



Patrick Swan

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As those of you who have participated in one of my *Shopping Experience Days* know, I will try my best to help you choose the best fashions and look that are right for you.



I believe that a smart and sophisticated style can be achieved at any age and with any body type. In this fast paced fashion world, trends are constantly changing, and it is hard to know what is right and what is questionable when it

comes to buying your next season's wardrobe. It is for this reason that I have decided to develop this newsletter to keep all of you, my valued customers, up to date with my fashion advice.

In forthcoming issues I will be covering everything you'll need to know about fashion - the latest styles, colours and trends for each of the upcoming seasons. I will be revealing my style secrets and shopping know-how to keep you looking gorgeous. From make-up hints and the latest miracle hair products to footwear and accessories, I'll cover it all - even leisure and travel wear for those summer and winter getaways.

There are various tricks in the fashion trade that I will touch upon including styling for different body types, making the most of your assets and revealing how clothing does not have to define your age. Depending on your suited colour pallet there will be something out there for everyone and it will be important to recognise what colours and tones work for you. This is again something to watch for in my newsletters as you may be surprised to see just how many colours are suitable, and how one magical jewel tone can reinvent an outfit.



In these credit crunch times it is imperative to dress for success. I will be able to guide you to a new and sophisticated style at an affordable price, giving you ways to continue to build on a smart wardrobe.

I will be going into greater detail about the all-important basic items that everyone needs in their wardrobe. For example, simple jersey tank tops are the perfect starting point for any outfit. They can be dressed up or dressed down. There is one out there to fit every age and every silhouette. I am a great believer in teaching you how to style yourself, so each newsletter will be like an education. To broaden fashion your know-how, I will also be including a fashion word or phrase to help you get the mind of a *stylista*.



With these exclusive newsletters I also aim to keep you all up to date with what is new in the fashion circuit, from store openings to catwalk shows, anything and everything trend related. I will also be conducting various fashion events myself in the not too distant future and you will be the first to hear about them via my monthly updates.

There will also be the opportunity for questions and answers with me personally. Just drop me a note and I will do my best to answer your questions and guide you in the right direction. Whether it is what cocktail dresses are good this season? Or can I still work the flare? Please feel free to contact me.

So look out for these exclusive newsletters coming to you very soon.

Patrick Swan

PS – Remember – 20% off for all returning shopping clients!

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