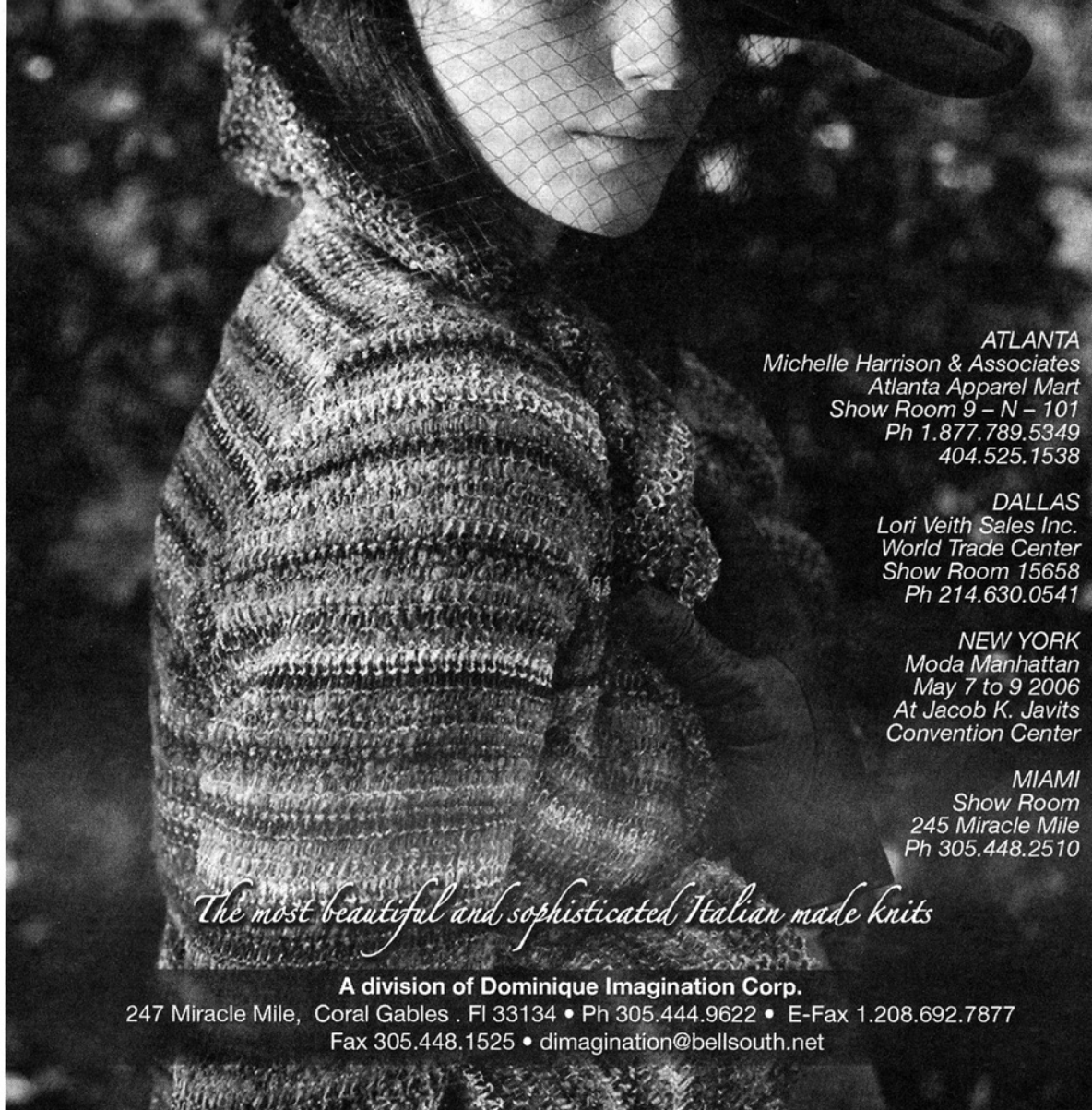


Atlanta women know how to be confident in their appearance; they want a simple, elegant, sexy look that's current but not too trendy. We aren't a big walking city like New York, so women can dress up more and not worry about comfortable shoes during the day. At night, though, anything goes."

Anthony Liggins, artist and creative director: "We're in a warm climate, so that dictates our style — we're more like Los Angeles than New York. Women put themselves together very well. They like very clean lines, they like Michael Kors and Marc Jacobs. They're sophisticated but kind of shy. They don't like to get too adventurous. However, the young girls are extremely sexy and flirtatious. They like the bling-bling and the boots. We've really come into our own in recent years to a point where we've got trendsetters and style-makers, and a lot of that is being driven by the entertainment industry here."

Peggy M. Parks, image/fashion consultant and president of The Parks Image Group Inc.: "Atlanta has it all — a very hip music scene, lots of sports teams, several movies filmed here and tons of local talent. We're morphing into a 'Southern Hollywood,' which is beginning to affect our fashion sense. There's an undercurrent of classic-conservative, but I find that Atlantans like to try new things and are very trendy. I would brand us, 'The hip-HOT capital of the South.'"



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