



# UNIQUELY YOU

eZine by Orene  
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## SPECIAL MOTHER'S DAY ISSUE

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### Mom Style

Do you think the words "Mom" and "style" are as incongruous as teenagers and limits or babies and sleep? Think again! If you need a style boost, take the advice of clothing designer, Julie Chaiken ([www.chaikenclothing.com](http://www.chaikenclothing.com)) who is herself the mother of young children. She says, "Your fashion life doesn't have to end when you become a mother. It's a new chapter. You might have to adjust: a silk blouse is probably a bad choice while burping an infant, but there is absolutely no excuse for losing yourself. I see dressing to your own sense of

style as a vital part of maintaining your individual identity. By remaining true to yourself, you will in turn be a better mother."

Here are 10 ways a mother on the go can find style.

**Comfort.** A t-shirt, a belt and a pair of well-fitting jeans are just as comfortable as sweats and a hoodie. Don't use "comfort" as a copout for sloppy, no-expression clothes.

**Makeup Minimum.** Use at least two makeup products: lip gloss and mascara, lipstick and

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### Praise for Prints

How many prints does it take to fill up this spring season? I've lost count! You're going to bump into all kinds of prints this season. How will you decide which ones are for you? Well, prints are personal. While one person swoons over polka dots, another person will do somersaults for animal prints. Do you know your print favorites? Check out this guide and then check out the rules for wearing prints. If you've been at all nervous about them, I have five rules that will put you at ease. First, let's go over what you'll spot out there in the stores.

**Floral** – From mini floral prints to large ones, you'll find one that suits you. A word of caution: tiny floral prints have an innocence to them and may be better suited to a young girl and not a mature woman. Here are some combos to consider: a floral top with a solid-colored trouser; a floral trench jacket over a white



blouse and a gray pencil skirt; a floral dress with a woven leather belt; and the easiest of all to wear, some-

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## GIVE THE GIFT OF STYLE TO ANY MOTHER IN YOUR LIFE (INCLUDING YOU)!

Do you want your wardrobe to be a little sharper?  
More reflective of you?

**SPECIAL FOR MAY**

Save **\$50** off of any service or package of  
2 hours or more.

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eyeliner. It'll make you feel prettier. If you have time, add another product, like a mineral based foundation that will give you a glow even if you're not feeling it.

**Fit to Flatter.** Wear clothes that fit you properly. Too tight or too baggy are two faces of the same problem. Good fit, even if you're not the weight you'd like to be, makes you look thinner, brighter, and happier.

**Dressing for the Day.** It's important to get your exercise in, but try this: exercise at the gym, come home, shower and get dressed. If you go to the gym and then try and slip in a trip to the grocery store and the library and it's one o'clock before you get home, don't succumb to the voice in your head that says, "It's after noon already. What's the point of changing?" You'll feel better in real clothes. If you're spending a good amount of time at the park, you may think park-friendly clothes can't be cute too. Wrong. Enjoy the shoes you wear, the hat you choose, the color combination you pick out for yourself.

**You Deserve to be Stylish.** Your kids are dressed adorably (or they are teenagers, possibly trendy). Let yourself have the same privileges as them. Wear something each day that you find fashionable or beautiful. Maybe it's a ring, a color, a shoe, a necklace, *something*. It can be a one-minute daily meditation to think about what actually pleases you.

**High Fashion/Low Price.** The current trend of top name designers creating lines for low-cost markets like Target and Kohl's, or special in-house brands at Nordstrom or Macy's means that for not much money, you can have cute things to wear during the awkward years when the kids are young and throwing up or you're still losing some of the baby weight you gained in pregnancy. You can look great and not spend your kids' college tuition to do it.

**Transitioning Tricks.** Moms often say they

want clothing they can put on in the morning that will take them through the whole day and work for every function in their life. This is not realistic. One mom came up with a solution that helped her switch gears and put some attention on her relationship with her husband. Every night at 5 o'clock while the kids are picking up their toys, she changes clothes. She gets out of her "mom" clothes and into a nice outfit before her husband comes home. She doesn't want to succumb to a single view of herself as mom, but rather remind her husband and herself who she was before kids. Sound old fashioned? It's been a lifesaver for her. It might be a good formula for you too.

**Clothes Protection.** Protect your clothes by wearing an apron. If you want to wear nicer clothes, but worry about spills, invest in some aprons to wear while you're cooking. And for the other types of spills that can happen throughout the day, wear prints. The best clothes to wear that hide spit ups or nose wipes are items in prints. Pick an all over print in a paisley or a floral and it's harder to track the baby action.

**Mood-Altering Fashion.** See if you can find that one item that when you put it on, it transforms your mood and your look. It might be a leather jacket, a trench coat in a bright color, a super cute pair of wedged sandals. Think of this item as a personality piece, not a basic.

**Quality Time for Mom.** Invest in your mom style and your peace of mind. Call me and I can help you find clothes that are good pieces for your lifestyle. When you take care of yourself, be prepared to hear these sweet words from your kids: "Mom, you look great!"

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thing you can add to any outfit are scarves in floral prints.

**Stripes** – From the thick sailor stripes to teeny rows of stripes that might make your eyes sore especially if someone’s wearing them on TV!), you can hardly go wrong with stripes for spring unless you wear multiple stripes in the same outfit. Ouch! Stripes are classic. They’ve been making us think “nautical” for years but depending on what fabrics they’re in, they can be very fun and playful as well.

**Plaid** – Yes, the 90’s plaids are back again. Don’t go grungy large plaid in oversized shirts, but look for plaid in fitted, flattering shapes that follow your body. That’s how you can make them modern and fresh. Find plaids in toned-down muted colors or in colors with high contrast. If you’re feeling bold, go with the high contrast. Again, if in doubt, a plaid scarf may be just enough of this print for you.

**Bohemian/tribal** – This print makes for bold statements. There are a wide variety of bohemian prints to choose from. One suggestion is to look for colors in the pattern that are the same colors as you might have in your hair, eyes or skin tone. If it is a very detailed print, make sure something in your outfit is neutral or the print will look like it’s carrying you away with it.

**Graphic/eye-dazzling/puzzle prints** – This print has a lot going on in it. Don’t get lost in the maze of it all! Somehow the attention needs to come back to your face for you to be flattered. Try this style of print in a



skirt, keeping the print a distance from your face. Break up the intensity with a more restful simple, solid-colored top.



**Animal prints** – Are animal prints the new black? I think so! They show up in neutral colors, brights and high contrast colors as well. Using multiple animal prints in one outfit is mostly just wrong!

While a head-to-toe

look would be too much this print is ideal in a shoe, jacket, scarf or purse.

**Tie-dye prints** – Be very cautious, here, as tie-dye prints are hard to pull off. That said, some tie-dye prints are in more sophisticated colors and that could take them away from memories of a Grateful Dead concert and into your spring fashion plan. If you’re unsure of yourself, steer clear of this one.

### **5 Prints Rule!**

There are fabulous merits to wearing prints and then there are print pitfalls to watch out for. Remember, you want to rule your prints; you don’t want your prints to rule you.



1. Prints in bathing suits are a great idea. They keep the eye moving around the entire area which has hypnotic results for people looking at you. People won’t notice any bulges, ripples or figure challenges because they’re too busy following the print.

2. Mixing prints together in one outfit can be tricky. Step number one is to observe the scale

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of the prints. Are they small? Medium? Large? To be successful in wearing two prints at once, they have to be in different scales, not the same. Two or three equally small prints in one outfit will drive you mad. Make sure one print stands out from the other. Also look for something else the two prints might share, like a color. Prints will blend better if there's a second element that connects them.

3. If you're wearing one of the wilder prints of the season, find a neutral shoe (black, gray navy, brown, or nude) to work with it. A metallic shoe is good too. You don't want to match your shoes to the bright colors of the print. It looks too matchy, and anything too matchy looks matronly.



4. A print in multiple colors will look especially good on you if the background color is "one of your colors." If your hair is dark brown, a print with a chocolate brown background will look great. If your hair is black and the background of the dress is black, perfect. If the print includes a color that matches one of yours, it can be a great way to wear colors that you don't normally wear.

5. Polka dots in a summer chiffon dress are super fun, but instead of using a fabric self-



belt add a leather belt to it. Follow the seam of the dress--if it's a dropped waist and doesn't have a belt, add one anyway. You can wear a belt closer to your hipline. Adding a harder structured element (belt) to a soft

element (chiffon fabric) makes it more modern. For another take on polka dots, add a structured, polka dot jacket for a bright and modern touch over your floaty summer dress.



**SPECIAL PACKAGES  
ARE ON THE NEXT  
PAGE!  
MAY BE COMBINED  
WITH THE MAY  
SPECIAL.**



## **LOOK GREAT EVERY TIME YOU GET DRESSED!**

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### **SPECIAL PACKAGES**

#### **The Discovery (1 hr) – \$70.00 (save \$10)**

The Image Assessment plan for any budget. Learn your style profile and set goals!

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

#### **The Renewal (4 hrs) – \$250 (save \$70)**

The Image Assessment and Closet Audit plans combined to suit your needs. Learn your style profile and make your existing closet work for you! Includes everything in The Discovery Package and the following:

- Weeding through your closet and removing items that no longer work
- Clearing out past mistakes or gifts from well-meaning friends
- Finding out where to alter existing pieces to make them fit better
- Creating great new outfits using your existing wardrobe
- Prioritizing items you need to fill in
- Create a shopping game plan

#### **The Transformation (8 hrs) – \$480 (save \$170)**

The complete package for a total style makeover. The complete three-step process includes the Image Assessment, Closet Audit and Personal Shopping to help you look great and create an image that is uniquely you! Includes everything in The Discovery package, The Renewal package and the following:

- Shopping for terrific new outfits
- Filling in missing pieces and integrating new with old
- Shopping for a specific event (weddings, Bar mitzvahs, holiday parties)
- Shopping for a new job, interview or business casual attire
- Shopping for lifestyle garments such as exercise and resort wear
- Shopping for great accessories