



Patrick Swan

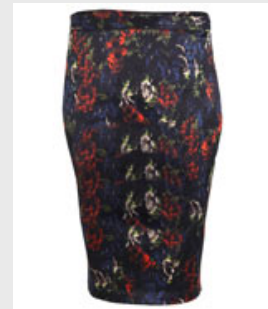
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### *How to Survive Austerity in August!*

Forget the financial forecasters, the bankers, money gurus and the pundits, it is I, Patrick, who can tell you about the economic state of this nation. How? *Skirt lengths!* And many economists and trend forecasters know it this as well!

I have been following skirt lengths for years and, while we are definitely in a period where no one knows which monetary way is up; skirt lengths are down so I can assure you that austerity is the new trend. This Paul Smith, Black Label, just below the knee, priced at £180.00 is a perfect example.



This requires only a small mental adjustment: think vintage, think 40's Hollywood glamour 50's, the Dior inspired midi and 60's Sheath and Maxi lengths. All these lengths abound whenever there's a global crisis. However what makes them different and the essence of fashion is how they are worn. I am seeing knee-length for both dresses and skirts but what is new is the revisiting of the waistline and a heel to provide the sex appeal.



Vintage is a particularly clever way to save and or invest. Like this fabulous 60's Raspberry swirl sheath here at £40.00 - but take care. Add only one piece per outfit and avoid being too literal because otherwise it will age you. Take a forties or 50s silhouette or this 60's sheath style here and add a great high platform heel/ kitten heel or mulberry-like

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bag - and you are very autumn ready. As all my clients know, I strive to help you understand more about your silhouette and how to make the most of it and once you have the right pieces you can adapt them. Interestingly, my dear wife Sarah, who has always known what looks good on her body shape recently made some adjustment and updates. This included a) losing a bit of weight (a great new motivation), b) started tucking tops into her skirts and adding a belt, or wearing her top out with a belt to soften and create a soft waistline. This gave her that fabulous 70s inspired Ralph Lauren Great Gatsby look, which Faye Dunaway made look so sexy.

Our bit of austerity with an investment twist was this fabulous narrow bow patent belt from Prada at £190. It was worth every penny as she has already worn it five times! In these austerity times an amortization pay back is what it is all about. So spend well and wear well.



There are many 60's sheath styles at various price points and they can add a certain timelessness to your look no matter what your age – yet providing sophistication that works. Trousers too are making a return as I previously reported, and again that soft chiffon-style top or blouse is key to the look. They also work so well with a pencil skirt, no matter if it is

to the knee or lower. I love this Blue Print Silk Blouse by Tucker at £250.00

Faux fur trim is everywhere and so are fitted jackets, which I see as the new investment pieces. I love this Vivienne Westwood, Red Label jacket at £540.00 which will work with denims or a maxi skirt. So in



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these lean and careful times it is more about the detail and reinventing your own personal style. This attitude of self-discovery will help you make it through these difficult times. The British are so good at this, but I thought these comments may be reassuring!

In a new season, a re-fit of undergarments is always the best way to ensure that everything is in the right place and enhances the way you look. For example, if you are trying on a well structured sheath and it doesn't fit perfectly, having the right undergarments can make a



fantastic difference.

Another trick I always recommend is using a patterned dress as these can confuse the eye and make lumps and bumps disappear...one of my favorites is this Floral Tie waist silk dress again by Tucker at £305.00.

Finally, if all other resources are falling short...ladies a new lip-colour has always been a way to feel a bit new and for men, a hat is a perfect pick-me-up with autumn just around the corner... Either a Bowler or Trilby style has become the new baseball cap!



*Patrick Swan*

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