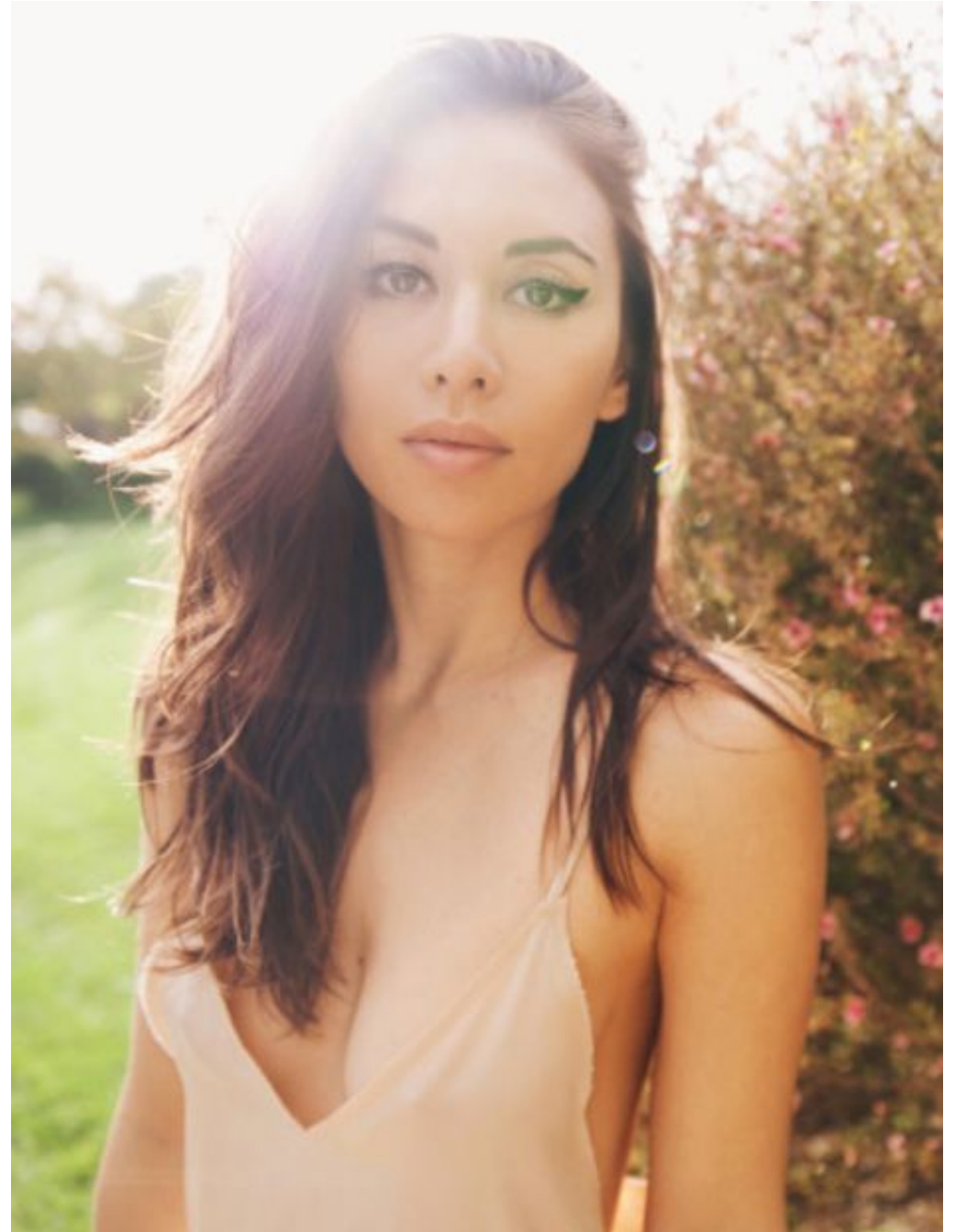


Rumi Neely

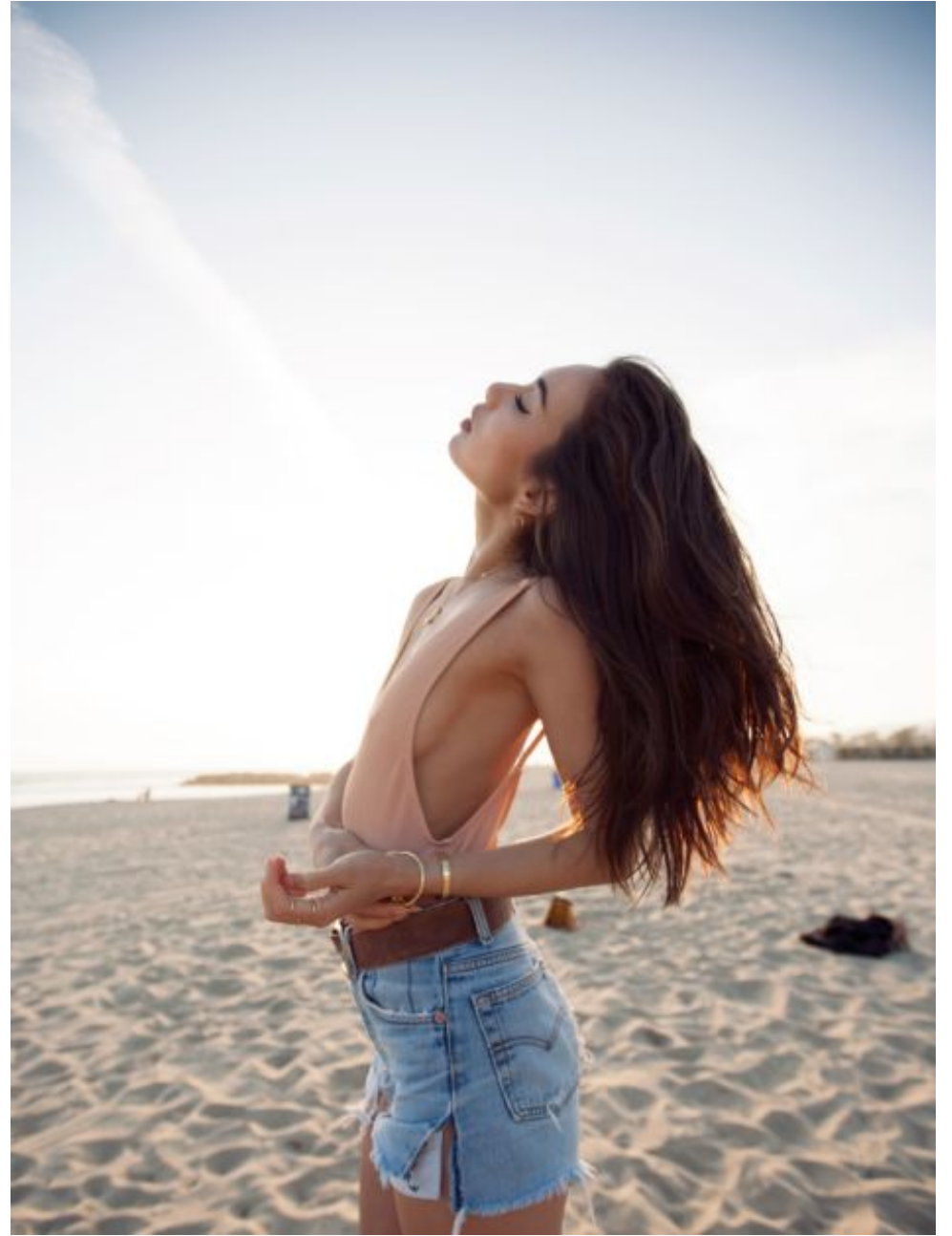
NEW YORK



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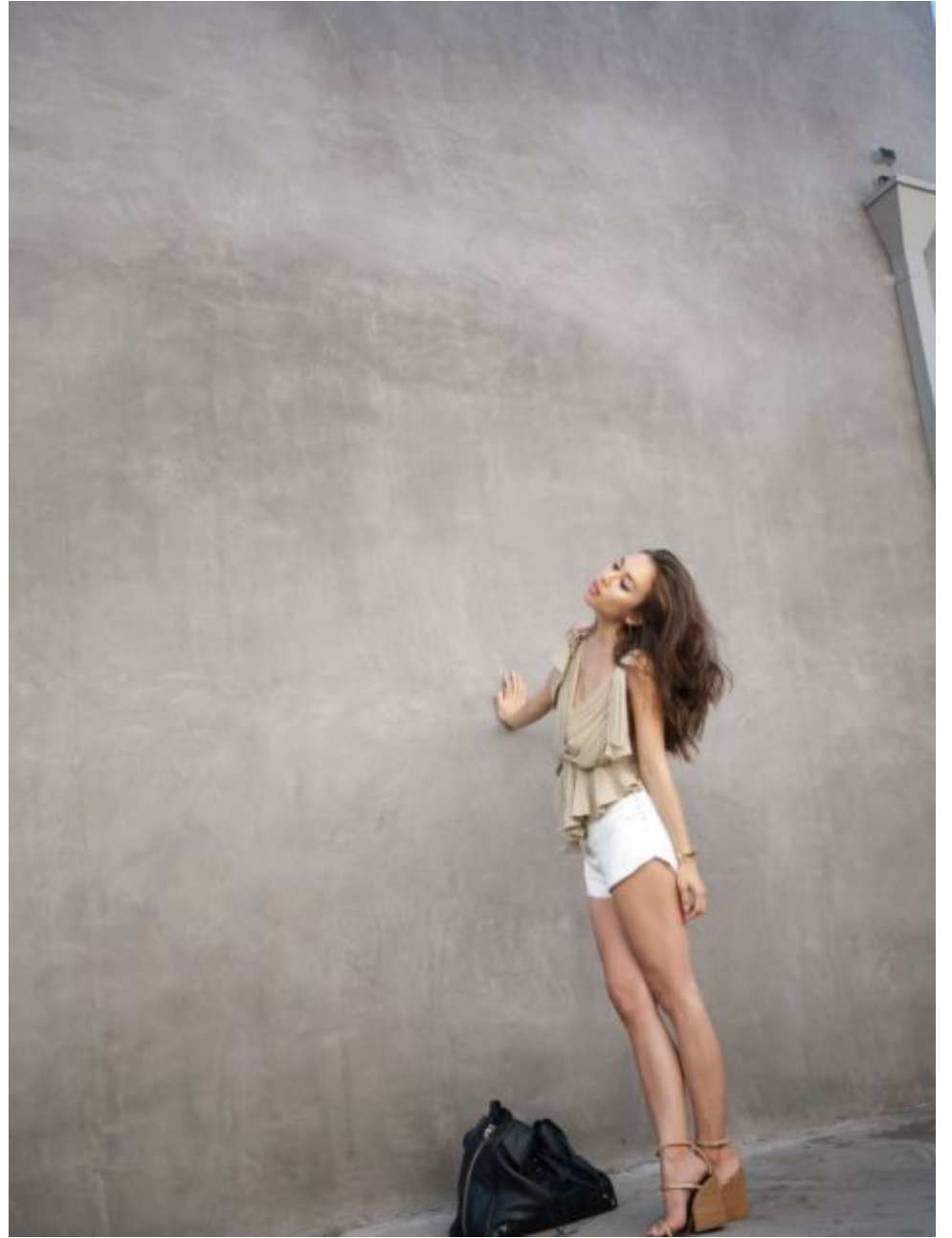
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Rumi Neely



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Rumi Neely

December 10, 2014

Fashion Blogger Rumi Neely Launching Contemporary Line

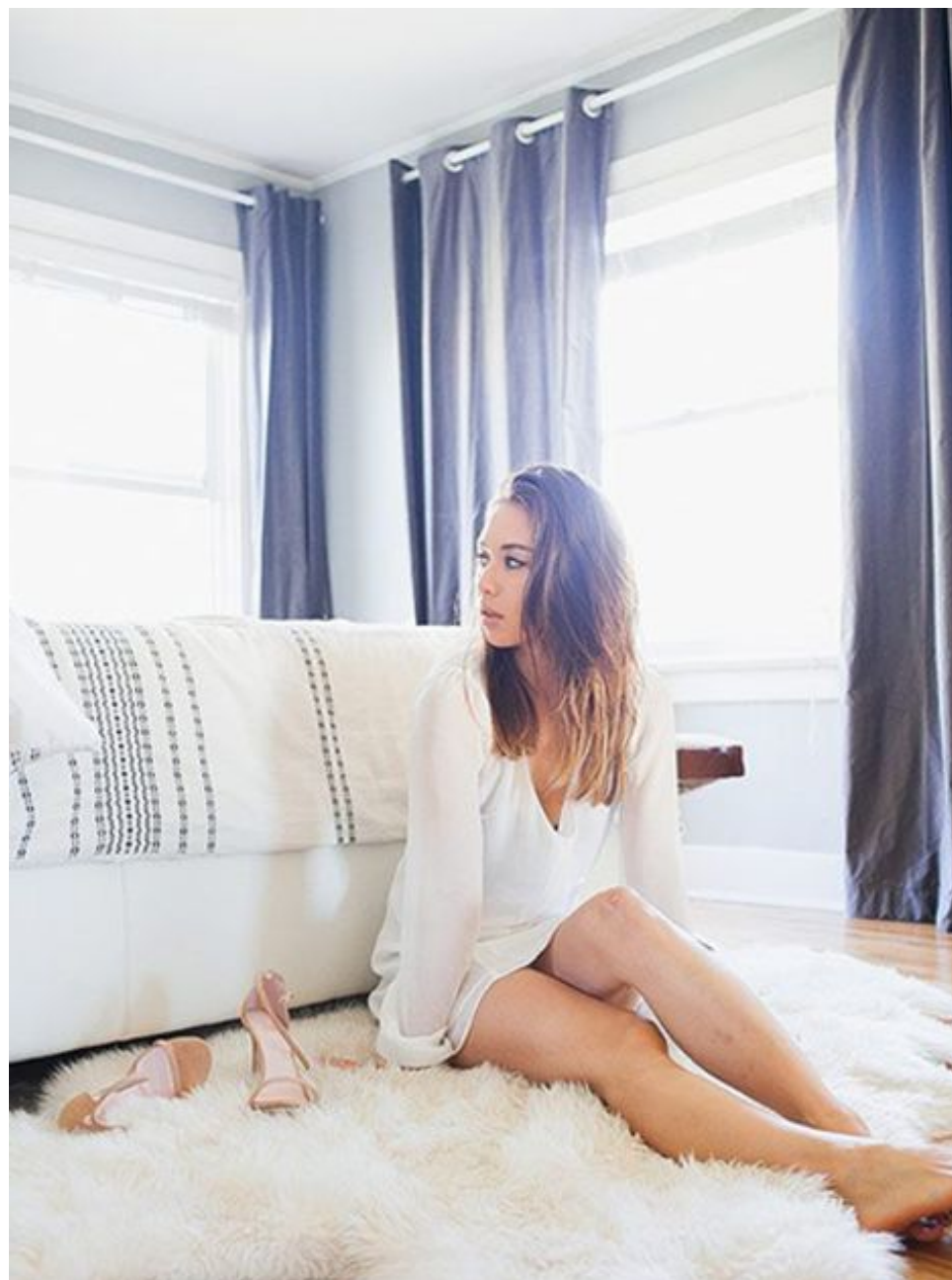
By Khanh T.L. Tran

RUMINATIONS ON FASHION: It used to be that fashion bloggers just needed a camera, Internet connection and point of view to make it big. Nowadays, they also need their own fashion line. The latest to make the jump into designing is Rumi Neely, the 31-year-old creator of Fashion Toast. Six years after launching her blog, which logs 5.5 million views a month, she's prepping to turn on the e-commerce site for her contemporary women's brand called Are You Am I.



"Anyone who was entrepreneurial to get really on the blogging scene and think it's a valid idea is itching to do something and find a new plateau now," Neely said.

As expected of someone who holds no formal design training and embodies the casual California lifestyle, skimpy tank tops, sheer T-shirts, silk camisoles and leather mini skirts form the foundation of the inaugural collection to be released Friday. Plus, the immediacy of the Internet influenced Neely's strategy to work on a buy now-wear now calendar and handle all the manufacturing for the line, which retails for between \$80 and \$350 in Los Angeles. Yet, despite interest from readers who clamor for photos of new ensembles that she describes as "sloppy and casual enough but also clean," not to mention the eagerness of clothing brands to be featured on her site, Neely might succumb to what is anathema for fashion bloggers: repeating outfits.



Rumi Neely

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THE LUXE LIFE

From haute couture to home decor, **Rumi Neely**, internationally-acclaimed author of the blog *Fashion Toast*, considers fur an essential element of living beautifully.

RUMI'S RUNWAY FAVORITES

Graphics, reimagined as cozy furs, are perfectly on-point this season; opt for classic black to cleanse the palette.



AUTUMBER



JASON WU



MICHAEL KERS



Osaka de la
Peters dyed
fox vest

AT THE FOREFRONT OF FASHION

A veritable blogging sensation, Rumi is committed to infusing every corner of her life—from the stunning clothes in her closet to her exquisitely decorated apartment—with style. Without question, fur is de rigueur.



Carolina Herrera silver fox and wool felt jacket; Palagorin Furs pillows and throws



Daniela Basso dyed chinchilla jacket



Pamella Roland



Shiku Mahoparty

"A gorgeous fur is at once timeless and on-trend, and I've been carefully composing a wardrobe of looks suitable for every occasion—from a high-impact jacket for cocktail parties to a cozy-chic vest for a weekend away."

—RUMI

For exclusive fur and fashion news, plus the latest runway looks, visit furinsider.com.

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Rumi Neely



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