



Some Like It Haute

Haute Rock Couture clothing line debuts

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Two steps out the door and you realize you've made a serious sartorial mistake. Sure, it looked like a lovely afternoon from your comfy temperature-controlled bedroom. But you're only halfway to the car and the scorching island sun has already sweat-fused your jeans and tee to your skin.

Melting pot is right – if it got any hotter you'd melt right into the sidewalk.

Instead of getting all hot and bothered, slip into a cool little number from Haute Rock Couture. Created by local girls Jasmine Bustamente and Vrindavan McCandless, the newly launched line has been flying off shelves in Maui and just made its Oahu debut this summer with a First Friday sale.



Designed on Maui and made in Honolulu, the current collection pairs simple, easy silhouettes with ultra-comfy fabrics like lightweight organic cotton and soft, stretchy modal. The result? Breezy dresses, skirts and tanks that are just as great for chilling poolside as they are for partying it up during a hot night on the town.

Snag yourself a deep v-neck maxi dress with flirty side cut-outs, a swingy bell-sleeve shift, or a girlish spaghetti strap frock complete with sweetheart neckline, empire waist, and tiered ruffled skirt. Or, go for some of Haute Rock's equally chic separates, and stock your closet with sexy low-drape-back tanks and fitted high-waisted mini skirts.

Just what you need to keep cool under the collar.
While looking haute to trot.

Haute Rock Couture is available on Maui at Imrie Industries, 71 Baldwin Ave., Paia, 808.579.8303, Waterlily Waialea, 161 Wailea Ike Pl., Wailea, 808.879.3003, and at The Ritz Carlton, Kapahua. Select pieces available for direct order. For more info, call 808.269.7287 or visit www.hrcouture.com.