? There are more women than men, and it seems that our perspective is not represented when answering the crucial, life-changing inquiries that come your way.

— Pam

Justin: We are reclaiming the word "guy." No longer will it be tossed around willy-nilly. "Guy" means guy. It's part of our

mission statement — or it would be if we had one.

Joe: Also, we asked a few women to join us, and they all turned us down.

Dan: Notably Sarah Palin. We couldn't meet her one condition: that we change our names to Puck, Timber and 'Bou (short for Caribou; that was going to be my name).

Joe: For the record, I was willing to change my name.

This week's motto was submitted by reader Coleen L. Celentano of Damascus.

Have a question only the Three Wise Guys can answer? Or a motto suggestion? Send it to wiseguys@washpost.com and await their words of wise-dom. For past columns, visit www.washingtonpost.com/wiseguys.