



## It's So Out To Be In

I remember the days when all you needed to be "in" was a pair of patent leather club shoes, an I.O.U. pink sweatshirt and the cutest pair of Z. Cavariccis. Those were the days!

These days, you've got to take the "in" vacation, read the "in" novel, go see the "in" indie films, use the "in" skincare line, and even read the "in" magazines. Everyone is so focused on being in, they're really going out of their minds.

As a supposed officer of cool, it is my job to be in. But this year, I've made the decision to be totally OUT. That's right. I'm wearing Uggs again in full force, and no one will tell me they're not cool. I have decided that wedges do not look appropriate on my feet and will not be my "in" shoe for spring. I'll be wearing ballet flats all season (even though at 5'4" this is totally out for me). I prefer vacationing in Zurich in the winter to St. Bart's (honestly, who's prepared to show off a beach ready body in JANUARY – RIGHT AFTER the holidays??) and loading up on trendy pieces at Charlotte Russe and Wet Seal (even though, I do think it's the in thing to do).

I have also decided that trying to find the "in" boyfriend is so totally out. You see, the girls here are obsessed with love (Jessica is a newlywed who had a wedding straight out of a romance novel, and Adrienne is so close to getting married you can just smell the Tiffany's engagement ring coming) but I've decided to just be obsessed with shoes. I came up with this idea after several failed attempts at dating in recent months (and several "I Told You So's" from the girls). And seriously, being single is so OUT right now (as I said before, being a newlywed or engaged is just so "in" right now), it's in for me. And honestly, who wouldn't pick some beautiful shoes over a boyfriend? Shoes don't flirt with other girls right in front of you, they don't have a hard time expressing their love for you, they make you beyond happy at first sight, and they're the perfect accessory for any occasion. And you can have as many as you want without anyone thinking badly of you.

So girls, if you're reading this, I encourage you to not feel the pressure to be in. It's really not as cool as it sounds (I mean, seriously, do you want to devote all of your time to finding the next in item so you won't be out??). And if you're trying to fight the I-Don't-Have-A-Boyfriend Blues, go to Iramo in SoHo. The shoes are so amazing there (and the staff so accommodating), you'll totally forget all about your lack of a B.F.

And if you're getting over a breakup, remember the only therapy that really works is retail therapy.

Happy Shopping!

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