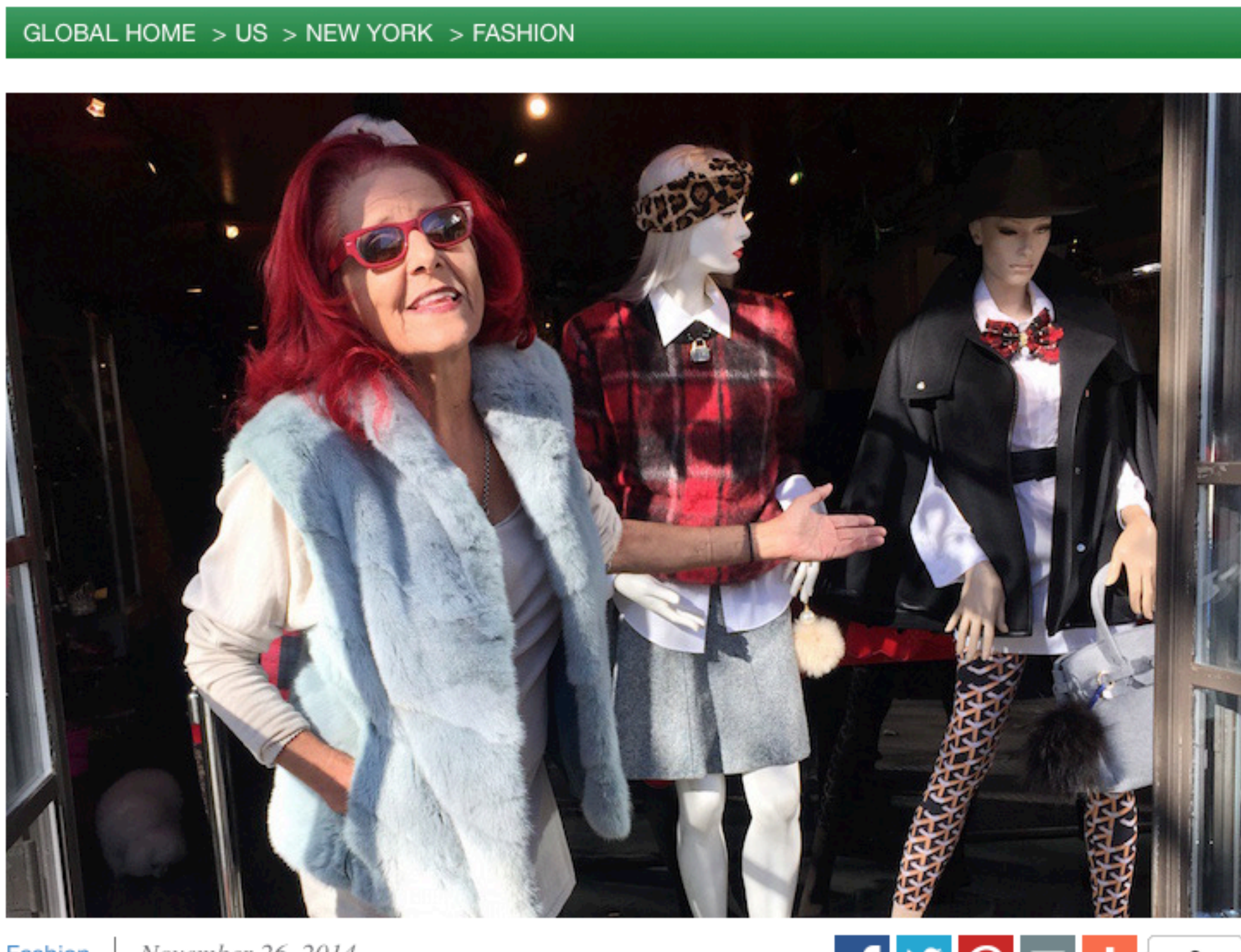


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Fashion | November 26, 2014

# Patricia Field Talks Normcore and How to Not be Basic For the Holidays

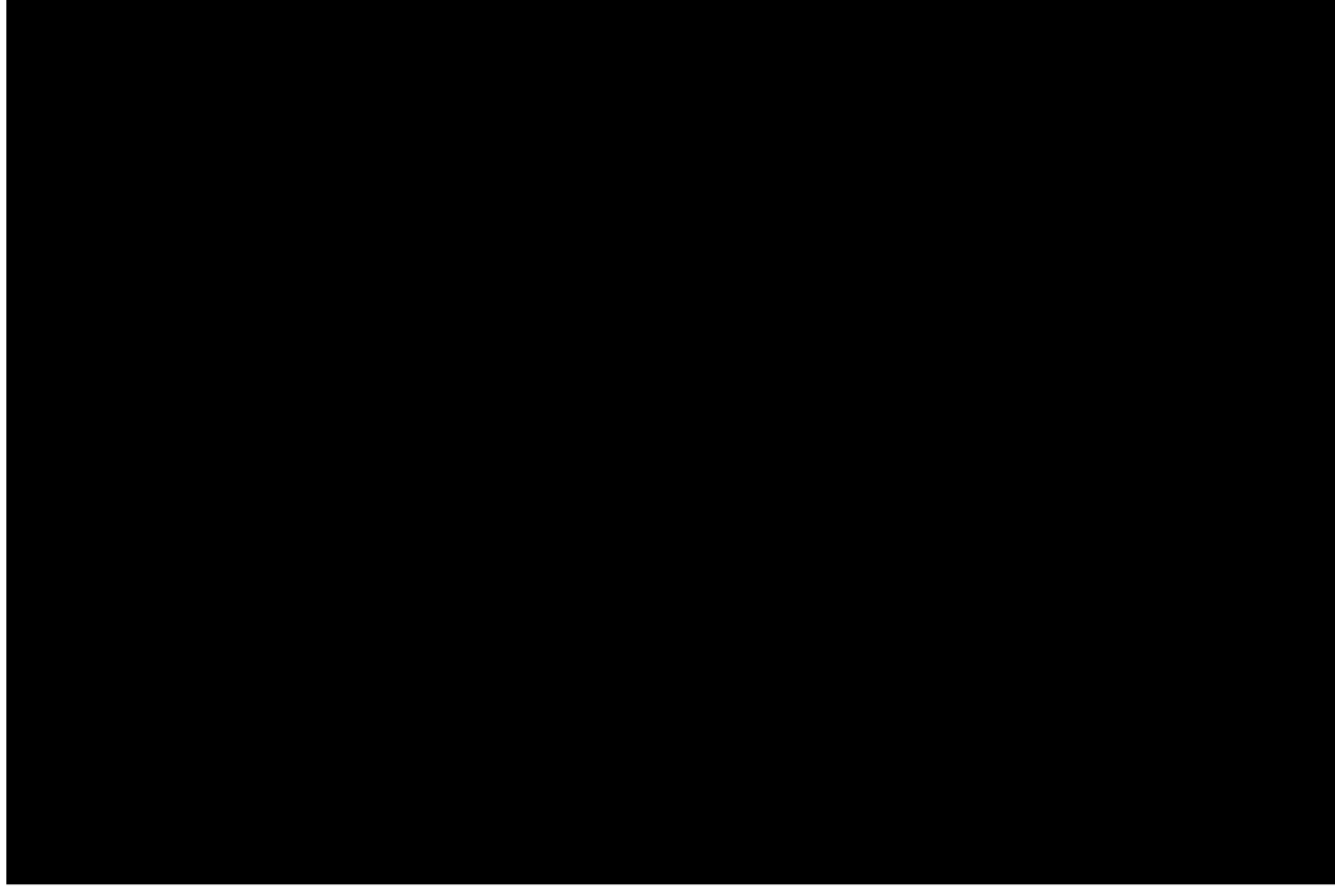
The fashion icon walks us through her gigantic shop and shows us the best pieces to wear to parties.

By [Rana Good](#)

It's the most wonderful time of the year, a.k.a. holiday season, when naturally we all want to look our best. Who better to tell us what to wear this festive period than fashion visionary and legend [Patricia Field](#)? As the mastermind behind her eponymous [store on Bowery](#) and the renowned costume designer behind iconic shows/movies such as *Sex and the City* and *The Devil Wears Prada*, she is undoubtably the go-to source for style. Let's be real here, she's an New York City institution.

We met up with her right before Thanksgiving to find out the history of her shop (that used to be her apartment), her definition of Normcore (renamed "Pat-core" by Field) and how to kill it at special occasions in the next few weeks. Take a look at the video below!

Video by [Stephen Michael Simon](#)



Go to her [site](#) right now for a special 'Early Santa' promotion where you get 20% off full-priced items as well as select salon/makeup by appointment in-store and online.

Tags: Patricia Field

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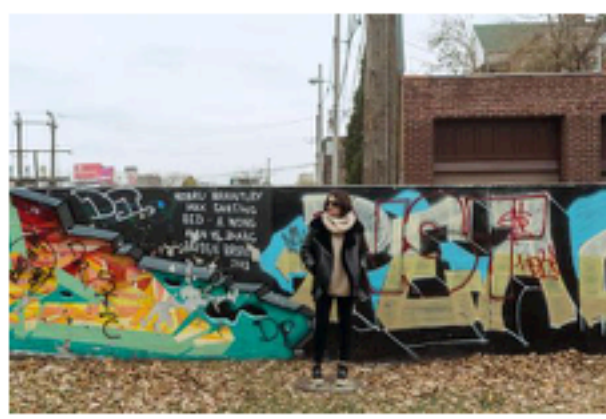
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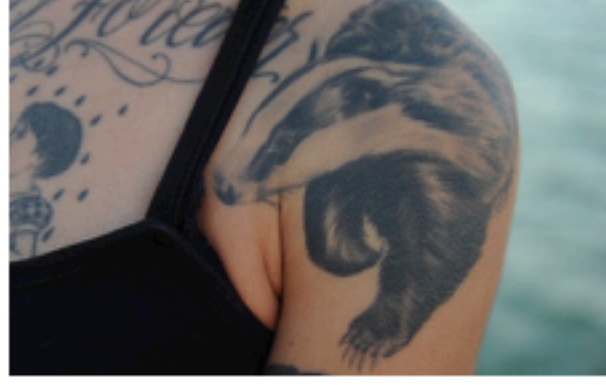
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