

SYDNEYEVAN

PREMIERE ISSUE

OWNER & DESIGNER

Rosanne Karmes

CREATIVE DIRECTOR-AT-LARGESyl Tang
(HipGuide)**ART DIRECTOR-AT-LARGE**Kristen Villalongo
(King Fish Media)**DIRECTOR OF E-COMMERCE**

Britany Dawers

PHOTOGRAPHER

Jim Jordan

STYLIST

Megan Hofferth

HAIR & MAKEUP

Gina Spaccarelli

PUBLIC RELATIONSDanielle Thur, Taryn Owens, Jasmine Desai, Lauren Weissman
(EFG PR :: Entertainment Fusion Group)

SYL TANG is founder of trend editorial and marketing company HipGuide Inc. which has created and produced content from concept to delivery for the *Financial Times*, *Vogue China* and *Forbes* in addition to HipGuide's own syndicated content. Marketing clients have included HTC, L'Oreal, Diageo and the state of Michigan.



Celebrated photographer and director JIM JORDAN has shot celebrities such as Leonardo DiCaprio, Drew Barrymore, Charlize Theron and Mila Kunis. His work has appeared in *Vogue*, *Vanity Fair*, *Elle*, *Marie Claire* and many others. He has also directed and shot seamless campaigns for Mercedes Benz, J. Crew, American Express, Warner Brothers and more.



Award-winning art director and graphic designer KRISTEN VILLALONGO oversees the creative department at King Fish Media where she is involved in projects from concept through production and delivery. Her clients have included Zappos, David's Bridal, Keurig Green Mountain, Eddie Bauer, IBM, Penske and more.



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CALIFORNIA COOL

Parlez-vous chic? Seven incredible vignettes splashed along the backdrop of The Oaks shows the sleek appeal of Sydney Evan's versatile collection.