



WHAT'S NEW

WILLIAM RAST

In the past, Justin Timberlake was best known for his awesome stage presence and ability to grow golden, cherub-like locks atop his handsome head. But for the past few years, Timberlake's name has been most synonymous with William Rast, the "New America" denim culture and brand that is the brainchild of JT and his childhood friend, entrepreneur Trace Ayala.

The brand, featuring items inspired by a modern take on American biker culture, is currently available at high-end department stores. But this month, William Rast will open the doors to its first two free-standing retail locations — one of them located right across the Bay in San Jose's Westfield Valley Fair Shopping Mall. The new stores will be the first of many, as the company plans to roll out 40 to 50 William Rast shops in the next several years.

The locations' products and décor will reflect the company's contemporary twist on American denim heritage. So whether customers are looking for a unique silk top, some premium denim or a badass leather jacket, William Rast's new locations are sure to be "N Sync" with their needs.

Westfield Valley Fair Mall | 2855 Stevens Creek Blvd., Santa Clara

by **CALIN VAN PARIS**

BLACK TIE

LIVESPARK

Picture it: Delicate flames shooting upward in rhythm to popular tunes — riding the warbly wave of a piano, jumping to tambourine hits and bouncing to kicky drumlines. Enter LiveSpark, a San Francisco-based company that makes fire dance to music.

Triggered by a computer that analyzes music and assigns a frequency to each individual flame, it's a lot like a graphic equalizer display — but sexier.

Founder Brett Levine has been well-known in the local fire arts scene for the past eight years, garnering commissions at Burning Man and Coachella, among other events. But recently, the entrepreneur began developing music-responsive software that makes fire-dancing technology available to the masses.

Connected to a gas line, a series of tiny valves open and close up to 30 times per second, creating a very concise gradation of flames. The system can be installed indoors as custom chandeliers or outside in gas-powered fireplaces, fire pits or gas-plumbed garden torches.

Levine stresses the versatility of his product, which creates beautiful showpieces. Picture the display within the wood-and-leather environs of a modern home, as one of Billie Holiday's jazzy classics play — her rich, cottony vocals being fed to the fireplace and resurrected as inspired bursts of oozing flames.

www.livesparkfire.com

by **JENNIFER APPENRODT**

