



UNIQUELY YOU

eZine by Orene
FALL 2008



Orene Kearns, AICI

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

LOOKING YOUR BEST

Fall Trends for Women

I have distilled the fall trends into a manageable and practical list. This is my favorite season for clothes!

Fall Colors. Autumn hues are very popular this year, which is especially great news for all of us with warmer coloring. This is our season! The designers are showing rich, toasty colors in rust, brown, deep gold and earthy green. Every fashion spread is featuring a multitude of berry colors—there are so many variations that there is a berry tone that looks good on everyone! The Little Black Dress (LBD) is back in full swing, especially sleek fitting styles. In contrast to the autumn hues, the most popular neutral of the season is grey.



Feminine Looks. Ruffles and lace are everywhere, but these are balanced with lean lines and structure on other items to stay fresh and modern. An example of this is a frilly, romantic blouse over an A-line skirt with clean lines. Prada and some other designers have come out with heavier weight lace in fall colors shown head to toe—even shoes.

Country Style. Plaids, tweeds, corduroys, argyle and richly textured fabrics and knits are here and are so comfortable! The key here is to keep the scaled modern and in proportion (nothing too oversized). Equestrian looks are very popular again, especially riding boots. For those of you who are in to fall hats, this is the time to wear them.

Metallic Continues to Shine. All metals—gold, silver, nickel, copper, bronze, mercury—are

Shifting Style Rules Balancing Feminine Looks in the Office

Women in business have traditionally worn a “third piece”—a jacket or a cardigan or coat which takes the place of a jacket—to keep looking professional and polished. This “third piece” is always appropriate, depending, of course, on how it is done. The details make all of the difference. This season, the matching suit is back in full swing.

Women in finance, law, accounting, management and other corporate professions have traditionally followed a “power” dress code: hosiery, closed-toed shoes and dark, understated suits. As most of you know, I practiced law in a large, corporate law firm for many years, and power dressing was de rigueur (which was particularly difficult while I was pregnant with my two sons). However, even with more conservative power dressing, I always added something extra to have a bit of style.

Male tailoring in women’s clothes sends messages of power—a pointed collar is more authoritative than a rounded collar. Also, ruffles, curves and embellishments risk being interpreted as frivolous—many women have played it safe and avoided these things. In the 1980’s, being fashionable was interpreted as too feminine, and femininity seemed to be less professional. Women’s jackets had big shoulders and women often wore silk bow ties or blouses with exaggerated scarves.

Now the rules are shifting on what is too feminine for the office. Many women feel that dressing only in conservative suits inhibits their showing off their intelligence and creativity. Recently, much attention was paid to Hillary Clinton’s look and some felt that, with her “power lapels and pantsuits,” she may have had better results with a “softer” image. For some women, the fact that they can wear more feminine looks in business is a sign of crumbling biases.



UNIQUELY YOU

eZine by Orene
FALL 2008

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

Fall Trends, contd.

being shown alone or in combination. Even the lace referred to above is given the metallic treatment. Try metallic shoes and a bag with your LBD!

Smart Suits. Beautifully tailored, slim fitting suits (with skirts or slacks) are perfect for the office. Evening suits are also popular and tuxedo styles for women are making a big comeback. Traditional suit styles as well as edgier, more architectural styles are being shown this year.



Winter Florals and Artsy Patterns. Strong floral patterns in more saturated colors (not pastels) are very popular this year. These are bigger and bolder prints. Flowers are also showing up on necklaces, earrings, shoes and bags. The artsy prints are like abstract, impressionistic and/or geometric paintings. These are bolder than the florals and you need a lot of self-confidence to wear them.

Statement Jewelry. Pieces of jewelry that make a statement continue to be stylish. Multiple bangles or strong cuffs on your wrists look terrific! The necklaces they are showing are substantial and attention-getting (although I continue to like delicate, depending upon the woman and the clothes).

Shifting Style Rules, contd.

As women have felt greater professional confidence, they want to integrate more of their personality into their clothes and image. In the *Wall St. Journal* recently, there was an interesting article about two women executives who developed a rule for their personal style—"pick a treat"—which refers to selecting a single belt, necklace or other accessory that will finish an outfit with elegance." (*Wall St. Journal, Thursday, July 31, 2008, p. D8*) These two women continue to bounce ideas off of each other; for instance, one was worried whether a grey sweater dress would look too dull in giving a presentation, and the other suggested a great waist belt to go with it.

I love this idea of "pick a treat." I generally adhere to picking one or two items (including shoes) to move your professional outfit up to a stylish level without sacrificing your professionalism. If you look polished and put together, that image projects onto your competence in the workplace. Further, if the image you are projecting is current and not out of date, that, too, says to clients and co-workers that you are up on your job. Each woman needs to find the right balance in what suits her image for her career and personality, as well as corporate culture.

There are certain rules that haven't shifted in the office (regardless of what women attorneys wear on television). See the box below.

These days, women in business have greater flexibility. We can be stylish and professional. However, keep in mind the following quote from Coco Chanel: "Dress sharply and they notice the dress. Dress impeccably and they notice the woman."

STYLE RULES FOR THE OFFICE

- Do dress for the position in the office you aspire to;
- Do dress as you want to be seen (such as serious, professional and ready to meet clients).
- Don't wear clothes that could be distracting or overly sexy for the office.
- Do wear the "third piece"—a jacket, cardigan or coat keep you looking professional and polished.
- Do wear clothes that fit perfectly and look neat—casual does not mean sloppy!
- Do follow any dress code at work; however, this is not a formula to follow "cookbook" style!
- Do or Do Not wear hosiery—this issue has engendered strong feelings on both sides, and has a lot to do with the culture and location of the office and the climate where it is located.
- Do follow the "pick a treat" idea to look put together and elegant.



UNIQUELY YOU

eZine by Orene
FALL 2008

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

MY NEWLY REDONE WEBSITE

Check out my newly redone website! Visit the Style File for Men's and Women's Fashion Tips. Try my fun quiz to see how risky you are with fashion!
www.orene.net

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

