

CALIFORNIA  
STYLE &  
CULTURE

Spring 2021

# SONG BIRD PARIS JACKSON ROCKS ON



**PLUS** SPRING FASHION / DRIES VAN NOTEN / ANGELA LINDVALL / NAOMI WATTS



## MAKER'S MARK

As *C Magazine* opens its latest brick-and-mortar concept store, meet three California brands you will find inside



**T**his spring, *C Magazine* opens the doors to its latest brick-and-mortar Studio C concept store in Playa Vista's new Free Market retail hub, stocking conceived-in-California brands. The premise is simple: curating the Golden State's most talented fashion, beauty, home and accessories labels under one roof. Here we hear from three creatives bringing their wares to the new store about the stories behind their brand. *Free Market*, 12751 W. Millennium Dr., Ste. 180, Playa Vista; [shopstudio-c.com](http://shopstudio-c.com).



Santa Barbara-born designer DONI NAHMIAS puts a luxury spin on men's sportswear with high-end materials such as silk and cashmere. Opposite: The soon-to-debut FREE MARKET PLAYA VISTA will welcome the latest outpost of STUDIO C.



## NAHMIAS

*Sporty Menswear from Santa Barbara*

When Doni Nahmias needs inspiration for a new collection, his first move is to look back at his Santa Barbara youth and the formative years he spent busing tables, skateboarding, playing basketball and surfing Rincon. This season's collection, titled Dawn Patrol, takes its name from the slang term for waking up before the sun to scope out the surf — but in a broader context, it's about "the idea of getting up every morning and doing what you love and pursuing whatever it is that you want to do," says Nahmias, who now lives and works in Los Angeles.

The 28-year-old started his line after years of hustling and a clutch internship with designer Mike Amiri. The 3-year-old brand is now beloved by celebrities and athletes, including Justin Bieber, for its elevated street-style silhouettes — basketball shorts, hoodies, tracksuits and trucker hats are reinvented in luxurious materials and emblazoned with powerful language and symbolism. This season, pieces are adorned with the words "patience" and "miracle," following last season's now-iconic "Summerland" hoodies. "I think most people don't even know that [Summerland is] a real place, I think they think of it as a dream state," Nahmias says.

The designer recently presented his fall collection at New York Fashion Week, calling it "hands down my favorite work." A short film he produced for the collection features female models alongside the men — underscoring the unisex nature of the designs, but also hinting at what's to come: "I am definitely going to move into womenswear soon, and I'm excited for it!"



## JILLIAN DEMPSEY

*A-List Makeup in Santa Monica*

For the past 30 years, celebrity makeup artist Jillian Dempsey has painted the faces of A-list stars from Kate Winslet, Emilia Clarke and Leslie Mann to her most loyal client, her husband of 20 years, actor Patrick Dempsey. But with much of Hollywood on hold during the pandemic, Dempsey decided it was time to launch Fyfe, a tutorial and shopping app she has been working on for years, where she and other beauty-industry experts spill the secrets of their craft.

The app gives viewers an up-close look at Dempsey's namesake beauty line in action. With surgical precision, she wields her 24-karat Gold Sculpting Bar,

a pulsating, Japanese-made wand that she explains can "move and sculpt your face into the position you'd like. You can scoop the jawline, contour cheekbones, iron out sleep wrinkles and tech neck and de-puff your eyes — I could go on and on." The evolving collection, which Dempsey playfully calls "lazy girl makeup," also includes a hair pomade, intensely hydrating prebiotic eye masks, cheek and lid tints and waterproof kohl pencils — "I'm a dye-hard eyeliner girl. I will never not be wearing eyeliner."

She's in the process of rolling out a new hair product, her first complexion launch and more, and assures us that everything is being humanely produced, citing a farm near her house in Malibu where she keeps her beloved goats, pig,

donkeys, bunny, roosters and chickens. (Her 200-pound tortoise Clover lives in her front yard.) "I see them on the weekends," says Dempsey. "Don't worry, they are very well taken care of. I take cruelty-free to the next level."

## NINAKURU

*Milliner Magic in Ojai*

When Jennifer Moray talks about her ethical hat company Ninakuru, you quickly realize that there's more to it than headpieces. "The purpose came first and then came the hats," says Moray, who founded the fair-trade company as a way to empower Ecuadorian artisans whom she knows on a first-name basis. After college, the born Midwesterner packed up and moved to her mother's native Ecuador, where she spent the next 14 years as a flower broker (Ecuador is also famous for its roses). On the side, she made clothing and accessories for herself and formed relationships with local artisans and handicraftsmen. When she moved back to the States in 2014, she started Ninakuru (which means "firefly" in the Quechua language) as a way to "break the cycle of exploitation" she had witnessed while living abroad.

On most days, Moray can be found in her backyard studio at the base of the Topatopa Mountains in Ojai, finishing authentic, tight-weave Panama hats that she imports directly from Ecuador. (Despite the misnomer, the Panama hat originated in Ecuador.) She's introduced crocheted agave bags and cruelty-free, hand-shaped wool felt hats (sourced directly from artisans) that are perfect for California's chilly nights. "There's something intangible about the quality of our products," she says. "And it comes from treating people with dignity and with respect. That's reflected back in the work. It's the real deal." ●

*From top: A vignette of Panama hats, cotton tassels and straw inside NINAKURU's Ojai atelier. Milliner JENNIFER MORAY. Opposite, from top: Celebrity makeup artist JILLIAN DEMPSEY in her Santa Monica studio. A mood board for the new NAHMIA collection.*

"The  
purpose  
came first  
and then the  
hats"

JENNIFER MORAY



PREVIOUS SPREAD, STOREFRONT: TODD RICK ALLEN