



AMBER LE BON

in Armani

WHY IT WORKS

Amber outsmarts her model mum Yasmin in the style stakes in a cutout maxi dress at the Jaeger LeCoultre party, darling. Venice, 7 September



JENNA USHKOWITZ

in Ports 1961

WHY IT WORKS

The Glee star raises her fashion game in a satin shift dress with Neil Lane jewellery and Alexandre Birman T-bar sandals. LA, 7 September



ALEXA CHUNG

in Valentino Couture

WHY IT WORKS

Alexa steals the GQ Awards, customising a dramatic couture suit with a comedy bow tie. Definitely my favourite look of 2010. London, 7 September



With
Style Editor
Alison Tay

We're Lovin'

Photos: Ben Franks, WENN.com



AMANDA BYRAM

in Bodyamr

WHY IT WORKS

Mandy goes Grecian in a glittery gown and Jimmy Choo heels, which match the TV Choice award she won for Total Wipeout. London, 8 September



GEMMA ARTERTON

in Gucci

WHY IT WORKS

The leading lady keeps her styling subtle in a simple column dress and minimal make-up at the premiere of new film Tamara Drewe. London, 6 September

THIS WEEK PALE AND INTERESTING



SAMIA SMITH

in BCBG

WHY IT WORKS

The Carrie star makes the most of her tan by mixing a blush frock with an ivory Miu Miu clutch, Louboutins and Pepper Pink jewellery. London, 8 September

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