

# Walk the line

A clothing label is a natural business venture for celebrities famed for their sense of style and passion for fashion, writes **Catherine Finch**. We look at six of the best



For some, such as Rihanna, fashion design sits alongside a flourishing primary career. But others, like Victoria Beckham, transition into the industry full-time.

While having a famous face at the helm is undoubtedly a great place to start, many of our favourite stars' labels have become respected in their own right.

## Rihanna

Pop star Rihanna's Fenty fashion label bears the mononymous star's little-known surname. Launched in 2019 under the iconic LVMH umbrella, Fenty is famed for statement designs, through the diverse range of models it works with, and a

defiant aesthetic reflecting Rihanna's own attitude. The brand complements Rihanna's other two retail business ventures: her cosmetics and skincare range, Fenty Beauty and lingerie collection Savage X Fenty, both of which are also celebrated for championing diversity and inclusivity.

Fenty's first collection debuted at Paris Fashion Week in 2019 and featured a bold range of women's clothing, shoes, and accessories. The brand operates on a direct-to-consumer retail model, meaning you can only buy Fenty pieces on its own website or at pop-up stores, which so far have been in Paris and New York. [fenty.com](http://fenty.com)

## Justin Timberlake

Singer Justin Timberlake and actor Trace Ayala founded William Rast in 2005, inspired by the Deep South of America and the artists' own roots in Tennessee. The brand initially focused on premium denim, which remains the product it is best known for, featuring subtle signature embroidery on the back pockets. Its range has since expanded to include t-shirts and some outerwear, and can be purchased from Macy's, both instore and online. William Rast relaunched in 2016 with the modern, laid-back aesthetic that can be seen in its range to this day. [williamrast.com](http://williamrast.com)



## Victoria Beckham

Victoria Beckham's transition to powerhouse fashion designer, famed for sleek lines and minimalism, belies her past as a Spice Girl. Launched in 2008, her label was initially lauded for its tailored dresses, which reflected the ensembles Beckham herself had previously been known for. A mainstay of fashion week presentations in both London and New York, it has been awarded Best Designer Brand and Brand of the Year at the British Fashion Awards.

The range now includes womenswear, childrenswear, accessories, fragrance, footwear, beauty and eyewear, as well as a diffusion line called Victoria by Victoria Beckham. Victoria Beckham is stocked in more than 450 different stores in over 50 countries across the world. [victoriabeckham.com](http://victoriabeckham.com)

**Left: Victoria Beckham (pictured with David) Above: Rihanna partnered with Louis Vuitton owners LVMH to launch Fenty**

### Ryan Seacrest

Television personality Ryan Seacrest was admired in the US for the contemporary, European-style fitted suits he wore on television and on the red carpet. Working with Christopher Bailey of Burberry fame, Seacrest was inspired to launch his own line in 2014, aiming to make sharp, modern tailoring more accessible to a broad audience. The first collection was promoted through a television advert designed to look like a behind-the-scenes peek at Seacrest's show.

The menswear-specific range now also includes dress shirts, accessories, daywear and sportswear, but Distinction remains best-known for its suits. It is sold exclusively through Macy's, both online and in stores. [ryanseacrestdistinction.com](http://ryanseacrestdistinction.com)

### Sarah Jessica Parker

Sarah Jessica Parker's character Carrie in *Sex and The City* was known for her fashion obsession, and the actress herself is no different. In particular, Carrie's Manolo Blahnik shoe collection was legendary, so it stands to reason that Parker's first fashion collection focused on handmade Italian footwear, before expanding into accessories, offbeat bridal options, bags and fragrance.

SJP has five stores in North America and three in the Middle East. It is stocked widely both online and instore across the world, and also makes its footwear available through a partnership with Amazon Fashion. [sjpbysarahjessicaparker.com](http://sjpbysarahjessicaparker.com)



Above: Kanye West launched Adidas collaboration Yeezy  
Left: *Sex and the City* star Sarah Jessica Park is behind SJP



### Kanye West

Producer and musical artist Kanye West has been known for his fashion sense since the earliest days of his fame. After several false starts, with his initial line cancelled in 2009, and a second attempt in 2011 receiving negative feedback within the industry, he created a Yeezy clothing line in 2015 that accompanied the sell-out shoes of the same name he created in collaboration with Adidas.

Yeezy's clothing is known for dramatic silhouettes (whether oversized or skintight) and monochromatic or neutral tones. It is often worn by West's wife, Kim Kardashian-West, and the rest of her famous family, with her model sister Kendall Jenner often appearing on the Yeezy catwalk. [yeezysupply.com](http://yeezysupply.com) ■