

Fall Fashion GUIDE



Capsule Wardrobes

Capsule wardrobes are all about injecting practicality into fashion and style. The best news is you can incorporate these gems into your fashion strategy without breaking the bank.

Capsule wardrobes were made popular by fashion bloggers like Unfancy, The Everygirl, and Be More with Less. They are essentially a compact wardrobe comprised of staple pieces.

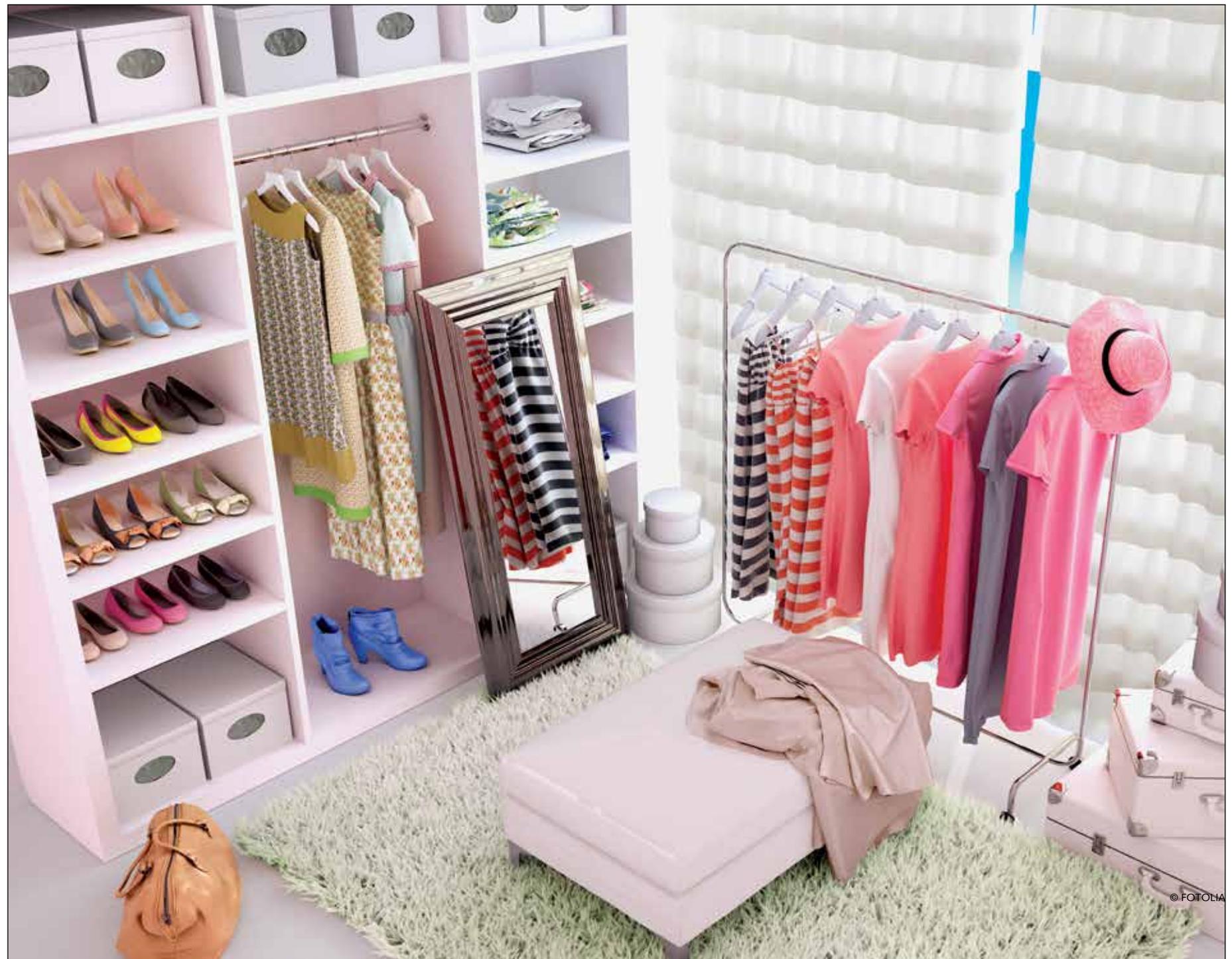
The idea is to create a seasonal wardrobe that limits your choices down to 30 to 40 items — which includes shoes. The items that are exempt from your capsule wardrobe include pajamas, workout gear and accessories.

THE BENEFITS

There are many benefits to having less clothing to choose from, including:

- Waste less time in the morning in front of the closet. When you are dealing with a finite amount of clothing each season, there is less to deliberate over. This leaves more time for other things — like more sleep.

- Creating a capsule wardrobe can save you money. Even if you are spending



more on quality pieces, you will be spending less money in the long run since clothing made from high-end fabrics with sturdy construction can last for years.

- And last but not least, less clothing means you don't

have to stress over your closet space.

GETTING STARTED

Building a capsule wardrobe — also coined an everyday uniform — first requires a bit of Marie Kondo-ing of

your current wardrobe. Her book, “The Life-Changing Magic of Tidying Up,” has exploded in popularity.

In essence, you must go through every piece of clothing you own to decide if it stays or goes. Then go shop-

ping to fill in any gaps you may have.

It is important to store out-of-season clothing to follow a seasonal capsule so that you only see the items you've chosen to stick to for the season.

Subscription Boxes

A personal stylist is a self-indulgent splurge we all wish we could afford. Now, thanks to fashion subscription boxes, you can.

Subscription services all operate in a similar way: Create a profile on the service's website detailing your sizes, styles you gravitate toward and price preferences (this last one is only an option for the services where the cost is per item). Then you will be assigned a personal stylist who will curate a box of goodies for you to try on at home. But what's the difference between services?

Check out five of them below:

STITCH FIX

Caters to: Men and women

Cost: Varies

Ships: Monthly or on-demand

Each box will have five pieces of clothing for you to try on at home. You only pay for what you keep and send back any items you don't want for free. After each box, you have the option of giving your stylist feedback, leading to a more collaborative process.

TRUNK CLUB

Caters to: Men and women

Cost: Prices are per item

Ships: On-demand

This service is ideal for peo-



ple who loathe shopping and have no idea where to even begin. You will be asked about the type of clothing you need (think casual or dress), and your stylist will curate a box of selections. This service prides itself in avoiding fast fashion and sourcing high-quality, premium items.

FIVE FOUR CLUB

Caters to: Men

Cost: \$60 monthly

Ships: Every month

This membership gets you up to three items from their seasonal collections — jeans, sweaters, shirts, jackets and accessories — which are yours to keep.

BIRCH BOX

Caters to: Men and women

Cost: \$10 for women, \$20 for men (monthly)

Ships: Monthly

Birchbox is your monthly

delivery of beauty products.

For women, this includes skin-care, haircare and makeup. Men receive an array of skin-care, haircare and personal grooming samples.

CAUSEBOX

Caters to: Women

Cost: \$200, if paid annually, or \$55 quarterly

Ships: 4 times per year

Less about clothing, this box is filled with socially conscious

products for “women who care.” At a \$150 value, boxes are filled with five to eight alternative personal items, such as jewelry, nail polish, scarves, clutches, to-go mugs and stationery. Each product has a story to tell, and a percentage of sales from every box are donated to special causes. While just for women at the moment, Causebox is making progress toward a box for men to come soon.

Eight Fall Essentials

Fashion is a fun way to show off your personal style. However, at the heart of every cohesive wardrobe is a foundational wardrobe, made up of staples to mix and match with trendier items.

Here are the eight fall wardrobe basics you should have in your closet:

Crisp white oxford shirt. Layered under a soft sweater, or standing on its own, this shirt has held the “timeless” title for decades — and doesn’t look to be losing this designation any time soon.

Cardigan sweaters. This is the time of year when the air is getting cooler. With a perfect cardigan, you can transition summer styles into fall. While you should be sure to have two neutral colors, this is one of the few “foundational” pieces where adding a fun color or two works great, too.

Fitted blazer. A perfectly fitting blazer should be in every closet. Stylish with workwear or a white T-shirt and jeans, a blazer adds an element of style to any ensemble. This is a piece that is worth having tailored.

Basic T-shirts. To go under your classic blazer, of course. (And for so many other outfits.) You want a variety of neutrals in a soft fabric and flattering fit. A good T-shirt holds a lot of capital and shouldn’t be overlooked.

Neutral day dress. Think comfortable and versatile. Accessorized well, this dress will take you from day to girls’ night to date night.



Dark-wash jeans. Everyone’s body is different, and you know your body best; any style that looks great will

do the trick in a dark wash.

Black pants. These also should be tailored. The difference between a good outfit

and a great outfit is fit.

Reversible belt. This is the only accessory on this list, but belts can totally change an

outfit, so it makes the essentials category. Go for a reversible option to get two colors in one item.

Five Must-Have Jackets

As fall approaches and temperatures drop, our outerwear (or lack thereof) holds our attention. This is the time to invest in timeless pieces to keep you warm — and stylish.

Here are five jackets that create the perfect finishing touch to any cooler-weather outfit. Everyone — man and woman — should own each of these jackets.

THE BLAZER

This is the piece you are most likely to already own if you work in an office or have been on a job interview. But it often is stuck in the “work wear” category and is overlooked as a cold-weather essential in its own right. Don’t forget to pair your blazer with jeans on the weekend. Or purchase one in a color other than black to add personality to your look. A well-fitting blazer adds polish to any outfit.

LEATHER

A good leather jacket will last forever. They are available in a variety of fits and silhouettes to suit every shape and personal preference. Whether you go with classic black or a rich chocolate or brown, it is sure to add style to any ensemble. Go for quality construction and leather. These are not areas in which to skimp.

SHORT PEA COAT

This jacket is perfect for when the weather is cool but not yet cold. Casual silhouettes are best, as this is typically a



day jacket. Don’t forget other variations of this jacket — such as a shearling (marked for its wool collar) or a duffel jacket (made from duffel, and often has toggle fasteners).

OVERCOAT

This coat transitions day to night seamlessly — and complements the holiday season. Everyone has events

that require them to dress in some form of evening wear, and when these events arise, you should look just as good all bundled up as you do when you check your coat. Go for a classic neutral such as navy, camel or black, and be prepared to have it tailored.

FEATHER PUFFER

For when things get really cold.

Oftentimes, when the weather gets extreme, we begin to care less and less about how we look because personal comfort holds priority. This coat will allow you to achieve both. Try to find a longer style that hits below the hips — and is belted for ladies — for optimal warmth. Pay attention to details, as features such as quilting and stylish fasteners upgrade this must-have quickly.

Update Your Closet

Closets are a great place for clutter to camp out. The items within them often multiply due the fact that most closets are stuffed to the brim and have doors that can be shut — out of sight, out of mind. The change of seasons is a great time to update your closet. Start today with a thorough clean out.

INSTALL A CLOSET ORGANIZER

While organizing systems have so many wonderful attributes, by far the best thing about closet organizers is they force us to take everything out. This allows us to think about what we allow back in.

Be ruthless in your selections and decide what needs to be tossed and donated. The other great aspect of organizers is that there are so many to choose from in varying materials, sizes and price points. Think about your needs. How much hanging space would you like? What about drawers and shelves?

UNIFORM YOUR HANGERS

Hang all your clothing on matching hangers and be sure that everything is facing the same way. This is just one of the ways retailers make clothing look so enticing in stores. When everything hangs nicely, the clothing becomes more appealing to us. This also can help prevent your clothing from being damaged.

STORE OUT-OF-SEASON CLOTHING

Much of the time, the most vexing thing about our closets is space — or lack thereof. Think about storing your out-of-season apparel. This will



leave all that valuable closet real estate for what you are currently wearing while giving it plenty of space to breathe. Standing in front of a closet that is stuffed to the gills can actually cause a lot of anxiety; don't stress yourself out unnecessarily.

DISPLAY YOUR SHOES

Shoes do not belong in a pile at the bottom of your closet. Make sure they are lined up neatly, or consider a shoe rack. These handy storage systems come free-standing or as a unit secured to the back of the closet doors.

Remove shoes that you don't wear often, and give them a new home in the laundry room or hall closet.

ADD ART

If you are tired of your closet looking drab, hang a bit of art. Remember the effect of white

space and make your closet a "room" all its own. Opt for pieces that convey your personality or favorite places you have traveled.

This bit of personalization can make your closet experience a positive one every time you open the doors.

Let's Talk Tailoring

Dressing is all about presentation. How your clothes fit matters, especially if you're trying to toe the line between function and fashion.

When you purchase clothing off the rack, items are sized in an organized manner so that they may be mass-produced. But your body is not mass-produced; there is only one of you. The way to make your clothes look as if they were made for you is to have them tailored.

THE BENEFITS OF TAILORING

Everything looks better. Everything. When clothes are tailored to your measurements, you not only look better, you feel better and you become more comfortable.

Alterations can save you a lot of money. Through tailoring, you can salvage a lot of clothing you might not have kept because it didn't "fit right." Also, remember that the cost of mid-range clothing plus tailoring is still most likely a lot less than the price of premium brands.

FINDING A TAILOR OR SEAMSTRESS

Choosing a local tailor can be a challenge. Make it easier by following the following five steps.

Get recommendations. Getting recommendations from friends and family can be a great place to start. But never take anyone's recommendation without additional research.

Research. Ask questions — a lot of questions. This includes understanding what you want and don't want.

Gauge bedside manner. Your tailor



should be able to communicate well. Does he make you feel comfortable?

Availability. How long between drop off and pick up? When you drop by, do

they take the time to answer your questions?

Do a test run. Make your tailor try out. Bring her a garment with a simple

request to check out her work. (After all that research you did, you know by now which projects are simple and which are more extensive).

The Business of Fashion

Fashion is one of the leading influencers of societies across the globe. Think you know a thing or two about fashion? Think again.

The global fashion market is valued at \$3 trillion — accounting for 2 percent of the world's gross domestic product, according to Fashion United.

U.S.-based company Nike is currently the largest fashion company worldwide; the company reported revenues in 2015 equaling \$30.6 billion and has a market value of nearly \$105 billion.

Our love of fashion is so great, we devote a “Fashion Week” to debuting new designs. (It actually lasts an entire month).

There are already more than

500 fashion shows scheduled for 2017 — 279 in New York, 81 in London, 68 in Milan and 93 in Paris. These are the known fashion capitols.

According to the Bureau of Labor Statistics, in 2010 American households spent an average of \$1,700 on apparel and footwear.

Additionally, since 1985, households spent more on apparel, footwear and accessories for women 16 and older than any other apparel product or service.

Employment in apparel manufacturing in the U.S. decreased 80

percent from 1990 to 2011.

Sixty-seven percent of respondents to the BoF-McKinsey Global Fashion Survey — a mixture of industry executives, investors and creatives — feel the industry steadily worsened in 2016, citing the industry as “uncertain, changing and challenging.”

Ethical innovation seems to be the road out of uncertainty, however. More than 65 percent of emerging market consumers are actively seeking sustainable fashion, according to McKinsey and Company.