

# HAUTE HOLIDAY

*Project Runway's* Christopher Straub on dressing up and standing out during the merriest time of the year.

By Mary O'Regan



“I try not to do boring clothes,” says Shakopee resident Christopher Straub, who was one of *Project Runway's* top five designers this season. Judging by the show-stopping looks he put together for this story, boring our readers should be the least of his worries.

Ever since the fashion design reality show began earlier this fall, Straub has been popping up in the local scene, selling accessories during fall fashion week and attending *Project Runway* viewing parties at Hell's Kitchen in downtown Minneapolis. “I really haven't been taken too seriously as a Twin Cities fashion designer,” he says. “I think it's attributed to the fact that I don't live in Minneapolis, so I don't have a lot of visibility.”

Building national brand recognition is Straub's primary goal, but Minnesotans can find his accessories at Design Collective and Robot Love in Uptown or on

christopherstraub.com. He's busily working on a clothing line for men and women, but accepts custom orders, especially for un-boring event wear.

“Holiday is the time to be festive and have sparkles and ruffles and volume,” he says. “Not many events can use glitter and rhinestones and sequins, but for holiday, definitely. Those are the pieces I like to do—the ones that have a joyous, festive feel.”

Having worked on everything from maternity to plus-size to petite, Straub knows exactly how

to downplay and accentuate his clients' features. He's known for creating a delicate balance between soft and hard materials and counts shoulders among his latest obsessions. Remember, ladies: “The bigger, the better”—a fitting motto for this rising star. +



These one-of-a-kind Christopher Straub creations are perfect for a classy holiday party. Visit christopherstraub.com to commission your own.

