

UNIQUELY YOU

FOR MEN

eZine by ORENE

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Spring/Summer 2008



LOOKING YOUR BEST

Men's Spring/Summer 2008 Trend Forecast

The Spring and Summer Trends for men are easy to wear. I've highlighted my top ten trends for work and casual wear. This is a great selection for men to choose from to look up-to-date and handsome.

1. Return to Tailored Clothing. As I stated in my Fall/Winter Forecast, there continues to be a return to well-tailored, more formal and traditional clothes. Ties are back. Have you noticed how many young men are wearing them, particularly skinny ties? Bow ties are also popular. As in all tailored clothes, the fit is very important! Try wearing a blazer over a pair of jeans to update your look.
2. Classic American Style with a Modern Interpretation. Think of American Bandstand, seersucker and classic tennis sweaters. For sweaters, try a navy and white striped or argyle pattern. The polo shirt, classic and preppy, will be the casual focus of the season. In addition to wearing the polo with shorts, khakis or jeans, the polo can be worn under a blazer for a business casual look. The way to keep this classic American style updated is to have the clothes fit a bit closer to the body. Blazers are a bit shorter and sweaters fit closer.
3. Green, eco-friendly clothes. Natural fabrics, including organic cottons, are popular. Designers are looking for environmental ways to dye and treat fabrics. Here is a switch: Target Corp. is introducing its first line of eco-friendly apparel, but putting it on sale first at the luxury retailer Barneys (by Rogan Gregory) and then at Target (although this first attempt is for women). A new fabric trend is clothing made from bamboo, which is fast-growing.
4. Patterns are Popular. Try combining patterns in one outfit (carefully). The easiest way



to do this is to coordinate a patterned tie with a patterned shirt (for instance a subtle pattern on a dress shirt with a bolder patterned tie). Another modern and stylish look (and one that is pre-coordinated for you) is a patterned shirt with a contrasting pattern in the cuffs when the cuffs are rolled up—try a shirt with a stripe and plaid pattern in the cuffs.

5. *Bold and Bright Colors.* As in women's clothes, one of the strongest trends is a return to bright shots of color. Try a classic polo shirt in a bright, saturated color for an updated look.
6. *Sports Club.* Athletic looks are huge for street clothes as well as athletics. We are in an Olympic year and clothes that have styling for sports are popular. All types of sporting clothes are popular: rugby shirts, sweatshirt jackets, swim trunk styles for shorts, to name a few.
7. *Shorts.* Hooray! Shorts in a variety of styles are popular for most of the year (depending on the climate). The cargo style continues to be a favorite, as well as flat-front chinos, linen shorts, all types of plaids and even madras patterned cotton—just keep the length longer--think Bermuda short.
8. *Shoes.* To go along with the Classic American Style look, boating shoes, classic canvas sneakers as well as tasseled loafers are all making a comeback. Although Sperry Topsiders are the classic boating shoe, many companies are showing great-looking versions. In addition, retro-styled sneakers (think original Adidas Samoa) are more popular than ever and colorful sneakers in every kind of pattern are a fun item.
9. *Aviator Sunglasses Look Current This Season.* These tear-shaped, over-sized lenses come in a variety of styles. Pick one that works with your face size and shape.
10. *Great-fitting, Designer Jeans are a Staple.* I am repeating myself from my Fall/Winter Newsletter. Look for jeans you feel comfortable in. In addition, look to see how flattering the rear is—certain styles of pocket can add fullness and others can make your rear look flatter. Another important consideration is what you are buying them for. Are you looking to wear it on a Saturday afternoon to a barbeque, wear them to dinner, or out a night club? In addition, what kind of “vibe” are you aiming for?

Seeing Green

How the Color and Movement Affect Today's Fashion

Green is everywhere. It is the color of nature and the environmental movement. Corporate logos are sprouting up in green. The color green is at the beginning of a long fashion cycle, according to the Color Association of America, and we'll be seeing a lot more it in fashion and design in the coming seasons.

Green was a major color theme at many of the New York runway shows for fall 2008, for both men and women. The Pantone Color Institute, a color analysis company surveying designers about color choices each season, calls green one of the top five colors of the coming season.

A main reason for this trend is the eco-friendly movement. Green conveys a sense of good deeds, honesty and authenticity. The color is also advancing from its past notion of “hippie chic” onto an upscale movement with a more luxurious feel. Green fabrics such as organic cotton and bamboo are blanketing local retailers even though they often carry a heftier price tag.

The most buzzed about dress of the moment is the emerald green gown worn by Keira Knightly in the Oscar nominated film, *Atonement*. Moviegoers loved the elegant 1930's style ruffled and

draped dress so much that evening wear designers are rushing to ship emerald green gowns to stores. The popular evening gown retailer, Cache, will carry a similar style gown in their stores by May as they anticipate great demand in upcoming seasons.

Jamie Sears, owner of Lulu Boutique in San Mateo is coordinating her upcoming lines and says, "Green will be the thread tying each collection together." Most of her spring lines feature green accent pieces such as a blouse or a green patterned dress.

For fall and beyond, green is the new neutral and shoppers will notice shades in leaf, moss, forest and olive. Malouf's in Burlingame, a family-owned, high-end clothing retailer, offers lush, earthy greens for men this fall, including moss-colored cashmere sweaters by Loro Piana and dark, pine green slacks.

With the green trend at its beginning, now is a good time to join in. For men wanting to look contemporary and elegant, add a pale green dress shirt or green patterned tie to spice up a grey or brown suit. For women wanting to look fresh and current this spring, try apple or kelly green accessories such as shoes, jewelry or a handbag and pair with light neutrals. For a bold look, try brighter shades of green to add an element of fun to any look. For the fall, both men and women should consider adding wardrobe pieces in earthy, darker greens to compliment the season.

SERVICES OF AN IMAGE CONSULTANT

Rather than list all of my services, I am outlining three terrific packages to help you look your best. These are specially priced to introduce you to my services.

LOOK GREAT WITH PERFECT CLOTHES FOR EVERY OCCASION PLAN

8 Hours, Includes:

Fit and Style Analysis

- Lifestyle and Personality Wardrobe Assessment
- Wardrobe Building strategies
- Weeding through you closet and finding out pieces that no longer work
- Putting together great new combinations from what you already have
- Clearing out past mistakes or gifts from well-meaning friends
- Prioritizing items you need
- Finding out what clothes need alterations to be updated and/or fit better
- Shopping for Terrific New Clothes and Integrating New Things With Old
- Shopping for New Job/Interview and Professional/Corporate Attire, Business-Casual New Job/Interview, Specific Events, Resort Wear/Destination Vacations, Evenings Out and Exercise Clothes

LOOK GREAT WITH EVERYTHING IN YOUR CLOSET WORKING FOR YOU PLAN

4 Hours, Includes:

- Fit and Style Analysis
- Lifestyle and Personality Wardrobe Assessment
- Wardrobe Building strategies
- Weeding through you closet and finding out pieces that no longer work
- Putting together great new combinations from what you already have;
- Clearing out past mistakes or gifts from well-meaning friends;
- Prioritizing items you need
- Finding out what clothes need alterations to be updated and/or fit better

LOOK GREAT EVERY TIME YOU GET DRESSED PLAN

Personal Image Assessment—1 Hour, Includes:

- Fit and Style Analysis
- Lifestyle and Personality Wardrobe Assessment
- Wardrobe Building strategies

PLEASE GIVE ME A CALL, I WOULD LOVE TO WORK WITH YOU.

Until next time!

Take care,

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