

Celebrity Designers Justin Timberlake & Trace Ayala

The longtime friends bring their cool tomboy designs for William Rast to Target

Emmy winner, box-office darling, restaurateur, and ardent philanthropist, Justin Timberlake has long outgrown the role of mere pop star. These days, one more enterprise claiming major schedule space is William Rast, the clothing line he started in 2005 with childhood friend Trace Ayala. An instant hit with the duo's Hollywood pals, the Americana-inspired denim brand developed into a full collection shown on the runways at New York Fashion Week three years later. Now, proving that theirs is more than a celebrity side project, Timberlake and Ayala have joined the ranks of blue-chip fashion talent such as Jean Paul Gaultier, Rodarte, and Thakoon by creating a range for Target. The results debut in stores December 19. "What's cool is this collaboration gives us a whole new audience we didn't necessarily reach before," Timberlake says. "We developed pieces that are appropriate for the Target consumer but still very much breathe William Rast."

Describe the girl buying your clothing.

Justin Timberlake Sexy tomboy.

She's a cool and confident girl who can wear clothes that make a strong statement and still be feminine.

Trace Ayala She's not such a tomboy that she's in jeans and flats all the time. I think she can put on a skirt with heels, then throw a denim shirt over. That's how we like to picture it—Americana, slightly tomboyish, but she likes to dress up and go out.

Stepping
out in
William
Rast



JESSICA
BIEL



KATE
HUDSON



FERGIE

The
Jean
Jacket

The
Jeans

The
Jacket



what's NOW!

Timberlake and Ayala take a bow after their William Rast runway show last year.

"This high-waist skirt has just the right amount of embellishment to give an evening outfit a level of attitude," Timberlake says. Rayon-nylon skirt, \$40.



"We made a leather jacket in the same color for William Rast and it was a best-seller," says Ayala. "Truthfully, I almost like this one better because it has the shoulder stitching and more of a motorcycle style than the original." Lambskin jacket, \$200.

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How does the Target collection play off your main William Rast line?

JT We wanted it to be fresh and unique but still reflect the theme of the fall/winter 2010 runway show—"biker bohemia," inspired by western American landscapes and Native American influences.

TA Justin took a road trip by himself from Los Angeles to Wyoming to visit his cousin and shot a ton of photos on the way. A lot of the really great colors in this past William Rast collection came from those images.

You each have different tastes. How do you agree on what is ultimately included in the collection?

TA Well, the tuxedo blazer we did for Target—which I love—is more Justin's style. It's really important to him to keep blazers a part of anything we do. He's very set on having them in the line!

People rave about the awesome fit of your jeans.

Please tell us that didn't change for Target.

TA We kept it exactly the same. I think our women's jeans fit a lady's butt a lot better than other denim designers' do. We rarely get compliments like, "Oh, these are so soft." Every single time, it's, "Man, the fit of these jeans makes my butt look amazing."

Aside from the perfect jeans, what do women need to know about putting together a cute/sexy outfit?

JT Every guy will have something different to say, but I love how a leather jacket and accessories complement a woman's personal style. But more important, it's how the girl wears it that matters. —MEGAN DEEM



"This flag has become a signature design element for us," Timberlake says.
Polyester flag tunic, \$35.



"We've been working with embellishment recently," Timberlake says. "Those types of items are great layering pieces for adding a sexy touch to a tomboy outfit."

Polyester studded T, \$30.



"I'm a big horse person and just bought a ranch," says Ayala. "I like to keep plaid in the line—it brings that Western heritage."
Cotton plaid button-down, \$35.



"These can be true skinny jeans—or go one size up and wear them cuffed and lower on your hips for a slouchy boyfriend look," says Timberlake.

Denim skinny jeans, \$50.

All available at target.com December 19



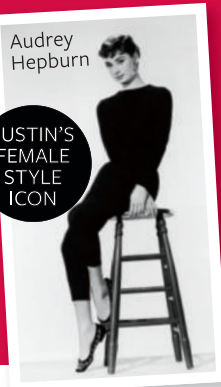
"Definitely one of my favorites," says Timberlake. "It can be worn out at night or during the day."

Cotton-spandex tuxedo blazer, \$50.

THE WILLIAM RAST EQUATION

Audrey Hepburn

JUSTIN'S FEMALE STYLE ICON



Kate Moss

TRACE'S FEMALE STYLE ICON



WILLIAM RAST FALL/WINTER 2010