

Jazz, Pizzazz and Pizza! A Festive Party for Betty Lin and Suno

Betty Lin, one of San Francisco's most popular boutiques, has a new location in Pacific Heights at 3625 Sacramento Street. Among those at its opening party was celebrity stylist **Mary Gonsalves Kinney** (www.mgkstyle.com), here to share her impressions from the festive event.

Exceptionally good looking valet drivers in white dinner jackets opened my door, as I approached the grand opening of **Betty Lin's** new and improved boutique on Sacramento Street recently. A **Casey's Pizza** truck was also there, parked conveniently in front so as to offer a bite or two upon entry just in case guests were hungry – I was.

The Speakeasies Band played a bellowing, lively selection of jazz that kept the well-dressed, super chic crowd on their toes. Children were bouncing this way and that, as the event was advertised as a "kid friendly, come one, come all" soiree. All encompassing it was, offering a brightly colored, glow in the dark ping pong table, an LED corn hole toss and miniature golf stations among a sea of gourmet finger goods and champagne.

There was something for everyone. Did I mention there was a pizza truck? It seemed like all the cool kids got the memo, as I glanced across the room. A bevy of high fashion hipsters were gabbing about New York and Paris and, of course, **Betty Lin**, all while noshing on skinny crust pizza and bite-sized tacos. The demographic was diverse with women

and men from all parts of the city. Uptown, downtown and everything in between, Betty Lin's store opening was a beautiful sight for those of us who long for New York-worthy fashion events (Bravo, **Allison Speer**). Fashion brand consultant **Sonia Maria Edwards**, uber hot Parisian jewelry ambassador **Muriel Devoucoux**, Vogue editor **Emily Holt**, food writer **Katie Sweeney**, and local artisans from Twiga tribal arts gallery were all in attendance making for a buzz-worthy event. We even got a group selfie to document such a fabulous fashion moment.

Suno founders **Max Osterweis** and **Erin Beatty** were lovely and approachable and took photos, kissed cheeks and encouraged guests to shop the collection that lined the shiny, new racks at the store. Max's mother (her name is Suno!) was in attendance and equally chic in her oversized, dark rimmed glasses. Everyone was intrigued by her and clamoring to meet the name behind the brand. She was polite, but made it clear that this was about Max and Erin. Max and Erin are down to earth, smart, progressive and exceptionally stylish. Their keen eye, their incredibly successful brand and their ability to figure out the complicated San Francisco market has made them an exceptional team.

Max, donning an olive green cargo jacket and a classic white t-shirt is a native San Franciscan who proudly owns his roots and proves it by ensuring his collection is available here in his hometown.

And Erin, styled to perfection in a black-and-white striped pencil skirt with floral details just had a baby boy, now five months old. Her energy was astounding and she was eager to talk about the future for Suno while also showing us photos of her darling newest addition. This duo is most definitely ready to take on the fashion world with a level of heart and soul that seems to be missing too often in the design world.

Betty wore a dress by Suno that was perfect on her. Long and belted and in the prettiest blue floral print, she was a vision of fashion possibilities.

It is so rare that an independent boutique opens up in San Francisco and does so well that time calls for expansion. Betty's newest space is twice the size of her last space with a beautiful back garden area and a private in-store studio for photoshoot work. She has thought through every potential project as she prepares for continued growth with her store. With brands like **Stella McCartney**, **Peter Pilotto**, **Roland Mouret**, **Raquel Allegra**, **EachXOther** and, of course, **Suno**, the sky is the limit.



We look forward to seeing the possibilities that will undoubtedly unfold for Betty Lin. The future is so very bright. Bravo on a beautifully crafted store opening!

Visit **Betty Lin** at **3625 Sacramento Street, San Francisco.**
415.345.8688 | www.shopbettylin.com

SF's Fashion Elite Celebrate Betty Lin Opening With SUNO

The creme de le creme of San Francisco's fashion world gathered at **Betty Lin**'s soon-to-be re-opened namesake shop on May 20 in Laurel Heights. The party was in honor of the boutique's relaunch and new address (directly across the street from Spruce) and featured a special appearance by the designers of New York based, print-powerhouse **SUNO**. **Max Osterweis** and **Erin Beatty** were on hand with a large selection of their beautiful primary colored, floral print dresses.

When asked what inspired his latest collection, Osterweis named, "Bertha Mason," the crazy first wife of Edward Rochester who is locked in the attic in the novel *Jane Eyre*. "Bertha is originally from Jamaica, so the colors are the colors of the Caribbean, but in darker tones. The character of the crazy women is often revisited in Western society, so I liked to explore this idea of real women madness. Was she really crazy or did someone else's actions, say of her boyfriend, drive her crazy?"

Osterweis, who is a Bay Area native and spent some time visiting his parents on their farm in Bolinas,

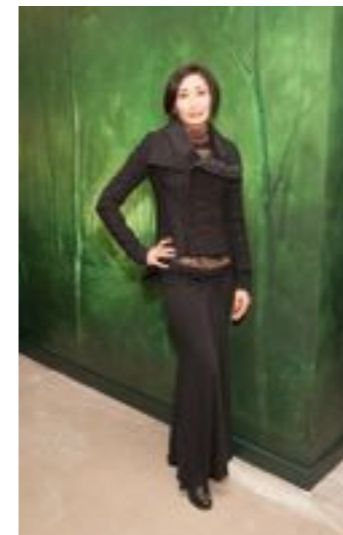


describes the modern women who wears SUNO as "bohemian achievers." A quick look around the party and it's clear that this term can certainly be used to describe many of the women in attendance. There was hostess and PR maven **Allison Speer** warmly greeting SF's very own It girls, **Olya Dzilikhova** and **Sonya Molodetskaya**. Mommy blogger **Katie Hintz-Zambrano** posed with friends to snap pictures in front of **Casey's Pizza** truck who were passing slices of their delicious pepperoni, mushroom, and arugula pies at the party.

Stylist **Mary Gonsalves Kinney** sipped white wine and mingled with friends that included the stunning brunette, **Sonia Maria**. **Erin Beatty** dreamily discussed her last trip to Paris before giving birth to her first child with French native and jewelry representative, **Muriel Devoucoux**. Former *Vogue* editor, **Emily Holt**, and SUNO's VP, **Mary Song**, chatted about dating apps while Betty Lin's friends and family tried to win stuffed animals at the claw machine. Models in SUNO's dresses played ping pong on the neon-LED light ping pong table. Austin Cocktails were on hand slinging drinks, ACT catering passed delectable vegan bites, and The Speakeasy serenaded the crowd with classic jazz. All in all the event was a fun one and we can't wait to get our hands on SUNO's fabulous fall looks.

BETTY LIN BOUTIQUE REOPENING

On Wednesday, May 20, Alison Pincus, Sabrina Buell, and Katie Traina celebrated with owner **Betty Lin** at her boutique reopening in San Francisco's Presidio Heights neighborhood. Lin's shop stocks a range of carefully curated looks by such designers as Stella McCartney, Peter Pilotto, Roland Mouret, and Band of Outsiders. Bay Area-born designer Max Osterweis of **Suno**, and design partner Erin Beatty were also on hand for the party. They showed designs from their spring 2015 collection to live music by **The Speakeasies** as guests played such crowd favorites as LED Ping Pong and mini golf.



Grand opening of Betty Lin on Sacramento St.



Olya Dzilikhova and Sonya Molodetskaya at the grand opening for Betty Lin's new Sacramento Street space on May 20, 2015.



Maloni Goss, Allison Speer, Mary Song



Erin Beatty, Betty Lin and Max Osterweis at the grand opening for Betty Lin's new Sacramento Street space on May 20, 2015.



Max Osterweis and Betty Lin at the grand opening for Betty Lin's new Sacramento Street space on May 20, 2015.



Erin Beatty and Max Osterweis at the grand opening for Betty Lin's new Sacramento Street space on May 20, 2015.



Max Osterweis, Ali Pincus, Erin Beatty