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Orene Kearn, JD, AICI FLC  
650-245-0380

[orene@orene.net](mailto:orene@orene.net)  
[www.orene.net](http://www.orene.net)

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***UNIQUELY YOU***  
**FABULOUS FALL FASHION ISSUE FOR WOMEN**  
**2010**

Hi everyone,

I hope you have all been having a wonderful summer. It has been unusually cool in the SF Bay Area, but it will probably warm up a lot soon. My youngest son has been sweltering in Washington, D.C. all summer.

This is the fabulous fall fashion issue for women. I will be sending a newsletter with trends for men next week. There are so many great trends, fabrics and colors for everyone -- this is my favorite season.

I have been working with a business coach and I am coming up with some interesting new programs, which I will tell you about soon. If any of you have any great ideas for me, I am all ears. Also, I appreciate any feedback on my newsletter or anything else.

Enjoy!

*Orene*

## **Trend Freebies for Fall**

Concerned about your 401K? Wanting to keep your clothing expenses to a minimum this year? Your key fashion hits may be living in your closet already. Here are some items that were seen on the runway for Fall/Winter 2010. See if you can pull them out and wear them again:

**The fur scarf.** If you have a fashionable aunt or grandma, this vintage version is living in their closet. Invest a little time in searching for it.

**Camel** is a hit color this year. And, if you go for the menswear look, a slouchier shape (like from past seasons) is just right. Look for this shade in your closet. It's a classic and you may have some items that are already perfect or just in need of slight alterations.

**Floral prints** are unexpected in a fall/winter season but they showed up on designer lists this

## **In This Issue**

### **Trend Freebies for Fall**

### **Ahead of the Fashion Curve**

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This season's trends are upon us. Learn more and then dare to experiment.

#### **The Color Story**

This fall's fashion story has everything a woman could want - cool hues, bright pops of color or warm, luscious shades that you'll want to curl up in. Camel is a strong color for fall and is perfect for those pricey purchases that will be classic forever-a pantsuit, a trench or a straight skirt. Shades of green abound in military olive, jeweled green and chartreuse. Purple is regal in every shade, from fuchsia to orchid to plum. If you're looking for colors that excite, there's lipstick red, warm corals, turquoise and royal blue. On the other side of the spectrum, nude and pale shades are making a big but soft hit this season. Dove gray is a lighter, romantic hue for fall, especially sensual when paired with soft taupe or rose dust (a pinkish beige). Nude heels are easy to pair with any outfit.

#### **Prints Attack**

Prints are plentiful. Plaid can be found in skirts, jackets and pantsuits. You can choose from either the classic Scottish plaid or go for a tartan in vibrant colors to make it less traditional. Floral prints are in bloom even in fall/winter. Venture into the jungle with wild animal prints in bags, dresses, coats, or shoes. Digital and painterly prints will keep you excited and give your wardrobe something fresh and new.



year. The important detail to look for is the dark background color behind the flowers. Do you have a floral print skirt or dress with a dark background color like black, eggplant, navy, deep olive, or brown? You might have purchased it this spring. Pair it with tights and a chunky boot to look current.

**Long wrap belts** were big hits in the late 80's. If you have some in like-new condition, pull them out and wear them. They're in again!

**Anything that shines, glows, or shimmers** is in. Look in your closet for a spot of copper, gold, silver, pewter or bronze. Also look for anything with sequins or crystal beads. But remember, a little bit of this trend can go a long way. Too much of glimmer and it starts to look trashy, not trendy.

**Still "in" from spring** are big cocktail sized rings, chunky necklaces

### **Fabrication Innovation**

It's a big season for **leather**, which has been reworked to be thin for indoor use in jackets, skirts and pants. **Lace** gets a big stage, as do feathers, not just in trim but also in full garments. Want warmth? **Puffy** is back with quilted fabrics as well as **fur** which is being used liberally as trim on lots of other fabrics. Find items such as jackets, coats, vests, capes, and bags in fur or faux fur, some of it in patchwork designs. Lush **velvet** is a favorite and denim is reborn when it's mixed with leather.

### **Silhouettes and Body Sensations**

The **breasts** are a key focal point even if they are fully covered. Designers created attention-getters with tucks, and even built out bras, or they added corsets on top of clothes. The **waist** is also defined, especially in dresses or skirts that have nipped in waistlines on very full skirts. The full skirts are both knee-length or down to mid-calf. Television's hit show *Mad Men* can get credit for this retrospective. For the fashion courageous, there's the mini skirt, maxi skirts and winter shorts. The more minimalist designed pieces stay close to the body. On the opposite spectrum, explosions of fur, feathers, down, and fringe create volume all around the body.

### **Accessory Possibilities**

**Belts** are out in full force. They define the waist when wearing full skirts. From wide to super-long and wrapped, they can contrast with fabrics they cover: leopard print belts over painterly printed dresses or full metal wide belts over sensuous dresses or thin belts over bulky knits. Large scale **necklaces** continue to grace the neck and large rings slip on fingers. **Bracelets** are stacked on the wrist. **Pearls** are clustered at the neck or worn in duplicates to create a bold, feminine look. Long **gloves** to the elbow can match your ensemble. Or if you prefer, you can use gloves to add a pop of color that is in contrast to your outfit. Over-the-knee **boots** are back for a second season. Combat boots play up the military influence. **Oxfords** are companions to the menswear look. **Flats** continue to flourish.

**High heels** are graced with bows and embellishments.



and wide bangles.  
Keep wearing them  
into fall!

**My professional  
style eyes can help  
you** find the gems in  
your closet and work  
them into great outfit  
that you'll enjoy all  
season. This is my  
specialty!

**For help** in pulling together the best trends of the season in  
an age appropriate way, give me a call. I can help you look  
stylish, comfortable and put-together while simplifying your  
life and your closet.

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