

## Newsletter # 2

Firstly, a big thank you to all those who have subscribed - the response has been amazing, and it's great to hear about what *you* would like to hear about!

Definitely the most mentioned topic of interest has been how to dress for your body shape, so without further ado, here are a few ideas....

- **Pear Shape** - you tend to carry your weight on your hips, thighs and bum, and could be described as bottom heavy, having a far smaller top half than bottom half. Think Jennifer Lopez and Christina Aguilera.

Wear semi-fitted tops with wide open necklines, puffed sleeves or gathered details to create visual balance and take the attention away from your bottom half. Low-rise trousers will minimize your hips, and a boot-leg or wide-leg will create balance. Wear jackets and tops that end above or below the widest point of your hips and bum, and A-line skirts and dresses that end just above your knee. Avoid skinny jeans, pencil skirts, miniskirts and short shorts, which only serve to accentuate your shape.

- **Apple Shape** - you carry your weight round your middle and have big boobs, a thick waist, a broad back, narrow hips and a flat, wide bum. Your assets are great shapely legs and a killer cleavage! Think Drew Barrymore and Kathy Bates.

Wear wrap style tops and dresses to show off your cleavage, elongate your upper body and bring shape to your waist. Go for flattering separates in simple soft cuts, and avoid anything with detail or clutter in the waist area. Wear flat fronted boot-leg trousers to balance your top half, and longer length cardigans, duster coats or tunic style tops over camisoles to skim over your middle and create length. Make sure though that they are teamed with wide-leg trousers as leggings will only make you look heavier on top! Avoid tops and t-shirts with high cut necklines, and cap or puffed sleeves are a definite no.

- **Inverted Pear Shape** - you are most probably slim and tall, with very wide shoulders, large upper arms, medium to large boobs, a flat narrow bum and narrow hips. You are the opposite of pear shaped and would be considered top heavy. Think Cameron Diaz and Renée Zellweger

Wear tops with V necks, halternecks or plunging necklines that draw attention away from your shoulders - boatnecks, boobtubes, horizontal stripes, shoulder pads, puffed sleeves and epaulettes do the opposite and should be avoided at all costs! Longer length tops are ideal - team with wide-leg trousers or a tiered skirt. Do not wear skinny jeans or pencil skirts as they'll only make your top half look wider and your bottom half even narrower, and avoid anything baggy and shapeless or you'll feel boxy rather than foxy!

- **Cylinder Shape** - you have a fairly masculine shape, without much difference between shoulders, waist and hips. Your legs and arms are slender, and your boobs are usually small. Think Kate Moss and Keira Knightley.

Wear fitted tops and jackets with princess seams to create the illusion of a waist. Choose soft floaty fabrics asymmetrical styles and bias cuts to soften your shape. Empire style tops and dresses are great as they give the appearance of a waist, but they should not have gathers under the bust. Team with cinch belts to create a waistline. Choose pants with a higher rather than lower rise, in a skinny or straight-leg cut, and avoid anything shapeless, baggy or oversized unless you want to look, well, shapeless, baggy and oversized!

- **Hourglass Shape** - you have well proportioned shoulders and hips, with big boobs and a small defined waist. Your hips, bum and thighs are full and curvaceous. Think Catherine Zeta Jones and Nigella Lawson.

Wear fitted tops and jackets that end above the bum and cinched waist or wrap dresses to show off your shapely waist. Straight skirts, slim cut trousers and peddle pushers will flatter your curves without exaggerating them. Little cardigans, boleros and cropped jackets are a must in your wardrobe, but avoid anything boxy, baggy or busy that will turn you from curvaceous bombshell into matronly frump.

## THRIFTY DRESSING...

With interest rates sitting at an all time high, and the cost of living climbing every day, many of us have had to rethink our spending and modify our budgets accordingly. Gloomy thoughts I know, but here are some ideas on how to spend your money wisely and keep yourself looking fashionista rather than recessionista!

- **Plan your purchases carefully** - before rushing off to shop, have a look through your wardrobe first to identify what it is you really need. Shopping with a plan means you'll stay focused and make fewer mistakes like buying duplicates of what you already have, or impractical pieces that don't work with anything.
- **Accessorize** - if you can't afford a big shop this season, invest in a few key accessories - fun costume jewellery, shoes and a bag in the latest styles and colours will update your look without breaking the bank.
- **Shop your closet** - (or your mother's closet). With trends coming and going faster than one can say Louis Vuitton; it's highly possible you have this season's must-have item lurking at the back of your wardrobe from when it was 2001's must-have item. Revive these gems rather than buying them again, and save your money for other things.
- **Shop the sales** - while this can be a scary prospect for some (visions of crazed women wrestling over the last cashmere jersey comes to mind) it's a great way to restock your wardrobe without spending a fortune. Get friendly with the assistants at your favourite shops so they can let you know when the sales start. That way you'll be first in line for that cashmere jersey and not have to get your wrestle on!
- **Sell things you no longer wear** - clothes in your wardrobe you never wear? Perhaps with the price tag still attached?? Round up those "guilt items" and post them online, or find a consignment or second hand store in your area and get rid of them. You'll have more space in your wardrobe and some cash in your pocket for a few new pieces. Try **Arigato Boutique** on Kloof Street or **Second Hand Rose** in Claremont, Cape Town.
- **Host a style party** - clothes swapping parties (called swishing) are the latest craze, and a cost effective and eco-friendly way to replenish your wardrobe, get rid of bad buys and of course a good excuse for a party! The trend seems to be taking off locally too, with Cape Town based company **Fashion Exchange** hosting fabulous clothing exchange events. Don't miss their next event on the 18<sup>th</sup> of December at Relish in the City Bowl. Click [here](#) to learn more.

And talking of parties.... summer holidays are just around the corner and all those Christmas parties are looming. If getting dressed has become a chore and you're dreading the festivities because of it, you might want to consider one of this seasons specials, such as a **Summer Shopping Session**, to save you time, money and frustration and make sure you look and feel fabulous at every occasion. Also a great idea for Christmas presents - gift vouchers range in price to suit any budget and make a truly indulgent gift for someone special! Until next season, when I'll share with you my favourite styles for autumn and where you can find them.

Happy holidays and all the best for 2009!!

Alice