

UNIQUELY YOU

eZine by ORENE

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LOOKING YOUR BEST

TRENDS IN FASHION

Here's an interesting job: serving as a Trend Director for women's apparel for a major department store chain. Her job is to observe the major trends in fashion coming off of the runways, filter out all of the "noise," and figure out which styles will play to the mainstream, middle and upper-middle fashion market.

The fashion industry has always been about major consumer brands copying high fashion designers and interpreting trends for the mass market. It used to be as long as two years before runway fashions arrived in some version at the larger department stores. Now, with the arrival of the Internet, the glut of magazines with fashion features, and various "fast fashion retailers," consumers have become much more fashion savvy. Consequently, larger US retailers are speeding up the fashion cycle. Their goals are to have their interpretations of runway fashions in the stores by the time the high fashion designers' clothes are sold in exclusive boutiques and department stores.

Monitoring runway trends has become increasingly important for the house brands at the major retailers, and the consumers are benefitting. We are all aware of certain brands, such as INC at Bloomingdales and Macys, Classiques at Nordstrom, Saks Fifth Avenue Signature, to name a few. However, J.C. Penny, Kohl's, and Walmart (and many more) are also jumping on this bandwagon. The Wall Street Journal reported that the Trend Director for J.C. Penny was monitoring haute couture from Paris in January to make sure the Penny's brand was in on major trends— she mentioned that one upcoming trend is a short sleeved turtleneck for next fall.

This seems to boil down to a few main points:

On the positive side:

- We (American women) are savvier in staying current.
- Most major retailers, including the chain boutiques as well as department stores, are quickly interpreting fashion trends.

- We are able to acquire fashion trends quickly, either by purchasing items as they are translated to the mass market or by buying high fashion, designer items directly.

On the negative side:

- We get tired of certain looks more quickly because they are everywhere just as fast.

What to do?

Define Your Own Personal Style: Take a look at what has worked in the past. What colors, styles and fits are the most flattering on you? Each season you can update your look because there are always new versions of whatever suits you.

Don't Become a Fashion Victim: If a particular fashion strikes a chord with you, try it. However, don't jump on trends you are not comfortable in.

SPRING STYLE—THE TOP TEN LOOKS

There is something for everyone in this lineup of spring style.

1. *Dresses for Day (and Evening).* Some of the hemlines are a bit higher, but you can find great styles at any length. One new staple for Spring and Summer is the LWD (Little White Dress).
2. *Vivid Hues.* Bursts of vibrant color are everywhere for Spring, either in a dress, or over neutral separates.
3. *Minimal, Futuristic Styles.* This is the opposite of the frou frou and frills listed below. This style pushes the boundaries.
4. *Romantic and Fanciful Dressing.* Pretty, feminine clothes in soft colors are very popular and can be basic enough to build a wardrobe around. Neiman Marcus calls delicate blouses a "must have."
5. *Florals on all Types of Pieces in Prints and Patterns.* In addition, 3-D flowers adorn dresses, blouses, shorts, shoes, pins, headbands, and anything else you can think of to attach a flower to.
6. *Layering continues to be Key in a continuation from Fall.* Try soft T-shirts and organza tops. Several brands are selling pre-layered tank tops.
7. *Athletic, Sporty Styles using High Tech Materials.* The athlete is one of the role models of the moment.
8. *Clean, lean pants.* These pants come in wearable styles. The suit is also important (minimal and menswear influenced).

9. *Metallics are Hot.* They are showing gleaming clothing for day and evening, including metallic thread in neutrals. You can also wear metallic shoes, bags, belts, jewelry and other accessories.

10. *Big Shades.* Large sunglasses continue to reign.

MY PERSONAL GROWTH

WWW.ORENE.NET

I have exciting news! My website is up and running, www.orene.net. Please feel free to send me your feedback.

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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