

# UNIQUELY YOU

eZine by ORENE

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## LOOKING YOUR BEST

### CHEAP CHIC

There is a new theme in fashion today: high fashion has become more democratic. Everyone is capable of pulling off a stylish, individual look. The Wall Street Journal over the past many months has discussed a major shift in the fashion industry: many of the top designers have created fashionable, lower priced lines. Designer clothes are now available at H&M (recently featuring Madonna and Viktor & Rolf) and Target (which features Isaac Mizrahi and others). Even Vera Wang, famous for her couture bridal gowns, is coming out with a line of \$69 dresses and \$99 handbags at Kohl's department store chain. Tom Ford, who for years was the guru at Gucci and who is considered "one of the industry's most articulate predictors of the zeitgeist" of style, loves the idea of going to a mass marketer and finding a piece with style for a great price.

One thing I love to do is mix things up: I take a fabulous piece and combine it with something more reasonable, for instance a Gap tank top with a beautiful designer jacket, or a stylish belt found at a discount store paired with great-fitting slacks. Mixing cheap (but chic) items with better quality garments brings the entire outfit to the higher level of the more expensive garment, if done right. The key is making sure each piece fits well and the combination feels authentic. One easy place to buy less expensive items is in layering pieces, such as tank tops or shells. A wonderful jacket, sweater or other great looking piece over the lower layer makes the whole outfit look fashionable. This "high/low" concept is becoming a major trend.

What about Quality? Every image consultant out there will tell you to go for the best quality you can afford, which advice often equates price with quality. But not always! The poorest quality purse I have ever purchased was an original Versace. Often, paying for designer labels doesn't get you better quality—you are paying for the name and style of that designer. I agree that, for your core wardrobe (pieces that will last you for several years), quality, fit and style are key. However, for more trendy pieces or fun items that may work for a season or two, "cheap chic" may be the way to go.

## **SUMMER STYLE --THE TOP TEN LOOKS—REPEAT OF SPRING**

I am repeating the Top Ten Looks for Spring, as this applies now. 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**

### **INTERVIEW ON THE JOANIE GREGGAINS SHOW, KGO 810AM**

On Saturday, May 5<sup>th</sup>, at 8:30 a.m., I was interviewed by Joanie Greggains on her radio show. Based on the many emails and other comments I received, I think the audience found the show interesting and informative.

## **WWW.ORENE.NET**

Please feel free to send me your feedback about my website: [www.orene.net](http://www.orene.net).

# 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,

**Orene**

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