



Patrick Swan

Image Consultant, Arbitrer of Style

Issue No. 2

Before launching into this month's newsletter, I first wanted to thank everybody for the amazing, supportive and positive feedback that I received from my initial effort last month. I really hope these seasonal instalments are helpful in keeping everyone on trend and in the know about all that is fashion. Since my last edition, I have been scouring the streets of London to bring my friends the first Autumn/Winter '09 Fashion Fix.

Straight from the catwalk to the high street, I have found the key look in women's dresses this autumn is the waisted dress. With the waistline as the focal point a sense of balance and proportion can be created which is fresh and ultra feminine. One can camouflage a heavy bottom or thigh with a sheath style or for a slim boyish frame a soft A-line can create an hourglass silhouette. Also any clever ruching as a design element can be just what you are looking for to look great.



There are a couple of pieces on the high street that have caught my eye. The Betty Jackson 'Black' label at Debenhams has created a gorgeous sheath dress with a soft cowl neck and an elbow length sleeve coming in both black and plum. Made from polyester, viscose and elastine and only £55.00, it is ideal to glam up the work place. A second piece that really stood out to

me was from Hobbs limited edition. Again a sheath style dress in stunning salt and pepper herringbone wool and priced at an affordable £179.00.

A good tip when shopping for dresses is to really examine the material noticing if it has darts or is shaped to help create an hourglass effect. This makes any size more proportionally attractive.

When styling these dresses in as an outfit, many women find themselves having hang-ups about exposing their legs. This can be easily solved with an opaque 40-50 denier tight in black or perhaps plum to add colour.



Make-up this season is very natural but with an injection of plum. Why not experiment with a plum lip-gloss or nail varnish just to keep that little bit more on-trend? Chanel, Nars and Christian Dior all have great plum offerings.

For men this season, Reiss is launching its new 1971 range which is perfect for a 'smart-casual' look. The jackets in particular are fantastic to team up with Reiss's 1971 denim, Nudie or Acme in indigo or black straight leg denim. Dries Van Norton at Liberty's has a simple yet beautiful collection which is worth a look along with their new bespoke suiting department.



There is a lot going on in the city and things are building up for the autumn season. 'Anthropology' is finally coming over from the US and is set to open its flagship store on Regent Street in mid-October to mid-November, so watch this space. Banana Republic is also expanding its retail presence around London with a rumoured second store to be opening in Covent Garden.

A final note for all women who are slightly more conscious about that extra bit of cellulite on the thighs, John Lewis has just started selling the Scala Seamless high-waisted, knee length slimming pant. It is the only undergarment with micro fiber Active Bio Crystal (Bio-Fir) built into the yarn to help fight cellulite. I bought one for my wife so I will keep you posted with her feedback!

Well that's about it for now, but if you have any questions, please feel free to contact me.

Patrick Swan

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

T: (0207) 837-8363
M: (07710) 159-139
E: patrick@patrickswan.com
W: www.patrickswan.com
