



ISYFashion

Fall 2013 Hot

For moms!

See www.isyfashion.com

to read the blog, buy the book, or to find more information about personal and corporate fashion, etiquette, and communication services.

Or, call Mary at 414.412.6333.

"Your face is the best focal point for your fashion."

THE HOT SEVEN:

1.

Practice a ten minute routine for hair and makeup. Keep only the supplies you use in view.



2.

Audit your closet. Be brutal. Then, build it back up into the happy place you want it to be with fresh paint, good lighting, and inspirational photos.



3.

Use fashion colors like makeup. Choose tops in your best colors, wear a scarf, or adopt a fleet of cardigans.



4.

Keep a sharp jacket and pair of stylish shoes by the back door for transitional seasons.



5.

Get the most fabulous coat you can for the cold weather. The coat is often the only thing in which others see you.



6.

Choose a color bag if you wear mostly neutrals. Choose a neutral bag if you wear mostly colors.



7.

Shop in your closet with each new season, but rid yourself of clothes you don't wear. Remember, **less is more.**

The Fashion Personality Test

1. My approach to color is to choose...

- a. nothing too bold or noticeable.
- b. mostly primary colors, black, and white in solids or classic prints.
- c. softer "pretty" colors in solids or feminine prints.
- d. lots of black or the "it" colors of the season.

2. The theme I use when choosing accessories is...

- a. simplicity; Do I have to wear accessories?
- b. put-together; I like to be well coordinated.
- c. charming; I like softer details.
- d. one-of-a-kind; I love to make a statement!

3. If I opened my own clothing store, a name for it might be...

- a. Land's Edge, Banana Island, Into the Gap
- b. Snap!, New Navy, Taylor and Lord
- c. Wistful Thinking, Charmed I'm Sure, Anthropologist
- d. Metro Stop, Unlimited, Rampant, Diva

4. When I shop...

- a. I can find what I need pretty quickly because I'm okay with function over form.
- b. I expend a little effort to find quality. I have my favorite retailers and I'm willing to pay a little more for the right look and the proper fit.
- c. Whatever retailer I use must provide beautiful pieces.
- d. I use alternative retailers for a look that's really unique.

5. I'd love my style to be described as...

- a. down to earth, unfussy, natural, fresh
- b. sharp, classic, pretty
- c. charming, beautiful, feminine
- d. fashion-forward, chic, sophisticated

6. My approach to makeup is to...

- a. not approach it! Okay, maybe just a little.
- b. coordinate it with my outfit.
- c. keep it soft and pretty.
- d. become noticeable and striking.

Tally: A's _____ B's _____ C's _____ D's _____

My Fashion Personality is
