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W D FRIDAY

Beauty

In Charm's Way

Since First Lady Michelle Obama wore his gown to the inaugural balls, the spotlight's never shone brighter on Jason Wu. And if a recent studio visit is any indication, the designer seems to be building it all in his home state. Wu, who will show today, is for his fairy-tale-themed "up it from last season," he says. Collections, see pages 6 to 15.

KMS MOVE: KPSS Inc. has relocated the headquarters of its hair care brand KMS California to Studio 1452, a 7,500-square-foot facility containing offices, a salon and a training academy in Santa Monica, Calif. Studio 1452 will also house the Western sales divisions for KMS California and Goldwell, another KPSS-owned hair care brand. Studio 1452 was designed by Los Angeles-based architecture firm Narduli Studio and constructed by Hinerfeld-Ward. Mary Freeth, vice president of international marketing, heads the KMS California corporate team at Studio 1452.

collections/fall '09
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