



» FALL FASHION Q&A With Gretta Monahan

Firmly at the forefront of the local fashion scene, Gretta Monahan's collection of Gretta Luxe boutiques and Grettacole salons stretches from Boston to Connecticut. A graduate of New York's Fashion Institute of Technology and Harvard Business School's Owners and Presidents Management Program, Monahan splits her time between NYC and Boston. —Eric Grossman

September's a big month on the local fashion calendar. What are your thoughts on Boston's place in the world of fashion?

I'm so excited that Boston has become part of the fashion conversation. We have a diverse pool of designers, boutique owners and consumers that are discerning and stylish in their own right. Boston has so much to offer and the city just keeps getting better and better!

What are your thoughts on upcoming fall fashion and trends?

I loved everything Michael Kors put down the runway for fall. His bold plaid coats and fur collars were practically made for our weather. I'm also obsessed with the statement pant in paisley, floral and geometric prints, paired with a solid, chunky knit. Fluted hems, more specifically fluted skirts with feminine blouses tucked in. And low or exposed shoulders, on

boho tops and red-carpet gowns alike, will be seen everywhere.

Any must-have accessories/items for this fall?

Fur booties are on my list as well as a cape or two. I MUST also have Chris Benz's fantastic red blazer... so chic & sharp!

Any easy tips for those that are clueless when it comes to style? Easy, inexpensive 'fixes' that can improve a look or wardrobe?

I always suggest upgrading with a standout accessory in a bold hue. The right bag, some arm candy or pair of shoes can bring you to a whole new level. Bold cuffs from Forever 21, shoes from Topshop and basically anything from Zara will update you in seconds flat.

Where do you turn for inspiration? Does much of it come from looking out-of-town?

I'm always really inspired by global street style. When I'm traveling I take inspiration from wherever I go and bring it back home. Whether it be taping in various states for the "Rachael Ray Show" or getting some R&R in the Hamptons, I'm always working and learning from other buyers, clients and celebs.

What are your favorite Boston spots for people-watching and style-spotting?

I think the obvious answer is Newbury Street (and for good reason), but I really love seeing how college students interpret the trends. We're lucky to have such a melting pot of cultures packed into our city.

What are the most stylish and fashionable dining and nightlife spots in the city at the moment?

I love all of Michael Schlow's and Ken Oringer's restaurants and always run into stylish friends and neighbors. There are SO many great places to dine in Boston and I have found that people with great taste in food tend to have great personal style. Michael's Tico and Ken's Toro are two of my all time favorites—hands down.

What are your local go-to stores for the latest styles and trends?

Because I'm always buying for my store Gretta Luxe, I shop my own store first. I also look to fashion-forward boutique department stores like Scoop NYC, Barneys and Intermix for independent labels and cutting-edge accessories.

How has style in Boston changed over the past decade? Are we still 'light years' behind NYC?

Boston and New York are very different places but that's neither good nor bad. I think the Boston shopper is quite savvy and absolutely style-conscious but Bostonians are about investment shopping so it's important to educate clients on specific details, fit and fabric.

Any local designers you're keeping an eye on?

I always love browsing the collection of my friend, and local talent, Daniella Corte!

Finally, for our readers who want to shop for your look, where should they head?

Gretta Luxe of course! Bobby from Boston for fantastic vintage finds. The Beauty Mark is always a favorite. Flat of the Hill for fun gifts, home accents and accessories.

WHERE TO FIND GRETTA'S PICKS:

Gretta Luxe: 10 Huntington Ave., 617.536.1959, www.grettaluxe.com

Bobby from Boston: 19 Thayer St., 617.423.9299

The Beauty Mark: 33 Charles St., 617.720.1555, www.thebeautymark.com

Flat of the Hill: 60 Charles St., 617.619.9977, www.flatofthehill.com

Michael Kors: 100 Huntington Ave., 617.236.5700, www.michaelkors.com

Scoop NYC: 177 Newbury St., 617.874.4400, www.scoopnyc.com

Barneys: 100 Huntington Ave., 617.385.3300, www.barneys.com

Intermix: 186 Newbury St., 617.236.5172, www.intermix-online.com

Daniella Corte: 211 Newbury St. # 2, 617.262.2100, www.danielacorte.com

Forever 21: 343 Newbury St., 617.262.0212, www.forever21.com

Zara: 214 Newbury St., 617.236.1414, www.zara.com