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36

pages of property

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Listen up girls – it's time to put some chutzpah in your wardrobe and get with the latest trend from Hollywood winging its way to Marylebone. **Roz Britton** explains



Main picture: sleeveless "Meshuggenah" T-shirts. Madonna (left) and Gwyneth Paltrow both wear Rabbi's Daughters.

MADONNA, Gwynnie, Britney Spears... Let's face it, the last time Judaism seemed this cool, Moses was parting the Red Sea.

It started with Kaballah, when the glitterazzi of La La went gaga for Jewish mystic teachings.

But what good is a newly adopted religion if it doesn't come with the perfect accessory?

So next came the Kaballah bracelet – a red string of cotton said to ward off evil spirits, adorning the wrists of hundreds of celebs from Victoria Beckham to Roseanne Barr.

But does a cotton wristband make a big enough statement? It seems not, as the devotees are now going wild for a range of tiny T-shirts and tank tops proclaiming their newfound faith.

If you haven't heard the one about the Rabbi's Daughters you soon will. The hip young fashion designers are behind the new

slogan emblazoned tops sported by Madonna, Christina, and chums.

So far, the tops have only been available in the States, but all that is set to change when a Marylebone boutique – Showroom 64 – becomes the first British stockist.

"The moment I saw Rabbi's Daughters tee shirts in New York, I knew my friends would love them," said Showroom 64's owner, Emma Norden.

"They are just the coolest tops to wear right now, and it's amazing how many people go crazy when they see them."

The tanks and tees adorned with Yiddish buzzwords are the brainchildren of real life Rabbi's daughters, LA sisters Nina, Myla and Daniella – but fear not the look is sexy not schmaltzy.

Another real must have is their take on the Sex and the City Carrie necklace, designed

WHO WEARS IT?

WHICH A-LISTERS WEAR THE RABBI'S DAUGHTERS LABEL?

- Christina Aguilera.
- Demi Moore.
- Madonna.
- Gwyneth Paltrow.
- Kelly Osbourne.
- Will&Grace.

in silver and gold, featuring the famous Yiddish slogans.

Savvy shoppers will brush up on their language skills before they buy – the slogans are brash and fun – but nobody wants to be advertising the wrong point. Just one slip of the credit card could have congregations falling around in mirth each time you venture past the local synagogue.

GLOSSARY

T-SHIRT SLOGANS:

- BUBELEH – Darling; honey; sweetie.
- CHUTZPAH – Cheeky; brazen.
- GOY TOY – Plaything for non-Jewish boys.
- KISH MIR IN TUCHIS – Kiss my bum.
- MAMALEH – Darling mother.
- MESHUGGENAH – Crazy girl.
- OYVEY – Woe is me.
- SHIKSA – Non Jewish girl.
- YENTA – Gossipy girl.

Showroom 64 can be found on Marylebone's Great Titchfield Street.

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