



CALEB GARCIA-TAYLOR

# Counsel Member Richard Dayhoff

Richard Dayhoff, a national brand sold in department stores nation-wide such as Marshall Fields.

ON THE AGENDA . . .

## RICHARD DAYHOFF




Meet the designer as he presents his version of the short story for fall. State Street, August 28; Water Tower Place, August 29; noon to 1 pm each day. Informal modeling will take place from noon to 3 pm. **Richard Dayhoff** knows it don't mean a thing if it ain't got that swing. So he makes the moves on this year's mini-invasion with an energy boost in the form of freestyle fuchsia: a 7/8 swing coat. Shown, all in Australian merino wool, sizes P,S,M,L: Fuchsia swing coat, 164.00. Gray button-front turtleneck, 92.00. Gray pull-on skirt, 98.00. Gray suede belt, sizes S,M,L, 66.00. Bridge Collections, Sixth Floor, State Street and Water Tower Place only.

*Marshall Field's*  
For The Way You Live



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Super model Cindy Crawford wearing  
Richard Dayhoff for Marshall Fields  
national department store in the 90s.





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Richard Dayhoff fashion columnist and contributor.

## Richard Dayhoff

**E**very Sunday I scout out every store. I look at women all the time to see what they're wearing," says Richard Dayhoff, who researches street clothes to create fashions desirable to contemporary women. He describes his clothes as "modern, clean. I believe in the less-is-more-thing but not in minimal minimal."

A graduate of the International Academy of Design, Dayhoff has been in business for two years and already enjoys the success of being carried by several major stores scattered around the country.

"Fabric is my thing. My trademarks are wool jersey and worsted wool crepe, and I guess they'll always be my constants. But I like to add new dimension by using them in a different ways—a jersey with a rippled effect, stretch jersey. I try to come up with fabrics that say something. Like mohair for texture, elasticized puckered things, crinkled washable silks. Fabric speaks first, then color, then shape.

"I take away as much as I can. I always think, 'What if we don't put a button on it? Would it make it less like everyone else?' More interesting? I want my clothes to be well thought out from the inside out." ■

*Richard Dayhoff wears his favorite colors, and models wear his best-sellers: jacket (center), \$192; pullover, \$100; pants, about \$120; and his most forward fall look (right), the mohair coat, \$365; hooded top, \$110; skirt, \$90.*





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Richard Dayhoff Fashion consultant.  
A regular guest on the Oprah show.

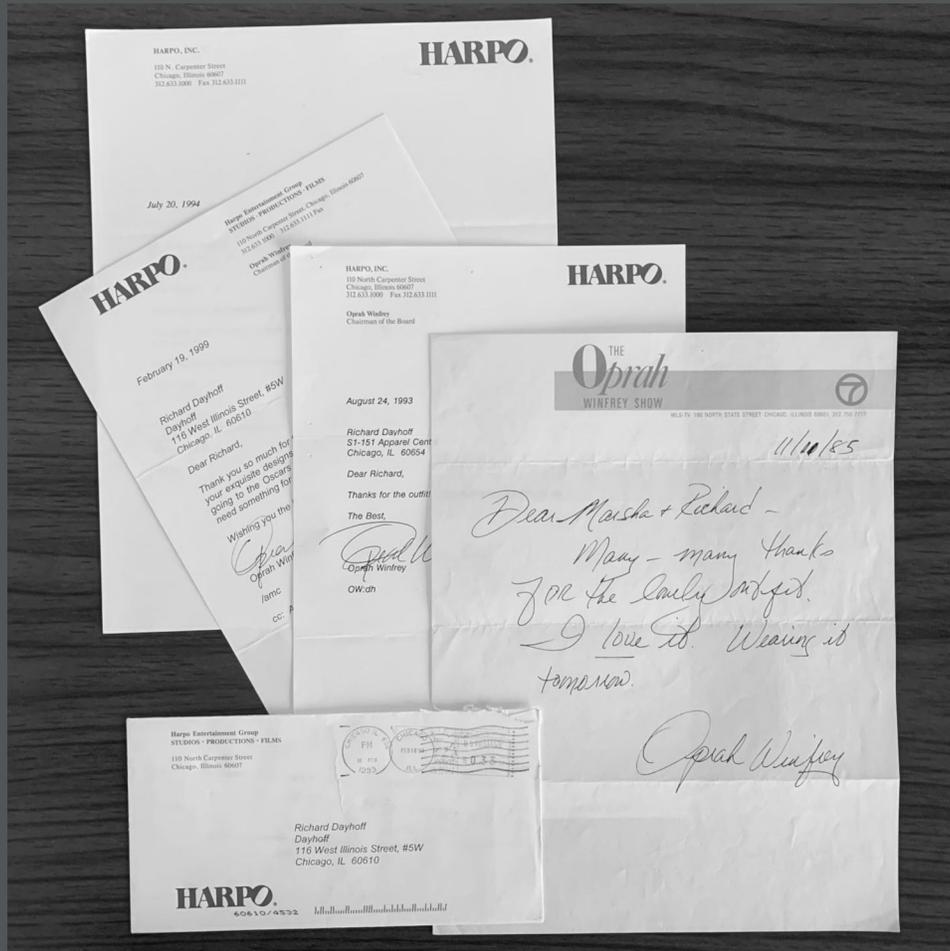




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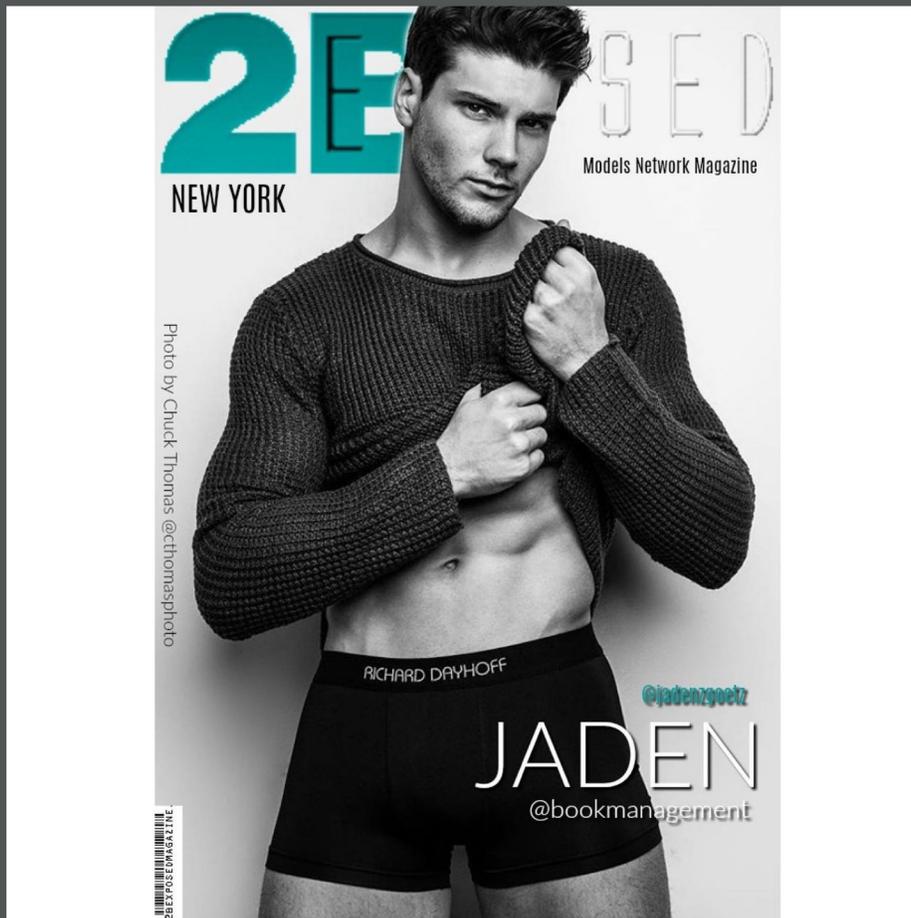
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Richard Dayhoff's new niche brand of  
first layer clothing.



**BEST OF CHICAGO**  
2020

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## Richard Dayhoff

☰ Best local clothing designer

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# Counsel Member Richard Dayhoff.

Richard served as a consultant to and member of the Mayor of Chicago's Fashion Counsel for the two terms of Chicago's Mayor Rom Emmanuel.

