



UNIQUELY YOU

eZine by Orene
SPRING 2009

Ph: 650-245-0380
Email: Orene@orene.net
www.orene.net

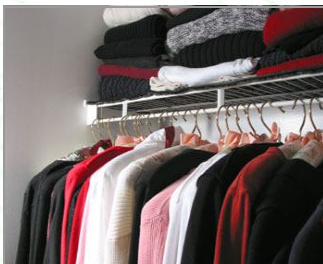


Orene Kearn, AICI

The Spring Closet Diet

To help you “Shop Your Closet”, save money and still look great in today’s economy, it’s time to go on the “Spring Closet Diet”! You’ve been putting it off for way too long. You even made a new year’s resolution about it. Face it, your closet has gotten way out of control. Get ready to slim down and say “hello” to the closet you’ve always dreamed of—organized, functional, easy-to-access and welcoming. Follow the steps in this spring closet diet and you’ll be reaping rewards in no time.

Step One: Lose the closet weight.



When you look in your closet, there’s some obvious clutter that you can get rid of quickly. Look for the following fatty closet culprits:

1. Dry cleaning plastic wraps
2. Scores of mismatched hangers cluttering up your closet rod
3. Empty shoe boxes
4. Non-wardrobe items like sports equipment, boxes of photos, art project materials

Set the timer for fifteen minutes. Whip out a big trash bag and dump the clutter. Then move the non-wardrobe items to a neutral spot, far away from your closet, to be sorted out later. Are you feeling the burn? We’re just warming up!

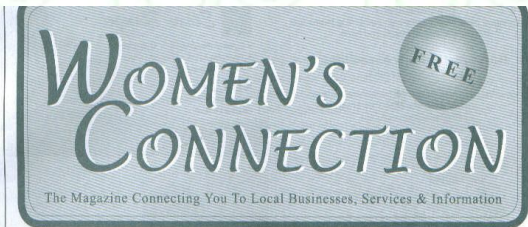
Step Two: Swap the empty clothes calories for this season’s valued ones.

The weather is changing and so should your outfits. It’s much

(Continued on page 2)

MEDIA NEWS
Check out the Spring 2009 edition of Women’s Connection. I am on the cover!

It is free and available at newsstands all over the Peninsula



Cover Story
Orene Kearn

In This Issue:

- The Gifts of Years
- Rejoice – It’s Spring
- Giving Thanks
- Life Keeps Changing!
- The Healthy Gourmet
- Reach out! REACH out! REACH OUT!!!
- Keep Up Your Personal Brand During This Economic Downturn
- Getting Your Website Pages Quickly Indexed With Search Engines
- Vermicomposting: Vermis Aren’t Vermin
- 3 Easy Steps to Recession-proof Your Business
- How To Be a Locavore (And What is That???) Spring 2009



(Continued from page 1)

easier to see what's working for you when the clothes you won't be using for another six months are out of your closet. Clear out the winter bulk. You might not be in tank tops and sandals yet, but you're closer than you think. Store the following items outside of your working closet:

1. Heavy winter coats and parkas; any jacket that is too wintery-looking to transition into spring
2. Heavier looking winter separates like tweed pants, dark plaid blazers, super bulky knits; keep cashmere favorites as long as they're thinner
3. Wool socks, thick wool scarves, mittens, long underwear, or any under garment or accessory that you won't be needing as the sun gets closer and the days get longer
4. Holiday wear including Christmas or Thanksgiving sweaters; New Year's-only dresses; accessories that scream holiday parties

Now we're getting serious. Don't lose your momentum. You're halfway there and the rewards are within your vision.

Step Three: Exercise good judgment.

You've removed the clutter; your obvious winter items are packed away. Now it's time to work smarter and a little harder. In front of your full-length mirror, try on *all* your clothes. The only clothes that are going to *stay* in your closet are the ones that fit, flatter, and complement your style. Anything that gets an "Oh no!" or a "so-so" response gets put aside for charity or is headed for a consignment store. To help you decide what stays and what goes, ask yourself the following:

1. "Would I buy it again?"
2. "Does this look like me or does it look like my mother?" (Or sister, daughter, etc.)
3. "Is this ill-fitting garment worth keeping and altering to fit me or should I just go buy a new one?"
4. "Is this trendy item too young for me?" (Hint: if you have to ask, it is too young.)
5. "Is this looking too shabby?"

Good work! Now that you've practiced

good judgment, you've cut out this layer of unnecessary bulk. Give yourself a standing ovation!

Step Four: Beautify with closet gear for easy wear

Now that you've slimmed the contents of your closet to a workable wardrobe mass, it's time to organize and make pretty. This is the sculpting and toning phase of the closet diet. Go to your favorite container store and pick up organizing tools to keep your clothes in shape. Consider the following:

1. Get your shoes off the floor and organize them in hanging shoe pocket units. This could either be a ten-compartment shoe storage unit that hangs over your closet bar or a multi-pocket unit that hangs over your door.
2. An open five-compartment cloth shelf unit that hangs over your closet rod will keep your spring sweaters, folded t-shirts and/or scarves organized and in full view for easy access.
3. Think about what drawers of yours could use an extra step of organization. Drawer dividers will separate your underwear from your socks. Also consider using dividers for your pajama and workout gear drawers.

Check out your jewelry and determine what organizing tool is best to keep your favorites in view.

When your clothes and accessories are neatly organized and visible, it makes you want to reach for them and use them more. If you discover from being on this closet diet that you're missing some key pieces, put those items on a list and shop for them.

If you stumble over any of these steps, call for help. I can be your personal trainer and help you get your look, closet and wardrobe in shape in time for spring fashion.

This diet works. You'll know you're there when you can get dressed in five minutes and feel fabulous. Get ready for the compliments: they're coming!



Accessory Trends to Savor

When you're putting together a fresh look for a new season, look no further than your accessories. Accessories can completely change a look, update an outfit and add just the right polish to summer fabrics. Simple, easy clothing pieces look sharp with the addition of bangles, belts and hoop earrings. Complicated or bright colored print dresses get just the right amount of control when adding a solid-colored belt. Go on an expedition to see what accessory options are out there for you. Start your journey by considering the following:

Scarves. The perfect addition to accent your outfit, there are so many to choose from that one, two or possibly three of them will speak to you this season. Solids, checks, florals, houndstooth, and paisley are just a handful of possible prints to choose from. Find one in a color you fall for and make it the cherry-on-top addition to your outfit.

Statement piece necklace. Having an attention-getter around your neck, especially one that speaks your style language, is a must. Find a piece that can dress up your casuals or highlight your formals. Chunky, bright, asymmetrical, draping, or multi-stranded—all are styles that can lead you to a fave statement necklace. First look in your jew-

elry stash to see if you may already possess this great piece. Do you have some vintage costume jewelry? That would work. If you don't have that pizzazz piece, put a necklace on your to-buy list this season. It's a great investment as it can complete so many outfits. Think versatility. A single necklace could dress things up or down.

Clutch bags. Will this item be in your favorite burst of color this season? Find your favorite clutch in a warm spring color or keep it classic but with a splash of dazzle with a jewel cluster on the opening latch. You might even find one that's vintage from your mother or grandmother. A perfect piece for a night on the town or a lunch date, make your clutch something that you're proud to clutch onto.

Intricate hoops. Plain, simple hoops may be overlooked but hoops that have character make statements. Think textures and girth. Consider asymmetrical, patterned or round pendulums. Keep away from the norm but in good taste. Let's hold off on the neon-colored hoops. Make sure the size goes along with your proportions. If you have a long neck, try on the larger-sized hoops that will grace the space between your chin and your shoulders. If you have a shorter neck, make sure the hoop isn't hitting your shoulder. Go for the medium to small-sized ones.

Belts. Belts are with us again this season. If you've been putting off purchasing one, it's time to give in. It's amazing what a belt can do for an outfit. Not only does it accentuate and bring in the waist, but it adds detail and fun to any outfit. Find a woven, fabric, leather, patent or jeweled belt and tighten it around a long, loose, whimsical shirt or add it to a fitted-at-the-waist dress. Belts can provide just the right contrast and texture to take an ordinary outfit and turn it into a smashing hit.

Bangles. Now that the weather is getting warmer, your arms start seeing the light of day. It's time to add bangles to those wrists. This season go with multi-toned and multi-sized bangles. If you want a more neutral earthy look, mix wood bangles with gold ones. For a flashier look, mix metallic bangles with your favorite bright spring colors. Another option is the lone, thick bangle. They are popping up in animal prints, florals, and include more 3D textures. One or two big bangles on the arm finish an outfit. When we wear fewer clothes, it's a great idea to wear more jewelry to get a put together look.





LOOK GREAT EVERY TIME YOU GET DRESSED!

Ph: 650-245-0380
Email: Orene@orene.net
www.orene.net

Orene Kearns, AICI FLC



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