

UNIQUELY YOU

eZine by ORENE

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LOOKING YOUR BEST

FALL 2007 FASHION TRENDS – GROWN UP, WEARABLE AND POLISHED

Fashion is moving from the “girl” look to the look of a woman. We will all be happy as some of the key concepts coming off of the runway are body-friendly, wearable, age-considerate and polished-to-perfection chic. A theme is propriety. As in the past, members of the Association of Image Consultants International (AICI) were treated to a movie presentation of the fall fashion trends by most of the prominent designers. There are so many great trends that you are sure to find some that work for you. As I have stated in the past, just be selective in deciding which looks to incorporate into your wardrobe.

1. *Color.* This will be one of the most colorful fall and winter seasons ever. The European runways are showing blue, cobalt, indigo, green (sustainability green), purple, fuchsia, claret, burgundy, red and yellow. Many designers are focusing on gradations of the same color or one shade moving into another. “Color is the new black.” (I did not make that up.) Of course, neutrals were shown as well. Black is made new with color.
2. *Waistlines Rule.* Belts help create the hourglass look. Wide belts, narrow belts, mid-size belts, self-belts, contrasting belts, and corset-like belts are all popular. The most extreme version was a metal waist plate by D&G. Belted coats look very fresh.
3. *The Bolder Shoulder.* Big shoulders are very flattering on many body types. We haven’t yet reached the ‘80’s look, but look for larger shoulders on coats, jackets and capes.
4. *Capes and Coats.* Capes top the list. They can be long or short, minimalist or cloaks with lots of detail on the fabric—and they can be belted. Coats are all shapes and sizes. They are showing short, long and *maxi* (believe that).

5. *Jackets Remain the “Mantel of Authority.”* Jackets polish off your look. One incoming trend is a new preppiness.
6. *Suits are Popular.* The new suit has curves! The waist is emphasized and a suit may have a belt. Dirndl skirts, pleated skirts and pencil skirts are all fashionable. Metallic suits are popular (see below). Dresses with a jacket or coat – once known as “ensembles”—are very current. Pantsuits are more feminine. (Believe this, they were showing jumpsuits.)
7. *The “New Propriety” Theme.* Gloves are making a comeback with all types of outfits. Scarves are popular again. One interesting way is to tie a scarf around your handbag (a la Babe Paley). All types of hats are popular. There is a return to matching bags with clothes and gloves to belts.
8. *Shine.* Gold, silver, pewter, gunmetal, nickel, steel and titanium are adding a glint to fall fabrics (often with a bit woven in to a wool suit for instance). They are showing mercury-colored lames, chain mail, polished silver, metallic brocades, and “old gold.” Metallic-finished leather is popular (think belts, shoes handbags, jackets). The most extreme example of shine is a bustier by Gianfranco Ferre of real diamonds!
9. *Patent Leather is Everywhere.* If you have been in the stores to see the fall merchandise, you have already noticed this. Since traditionally it is a spring idea, this may take getting used to. Think of it for shoes, belts and purses.
10. *Shoes.* Colored shoes are the designers’ choice to punch up black clothes. Oxford style shoes are the newish shoe look; they may have platforms, wedges on not. Booties are extremely popular, particularly with opaque hosiery.
11. *Distinctive Fabrics are a Big Trend.* Inventive fabrics make clothes special and all kinds of treatments to fabrics were shown. There were knots of chiffon to create a macramé effect and fabric insertions that look like bah relief. Prada had bonded wool morphing into silky puckers in a coat or dress. There were flapped ruffles, origami folds of fabric, strips of fabric placed on other fabrics, extra textures and new ways to drape fabrics in clothing styles. On the other hand, there were beautiful menswear inspired tweeds, herringbones, houndstooths, other plaids and tartan plaids.
12. *Hollywood Glamour for Evening.* The old and the new stars are the inspiration for evening looks. Satins and lame are popular fabrics on gowns. Also, feathers on gowns or wraps are everywhere.

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WHAT'S A WOMAN TO DO?

There has been a culture shift at Versace which highlights the fashion industry as a whole. Because the fashion industry is becoming increasingly competitive, it is forcing even the most freewheeling design houses to embrace corporate culture. The new CEO at Versace is trying to sell a lifestyle and is shifting attention away from clothes into accessories, home interiors and other lifestyle products that will bring in new streams of revenue and offset fickle fashion cycles. (Who wouldn't want to own the Lamborghini Murcielago with a black-and-white leather interior by Versace? – yeah, right.) There has been a consolidation of several brands over the past many years (e.g., LVMH Moët Hennessy Louis Vuitton, which now owns Marc Jacobs, Celine and Fendi, among others, and Liz Claiborne Inc., which owns Juicy Couture, Laundry by Shelli Segal, Kate Spade, Dana Buchman, Lucky, and *many* more). Prada and Ferragamo are considering going public in the next couple of years. Executives who run the numbers are now often calling the shots. Because of this, *many brands have been toning down their looks to appeal to a wider range of consumers.* (The good news is that many designers are creating lower end brands for mass marketers, which means some fun pieces at great prices. 😊 See my prior Newsletters which are on my website.)

Why does this concern us? Whether or not you spend for high end brands and luxury items, they set the trends. If you have been in major department stores lately, you may have noticed that so much of the merchandise is similar to all of the other brands. The middle level and less expensive brands follow the trends of the designers at the fashion shows. (Are we getting tired of seeing umpire-waisted blouses that are full below the waist?) For many of us, if we are not happy with what is in the stores at any given time, this means staying with the basics. If this is all you do, your look may be less interesting and less fashionable (unless you have some great and unusual accessories and/or put things together in an unusual way). On the other hand, buying the trends means a short period of time until the item is out of style and many of the trendy styles may not be age appropriate or right for certain figures.

This has resulted in a dilemma that countless women have complained to me about: how do we look fashionable and youthful, in an age appropriate way, and avoid looking boring or even the “M” word (matronly), yet not overly trendy? This dilemma applies to women of all ages (from 20 on up) and those who are in the workforce and those who are not. Age “50” is the new “40” (and I just heard on the radio that “70” is the new “50”), and women are staying active throughout their lives; we women want to look stylish at every age.

So, what's a woman to do? One answer lies in the words of Monty Python, “And now for something completely different ...” Unique clothing items may solve some of the problem. If done right, they can make an outfit look great and have more longevity in your wardrobe than trendy – they are not quite as “in” or “out”. A great example of how to do this would be a special top with distinctive style or detail worn with a pair of

basic slacks, or a fabulous, unusual skirt with interesting styling paired with a more basic top. Smaller boutiques are a good place to look for unique pieces, as they specialize in locating interesting new lines and usually purchase only a few pieces of a particular style. Happy Hunting.

SERVICES OF AN IMAGE CONSULTANT

ASSESSING YOUR PERSONAL STYLE.

How do you glean from fashion what is a part of your character and what works for you? How do you present yourself in an authentic way? Help in these areas is the essence of what Image Consultants do. The process of developing and assessing your unique personal style is the foundation for building a wardrobe that works for you.

WHAT IS A CLOSET AUDIT?

Everything in your closet should work for you! One of my services is a closet audit. It is fun and productive. You end up with a feeling of accomplishment and ready for the next season. We would go through as much or little of your closet as you desire—all completely confidential. At the end of the closet audit, you will have great combinations from head-to-toe, so you can confidently repeat the dynamic outfits we'll be coming up with. Some of our goals would be:

- Taking a fresh look at what you have, often putting together great new outfits from what is already in your closet;
- Weeding out pieces that no longer work or are in style—clearing out the clutter;
- Giving yourself permission to weed out past mistakes or gifts from well-meaning friends or relatives;
- Making a list of and prioritizing items you need in order to develop a core wardrobe that suits your personal style;
- Discovering what's missing in your closet that could have you utilizing more of what you already have, including items to go with "orphan" pieces (which we all have) ;
- Finding out what clothes need alterations, to see if clothes you've had awhile can be updated and/or provide you with better fit and proportion;
- Ascertaining what additional items you may want to shop for (including unique and fun items), if any; and
- Discovering if a particular part of your lifestyle is neglected, such as play, dating, special occasion or work, and strategize about filling that in.

OTHER SERVICES

- Closet work post-shopping trip—integrating new things with old things, putting outfits together
- Packing for trips
- Wedding clothes for bride, mother-of-the-bride, husband, etc.—planning and shopping

- Holiday clothes shopping
- Closet session to plan out holiday party outfits for the season
- Shopping for resort wear/destination vacations
- Exercise clothes shopping
- Date clothes shopping Creating a lingerie wardrobe/shopping
- New job/Interview shopping
- Business casual shopping
- Shopping for specific events
- “Theme” or costume party shopping
- Working with the needs of people going through health challenges(clothing, lingerie, head wraps and wigs)
- Creating “feel good” wardrobes for clients going through hard times
- Previewing trunk shows for clients
- Pre-season closet appointment for ongoing clients
- Eyeglass frame shopping
- Accessory shopping for accessory ensembles—the right earrings for a certain necklace, bracelets with earrings, etc.
- Shopping for bathing suits and bathing suit accessories (sandals, cover-ups, sunglasses, jewelry)
- Providing advice for your husband in purchasing gifts for you

Until next time!

Take care,

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