HAMPTONS
Fourth of July 2013



style

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202 Flying High
Super Saturday veteran Shoshanna Lonstein Gruss's new line reflects the Hamptons.

Style

CELEBRATING 35 YEARS

TASTEMAKER

flying high

WITH A FASHION LINE THAT EXUDES THE HAMPTONS LIFESTYLE FOR BOTH MOTHER AND DAUGHTER, **SHOSHANNA LONSTEIN GRUSS** SHARES HER PASSION FOR THIS MONTH'S ULTIMATE SHOPPING EVENT, SUPER SATURDAY.

BY JULIE EARLE-LEVINE PHOTOGRAPHY BY ZEV STARR-TAMBOR



The swimwear rack in Shoshanna Lonstein Gruss's New York showroom is popping with color: Gorgeous beaded bikinis and halters in Indian-mosaic prints, this season's ruffle neon coral and turquoise one-pieces, and geometric prints will soon hit the beaches on the East End.

Inspired by the Hamptons lifestyle, Lonstein Gruss's swimwear and matching cover-ups have become summer staples since the native New Yorker and lifelong Hamptonite launched her signature clothing line, Shoshanna, 15 years ago. "The fabrics, colors, and cuts of my collection all reflect and directly relate to the Hamptons," she notes. "The clothes and swimwear are

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Shoshanna Lonstein Gruss wearing her tie-dye stripe Kasey maxi dress.





FROM TOP: Shoshanna Babygirl Moroccan Tile bikini with sketch and trim options; a sketch of the Garden Cove bow-tie bikini with custom details.

"The fabrics, colors, and cuts of my collection all reflect and directly relate to the Hamptons."

—*SHOSHANNA LONSTEIN GRUSS*

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appropriate for any situation you might find yourself in out here."

The brand evolved when Lonstein Gruss couldn't find any attractive, wearable summer styles for someone with her body type. "When I was a teenager, all my swimsuits were custom-made," Lonstein Gruss recalls. "It was a godsend, but it was also so expensive." She wore them until she finally launched her own clothing line in November 1998.



Actress Hannah Simone is a fan of Shoshanna's frocks.

Growing up vacationing in the Hamptons, Lonstein Gruss spent most of her summers in a swimsuit and denim cutoffs. "I am a beach girl," she says. "I still wear my jean shorts, and my daughter Sienna says, 'I love that you are not so fancy!'"

Lonstein Gruss and her husband, Joshua, are pleased to be enjoying another Hamptons summer at their East Hamptons home, which was built in the 1970s by Norman Jaffe and was formerly her husband's family's house. About her summer ensembles, she says, "I'll be wearing everything in the new line." She shows off one of her favorites, a stunning striped halter style bikini that she prefers, since it offers a bit more cover.

The petite but shapely mother of an 8-year-old daughter and 8-month-old twins designed this collection with pieces that are sold as separates. The line includes holiday and work dresses—maxi dresses in prints, easy-to-wear frocks with smocked embroidery at the waist, and sweater dresses—but swimwear remains her favorite, with prints and cuts that celebrate but don't hide the body.

A few noteworthy suits include vintage floral string bikinis she designed with her close pal Charlotte Ronson; Teal Adelaide crochet bra-cup halter bikinis; and vibrant, rainbow-striped two-pieces. The Shoshanna sizing systems and styles accommodate a variety of body types and proportions; tops come in 14 different sizes for a perfect fit for anyone. Jennifer Lawrence, Pippa Middleton, and Katie Holmes are among fans of Lonstein Gruss's designs.

Relishing her downtime out East, especially lounging and swimming at their pool, playing with Sienna at the beach in Napeague, and relaxing with a book, Lonstein Gruss says, her latest collection is what she'll be living in this summer: Her navy jersey neon embroidered tunic is perfect for around the house or, she says, the Sunset Valley Trimmed Tunic "reminds me of summers in the Hamptons; it has a fun, summery appeal and can easily be worn with denim shorts when you have an afternoon lunch." The twist bandeau bikini is a particular style she most prefers, in a punchy rainbow stripe—she even designed a miniature version for her daughter. She adds, "We make great beach cover-ups, and our dresses are so easy to wear. I just throw one on with my gold chain charm necklace, and I'm ready to go. I love for my clothes to be functional and easy to wear, but I always want to look pulled together, so I feel like a dress is the easiest way to go. When it fits beautifully and it moves, that's when I feel most comfortable."

The ease of the offerings in the Shoshanna line work well for Lonstein Gruss's leisurely summer lifestyle out East. "It's the little things, the little

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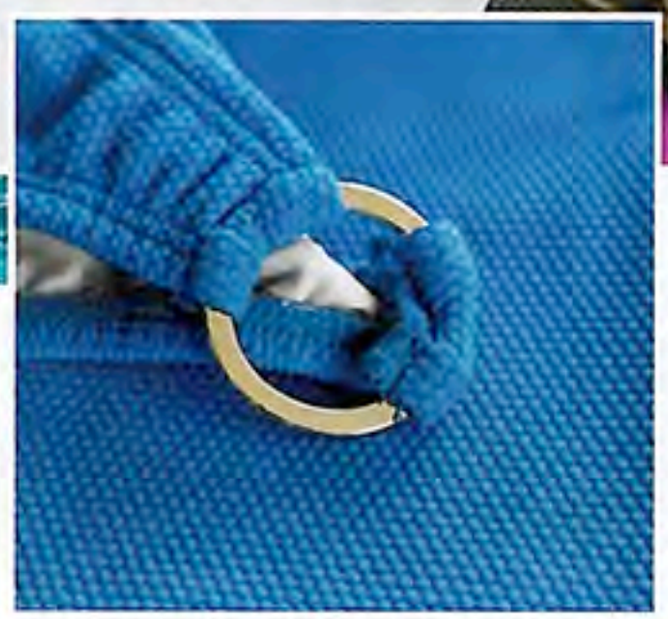
Shoshanna Lonstein Gruss sits poolside wearing her Lorimer print Lena dress.



"It's the little moments—catching fireflies, learning to dive off the diving board, finding the biggest clamshells—that we look forward to most out in the Hamptons."

—*SHOSHANNA LONSTEIN GRUSS*





FROM TOP: Inspirational images with spring swimwear fabric options; Shoshanna Turquoise Pique Ring Halter Bikini with trim options.

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moments—catching fireflies, learning to dive off the diving board, finding the biggest clamshells," she notes. "Those are the things we look forward to the most out in the Hamptons."

Lonstein Gruss also will participate in Super Saturday, the designer sale that benefits the Ovarian Cancer Research Fund (OCRF), now in its 16th year. "It's an event the entire family looks forward to, even my husband," she says. "I've done it for 15 years, including my first year in business."

When Super Saturday began, it was just a few tables of clothes in Liz Tilberis's backyard, Lonstein Gruss recalls, adding, "It has really grown into a massive, fun fundraiser, raising a few million dollars each year for an amazing cause, Ovarian Cancer Research Fund (OCRF), and every vendor is so proud to be part of it." As the chairman of the associates committee at Memorial Sloan-Kettering Cancer Center, she is pleased to be able to contribute to a cause that affects so many women, and last year the event raised more than $3.5 million. "I feel very passionately about this event," she says. "Super Saturday is not just important to raise awareness and funds, but it is also actually a beautiful day.... It was just fashion, but now it's everyone donating the best products to raise the most money. It's a thousand-plus booth extravaganza. Everyone is here." *Everything But Water, 66 Newtown Lane, East Hampton, 324-5693; everythingbutwater.com; Fahrenheit 451, 105 Main St., Westhampton Beach, 288-5724; Waves, 2385 Montauk Hwy., Bridgehampton, 537-7767; wavesbridgehampton.com*

Super Saturday 16 is on July 27 from noon to 6 PM at Nova's Ark Project, 30 Millstone Road, Water Mill, 537-0061; ocrf.org H

INSIGHT

Day break: Starts at 6 AM, with bagels and newspapers from Goldberg's in Southampton. "I am so happy if that is my only trip out of the house for the day!"

Night moves: Seeing a fun band like Rubix Kube or the Bayside Tigers at The Stephen Talkhouse in Amagansett.

After-hours bite: At the Blue Parrot in East Hampton.

Staying buff at the beach: Classes at KamaDeva yoga in East Hampton or Flywheel Sports.

East End favorite: "I love the Clamman!" Once or twice a summer they do a bonfire with s'mores on the beach.