

MOOD BOARD

JENNI KAYNE

Rhapsody's monthly look at what's currently inspiring a top designer

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AMID THE chaos of spring 2015 fashion weeks this past September, Los Angeles-based womenswear designer Jenni Kayne's office was an island of serenity: Mood board images were neatly arranged, and equidistant maple hangers displayed her casually chic staples. "I'm a Virgo," she says simply, "and hyperorganized."

Welcome to Kayne's world, a Beverly Hills oasis where all is sleek, breezy and light, like her spring offerings. Formerly assistant to designer Jennifer Nicholson (daughter of *that* Nicholson), Kayne launched her line in 2003 at the age of 19. Today, her signature laid-back style, which has expanded to include expertly curated housewares, can be found in three pristine boutiques, plus the new Jenni Kayne Home.

The meeting point of Kayne's views on decor, fashion, motherhood and more is her lifestyle blog Rip + Tan, named for her two kids. If the site sounds like that of another Hollywood lifestyle guru, it's no coincidence. "I totally admire Gwyneth Paltrow," Kayne says of the goop founder. "And, not to mention, she looks great in our clothes."



1 ON WHY ORGANIZATION IS ESSENTIAL:

I've never embraced my iPhone. I always have my calendar and address book in front of me. My orderliness has been handy for editing and merchandising.

2 ON SPRING'S MAIN INSPIRATION:

Big Sur is magical. I love the cliffs, moody beach and booming waves. I imagined what I'd wear if I were at the Post Ranch Inn waking up to those views.

3 ON HER FAVORITE ERA:

The image of Johnny Depp and Winona Ryder inspired our spring pinstripe suit. The '90s was when I was in high school, and I love so many elements about the decade, from grunge to minimalist.

4 ON HER MUSES:

Kate Moss is a constant on my mood board. We made amazing cashmere jersey T-shirts like the one she's wearing. Michelle Pfeiffer and Lauren Hutton, also customers, are polished and powerful, too.

5 ON THIS SEASON'S PRINT:

I'm not a grungy person, but it inspires me. This fabric sample may become a summer gingham. It reminds me of picnics and vintage blankets. Plus it matches the plaid Kate is wearing here.

6 ON HER FAVORITE SILHOUETTE FOR SPRING:

I like a white trench coat over white trousers, both in silk crepe. The shapes are long and easy. I also love when wide pants are worn with sneakers, as in this image.

7 ON THIS SEASON'S COLORS:

Inspired by Big Sur and the ocean, our palette this season features a lot of heather gray, ivory, chambray and clean, classic white in silks, linens, crepes and traditional knits.

8 ON THE JENNI KAYNE WOMAN:

I design for women who love beautiful, timeless clothes. Since I became a mother, my collection has become more practical. I want clothes that are not too precious—that allow me to sit on the floor.

9 ON HER DECOR:

The marble Knoll dining table that serves as my desk was a wedding gift. I sell the vases [at the bottom of the board and on the table] at my stores. If I could do everything, I'd be an interior designer, too.

10 ON HER UNIFORM:

I live in high-waisted jeans, my button-down blouses and flats in neutrals. I rarely wear skirts or dresses, and I go through phases of wearing no jewelry, other than the Cartier watch my husband bought me.