

Dallas style blogger Jane Aldridge in February Teen Vogue



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FASHION BLOGGER

How many hats can one eighteen-year-old wear? **JANE KELTNER** wraps her head around the growing empire of blogger extraordinaire **JANE ALDRIDGE**.

TRIPLE THREAT



Once upon a time, a senior in high school could keep her plate plenty full balancing homework, SAT prep, college applications, and extracurriculars like, say, tennis or theater—need to mention social life. Once upon a time, that is, before online pursuits like **BLOGGING** turned everyday teenagers into virtual celebrities.

In light of the meteoric rise of her personal style blog, **SEA OF SHEES**, Jane Aldridge is completing her senior year via online classes. How else would the Trophy Club, Texas-native keep pace with a frenetic schedule that includes meetings in Philadelphia with Urban Outfitters execs for her self-designed shoe collection, near-daily photo sessions with her mother to satiate the appetite of her style-hungry fans (outfit changes occur a minimum of four times a day), and whirlwind trips to Paris at the invitation of Chanel? When **MR. LAGERFELD CALLS**, you answer.

It's hard to stay grounded when your site counts Kanye West and designer Tory Burch among its tens of thousands of fans. Which is why I wasn't too surprised when an e-mail landed in my inbox, informing me that Jane and her mother, Judy, were guest-designing a coat for **UNIQ-UISO**. **TRENCH LABEL Gryphon**. Shoes may be Jane's first love, but a girl can't turn her on high heels alone; Gryphon's Anne Cho explained that, as a fan of both Jane's and Judy's blogs, she had struck up an e-mail correspondence with them, and from there asked them to collaborate with her. In fact, the entire transaction took place over e-mail—sketches, production notes. To this day, Cho has never met or even spoken by telephone with Jane or Judy. The future of business, as we know it.

But back to the trench. It has dramatic kimono sleeves and a leather, noma-inspired pouch. "It's edgier than anything I've done," says Cho. Jane and Judy fleshed it out while living in Japan last summer, and their references extend far and wide, from *Mul Hwa* to **AMERICAN TRENCH**.

Thinking ahead to her future, Jane says she hopes to cross the country sometime in the next year to attend FIT in New York, but a college must wait for now. First Jane has another trick up her sleeve—one that harkens back to the print-media days of yore. Yes, the Internet darling and her mom have signed a book deal. After all, even in this new era, style does not exist solely in cyberspace. □



WHO'S THAT GIRLY? TOP: JANE IS SHOT BY PHOTOGRAFERS AND COLLECTORS, AND ALDRIDGE DEBUTS THE TRENCH THEY DESIGNED FOR GRYPHON IN NEW YORK, PAIRED WITH HER SIGNATURE STATEMENT SCARF. BELOW: LEFT: MODELING IN THE SUMMER SPRING LOOK BOOK.

40 FEBRUARY 2010

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Well, she's actually from Trophy Club. But **Jane Aldridge** helms one of the Internet's **most popular style blogs** and she has a whole page in the new issue of Teen Vogue, on newsstands now. In the story, Jane discusses the new \$875 trench (below) she designed with **Gryphon**, which will be available at Lovers Lane boutique **Elements** at the end of the month.



