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## **UNIQUELY YOU**

Summer 2009

Hi everyone,

I am sending my newsletter in a new format -- in the body of the email. Please let me know what you think.

Enjoy!

*Orene*

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**Bathing Suit  
Necessities**

Bathing suit season

### **Tips on How to Pack to Look Great While Traveling**

Do you find it challenging to look great while living out of a suitcase? It isn't easy. People are traveling lighter. It is difficult to pack enough outfits to wear without having to send out your clothes for cleaning if your trip is more than a few days. If you are taking a cruise or traveling where you need to dress up for dinner, what to pack to look good while traveling is an even bigger dilemma.

Below are tips for packing to look great while you travel, which does not have to be difficult at all.

is easier to handle when you focus on the bathing suit ensemble—the tote bag, sandals, sunglasses, cover-ups, accessories, and a hat.



**The tote** is a necessity as you stroll to the beach or head poolside. A printed or colored tote is useful for all your gear plus it can make a great fashion statement. Go for canvas, cloth, or woven straw in light, bright, or bold colors or prints.

**Sunglasses** hit the mark when they are functional and fashionable. The larger the lenses, the more protection you have for the eyes and the sensitive thin skin in the eye area. Try on different shapes and colors. Colorful frames are a nice change from black or

## **Tips on How to Pack, contd.**

### **Choose a Color Palette**

Pick two main colors that go together for your travel wardrobe, plus an accent color. At least one of your two main colors should be a neutral: black, brown, tan, or navy. White is a great neutral, especially for summer, but it does get dirty quickly. All of your main pieces of clothing should be one of the two main colors. Smaller items, like tops, scarves and belts, can be brighter accent colors. This means that all of the clothing in your suitcase can be mixed and matched to look great together.

### **Stick to Three (or Four) Pairs of Shoes**

A casual pair of shoes that is very comfortable for walking is important if you plan to go sightseeing. If you will be walking a lot, an alternate pair of comfortable shoes is a good idea—perhaps one that can be worn to casual dinners. One pair of dress shoes that go with all of your evening outfits is ideal. To look fashionable this season, think of a metallic, evening sandal which will go with everything. If you are near the beach or pool, or plan to enjoy some warm weather, casual sandals can look nice and let your feet breathe. They also take up very little room in your suitcase. If you go with neutral colors, the three (or four) pairs of shoes that you bring will match anything in your travel wardrobe.

### **Avoid Pure Cotton**

Cotton wrinkles rapidly, unless it is a cotton knit. Instead, look for clothing that is either supposed to be wrinkled (think crinkle fabric) or which is wrinkle-resistant. There are several brands of clothing that are specially designed not to need ironing and work very well for travel. A good way to pack your clothing is to roll it, rather than fold it. This eliminates lines and helps keep clothes nice and smooth.

*Bonus clothes tip: An easy-fitting print dress in a fabric that comes crinkled already is a great traveling companion. The print will keep it from showing dirt, and packing is never a problem because it has its own permanent wrinkles. Dress it up with a chunky necklace (costume jewelry is best if you want to be carefree) or keep it sparse for a dressed down look.*

### **Chart Your Outfits**

Plan your trip wardrobe and chart it out. Carve out one end of your closet as a workspace, or set up a temporary rack, and start pulling those clothes you're considering for your trip. One idea is to make a

tortoise. If you want to look glamorous, look for glasses that have sparkly adornment. If you have simpler taste, go for aviator sunglasses.

#### **New sandals**

make last year's bathing suit look modern. Gladiator sandals or the classic thong can correlate to your beachwear. Consider matching the color or material to your tote bag or add some sheen to your ensemble with a metallic sandal. Metallic sandals can go with any colorful or patterned bathing suit.

**The cover-up** is key. Try a bohemian patterned, light-weight long shirt or dress. Or if you want to show a little more skin, go for a knitted mesh cover up. Loose and flowy are good qualities to look for. Just think "ocean breeze" and you'll pick the right one.

**Accessories** are

grid on paper. Create a column for the days you'll be gone. Think out the activities for each day (and night, if that means a change of

clothes-adding a column for evening activities) and write out the complete outfit from head to toe including all accessories-belts, jewelry, and shoes. Think in "threes." See if you have three ways to wear each item you're bringing. If you're taking outfits with individual pieces that won't mix and match, you're over packing. Often, it's easier to plan from the bottom up (i.e., your shoes).

#### **Go Reversible**

Reversible clothing is a great option for traveling. It gives you twice the look without taking up much extra space. Keep in mind that some reversible items are rather bulky, so look for something flattering to bring with you. Jackets and skirts are ideal for this type of treatment. When purchasing reversible clothes make sure the colors and the style are flattering to your coloring and shape.

#### **Pack Lots of Accessories**

Earrings, necklaces and belts take up very little room, yet can change your look in just seconds. A pair of fun, casual earrings will dress up a basic blouse for daytime. While a statement necklace or pearl earrings and necklace can turn that same blouse into the perfect evening wear. Bring a couple of different belts and scarves as well, since these can drastically change how an outfit looks on you. Sunglasses are also an important accessory to pack, particularly if your eyes tend to look a little dark after a long trip.

#### **Try On Everything Ahead of time**

Be sure to try on everything before you pack it and be sure to only include clothes that fit great and that you find comfortable. Looking great is far easier when you are comfortable with yourself and your clothes. In addition, be sure to wear your walking shoes several times before packing them to make sure they are truly comfortable.

#### **Plan for the Unexpected**

Once you have your plan, throw in something for unexpected weather. Have items to wear in case it's hotter than you expect it to be as well as items for if it's colder.

Follow these tips before your next trip and you will be sure to look stunning and feel confident wherever you find yourself. If you're wondering how to ensure you're looking your best or need help packing, don't hesitate to give me a call. Have a great time, send me a postcard. When you return, we'll start planning your fall wardrobe.

essential for getting your put together outfit. A scarf can be a wrap for your head or tied to your tote bag. When you're working with just one or two items (a tank suit or a bikini) the accessories can be bolder. Think bangles, long dangling necklaces and hoops.

**The hat** is for sun protection and style. If your look is sportier, a visor or cap may be just right. A large woven or canvas hat can be glamorous with great sun protection. As my friend Cheryl says, "A large hat makes your bottom look smaller."

If you'd like help putting together your summer bathing suit look, send me an email and we'll put a date on the calendar to get you ready for the season. Your confidence will soar once your look is put together. Be ready for summertime fun!

## *My Personal Growth*

**I am excited to announce that I just went on the Board of the San Francisco Chapter of the Association of Image Consultants International (AICI) as Vice-President of Marketing.**

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## **Save 25%**

**On all image consulting for assembling swimsuit ensembles or assistance in packing for travel.**

**Expires August 31, 2009**

**Enjoy your long, hot days of summer.**

**Until next time,**

***Orene***