

UNIQUELY YOU

eZine by ORENE

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I decided to publish a Second Edition to my Spring Newsletter because there is so much interesting news in the fashion and modeling industry that I want to share. Enjoy!

LOOKING YOUR BEST

RUBENESQUE IS GONE, BUT HEALTHY IS HERE

Do you wish we still lived during the period when Ruben painted? When “Rubenesque” was the height of beauty? Although we may not aspire to look rounded and extra curvy these days, there is a movement throughout Europe to bring fashion models into a more realistic weight, away from the ultra-skinny look. They are concerned about the health of the models, but more importantly, the health of all of the women who aspire to look like models. This issue was back on front pages in March after Donatella Versace, who owns part of one of Italy's most famous fashion houses, said her daughter was suffering from the eating disorder anorexia.

European governments are no longer allowing the emaciated-looking runway models. Since the death of a Brazilian model last year from anorexia, the Italian government has been spearheading a “national manifesto” to eliminate anorexia from the catwalks. Skeletal models have caused a global commotion. Now, in Italy, models must be at least 16 years old and have a doctor’s note saying they are not anorexic in order to walk the runways. Spain goes further requiring models to have a BMI (body mass index) of 18.5 or higher. Brazil and India have taken steps to keep underweight models off their catwalks due to such concerns. However, a French Health Ministry official just announced that France would not recommend a blanket ban on too thin models, but he said, “We are very close to an agreement on a voluntary charter of engagement for the fashion industry, the media and advertising.”

Here is some interesting news: the Milan fashion week in February, 2007, kicked off with the collection of Elena Miro, a designer who specializes in plus-size clothing. It certainly was an attempt by the fashion establishment of Italy to send a message.

Another major development in Europe is standardized sizing. In Spain, the government reached an agreement with several major fashion designers and retailers to standardize women's clothing sizes with the aim of promoting a healthier image. This program is attempting to end a situation in which a woman who buys a size 40 dress (US size 6) from one designer may not fit in a size 40 garment from another designer. In fact, the Spanish clothing chain, Zara, has signed on to this agreement—we have two Zara stores in San Francisco (250 Post St. and Westfield San Francisco Centre).

This Spanish program also prevents participating companies from using window displays featuring clothes smaller than a European size 38 (American size 4) in window displays. It goes further in stipulating that European size 46 (American size 12) no longer be labeled a larger size. The Spanish Health Minister declared at the signing, "It is not reasonable for a modern and advanced society to establish stereotypes of beauty that are far removed from the social reality of a community. It is everyone's commitment that beauty and health go hand in hand."

SPRING CLOSET AUDIT SPECIAL!!

AS MY WAY OF HELPING YOU GET ORGANIZED FOR SPRING AND SUMMER, FOR THE MONTH OF APRIL, I AM OFFERING A SPECIAL ON CLOSET AUDITING-- I WILL SPEND TWO HOURS IN YOUR CLOSET FOR THE PRICE OF ONE! THIS IS A GREAT WAY TO START THE SEASON OFF RIGHT. (See my Services below.)

WWW.ORENE.NET

I have exciting news! My website is up and running, www.orene.net. Please feel free to send me your feedback.

SERVICES OF AN IMAGE CONSULTANT

ASSESSING YOUR PERSONAL STYLE.

How do you glean from fashion what is a part of your character and what works for you? How do you present yourself in an authentic way? Help in these areas is the essence of what Image Consultants do. The process of developing and assessing your unique personal style is the foundation for building a wardrobe that works for you.

WHAT IS A CLOSET AUDIT?

Everything in your closet should work for you! One of my services is a closet audit. It is fun and productive. You end up with a feeling of accomplishment and ready for the

next season. We would go through as much or little of your closet as you desire—all completely confidential. At the end of the closet audit, you will have great combinations from head-to-toe, so you can confidently repeat the dynamic outfits we'll be coming up with. Some of our goals would be:

- Taking a fresh look at what you have, often putting together great new outfits from what is already in your closet;
- Weeding out pieces that no longer work or are in style—clearing out the clutter;
- Giving yourself permission to weed out past mistakes or gifts from well-meaning friends or relatives;
- Making a list of and prioritizing items you need in order to develop a core wardrobe that suits your personal style;
- Discovering what's missing in your closet that could have you utilizing more of what you already have, including items to go with “orphan” pieces (which we all have) ;
- Finding out what clothes need alterations, to see if clothes you've had awhile can be updated and/or provide you with better fit and proportion;
- Ascertaining what additional items you may want to shop for (including unique and fun items), if any; and
- Discovering if a particular part of your lifestyle is neglected, such as play, dating, special occasion or work, and strategize about filling that in.

OTHER SERVICES

- Closet work post-shopping trip—integrating new things with old things, putting outfits together
- Packing for trips
- Wedding clothes for bride, mother-of-the-bride, husband, etc.—planning and shopping
- Holiday clothes shopping
- Closet session to plan out holiday party outfits for the season
- Shopping for resort wear/destination vacations
- Exercise clothes shopping
- Date clothes shopping Creating a lingerie wardrobe/shopping
- New job/Interview shopping
- Business casual shopping
- Shopping for specific events
- “Theme” or costume party shopping
- Working with the needs of people going through health challenges(clothing, lingerie, head wraps and wigs)
- Creating “feel good” wardrobes for clients going through hard times
- Previewing trunk shows for clients
- Pre-season closet appointment for ongoing clients
- Eyeglass frame shopping
- Accessory shopping for accessory ensembles—the right earrings for a certain necklace, bracelets with earrings, etc.

- Shopping for bathing suits and bathing suit accessories (sandals, cover-ups, sunglasses, jewelry)
- Providing advice for your husband in purchasing gifts for you

Until next time!

Take care,

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