

smith ALDER

CLOTHING THAT CREATES THE WOMAN YOU WANT TO BE news

SPRING/SUMMER 2011



Smith Alder is fully committed to giving you the highest quality and most unusual limited-edition and **one-of-a-kind pieces** in the world!

Our expertly trained fashion consultants are here to

assist you in assembling outfits which flatter your figure, boost your confidence, and showcase your unique sense of style.

Please remember that we support small studio designers in the United States and Europe, and most of our collections are truly limited and can often not be reordered. So **check with us often** to make sure you see the latest designs.



▲ **Petra Class** faceted and uncut diamond ring in 18 and 22k gold.

▲ **Susan Kirschner** Seersucker Houdini jacket: zip it up & like magic it transforms! Fitted shirt in plum plaid silk.

▼ **Oska** cropped 3/4-length cardigan in textured cotton.



▼ **Peter O. Mahler** Versatile oversized jacket in travel fabric shown in camel.
▼ 3/4-length black travel jacket with printed tee.



▲ **Oska** fitted linen jacket; cotton bell pant.



▶ **Jess** in **Ivan Grundahl** plaid jacket and **Inverni** hat.

▶ **Petra Class** green tourmaline earrings.



▼ **Martha Davis** Exclusive new designer Martha Davis—exquisite and Comfortable—designed in San Francisco, made in Italy.



▲ **Spirithouse** Basic V in waves, Sasha cardigan in black openweave, Stepladder shirt in pencil stripe.

Gold wedge mule Perforated leather twist wedge mule Ruched flat sandal in slate suede



ACCESSORIES can make or break an outfit! Believe it or not, the right accessories can make all the difference.



TRY CLOSET COACHING!

Bring in pieces to build on or we are happy to come to you and your closet!

Set up an appointment with Paula or Jessica to help you transform your closet from disorganized disaster to user-friendly.

Phone 408-260-7555
Ask for Jessica Alder
or Paula Smith Alder, LCSW



Inverni hats from Italy.
 Black and white layered tank dress with double belt— all by Peter O. Mahler.
 Studded belt by Repeat.
 Renee Sherrer silk scarf.
 Hillary Gifford thread-lace scarf.

EVENTS CALENDAR

MARK YOUR CALENDAR! **SAVE THESE DATES!**



RENEE SHERRER TRUNK SHOW

March 26 & 27 ALL DAY SAT. & SUN.
 Special silks, jackets and scarves— hand-dyed, hand-woven. For sale and special order.

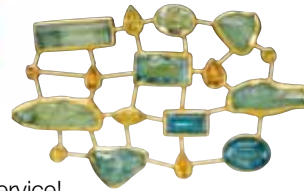
PETRA CLASS TRUNK SHOW

May 7 from SAT. 1-5pm
 Some of the most beautiful gold and gemstone jewelry in the world. Bring in your own stones or pieces to be redesigned—a unique special service!



SUSAN KIRSCHNER TRUNK SHOW

April 14—April 26 ALL DAY, EVERY DAY
 For a full twelve days— we will show Susan's collections for Spring and Summer! Pieces will be available for special order in addition to what will be in the store.



IMPORTANT NOTICE TO ALL CLIENTS:

We will be **DISCONTINUING** notification of most of our sales and promotions via snail mail as of April 1.

If you want to receive important information about sales, promotions, and events, please sign up **NOW** to receive our exclusive **emails**.

Go to smithalder.com to sign up. It's easy, and you won't miss out on **ANY** upcoming sales and special events.

On Olin Avenue, directly across from Starbuck's & Maggiano's 408.260.7555

377 Santana Row
 Suite 1055
 San Jose, CA 95128

Fine Clothing ■ Art ■ Jewelry

ALDER

smith

Return Service Requested

First Class Mail
 US Postage
 PAID
 Permit #200
 Santa Cruz, CA