



Patrick Swan

Image Consultant, Arbitrator of Style

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***The Devil Is In The Detail...
(And not just because it is Halloween)!***

Detail, detail, detail: it can make all the difference between glamorous, on-trend and oh so frumpy! Here's a case in point. A few weeks ago, I was invited to take part in the Alan Titchmarsh Show on ITV1 to comment on why Americans feel that the Duchess of Cambridge (or Catherine the Great, as we now call her) is not trendy. My view is that in the US and elsewhere in the world, the English and Londoners, in particular are renowned for street fashion. They are inventive and quirky in the way they put clothes together. Retailers and designers come to the UK for inspiration of trends. Look at our rock stars - the epitome of urban chic. But Catherine is dressing correctly for her position, and protocol doesn't allow for trendy.



Last week, I took two ladies shopping who both understood the subtleties of clothes that not only fit and look good, but also will take you where you want to go. If you are a smaller size 8, 10 or 12 there will be a lot of choice, but you need to select those that reflect your personality and lifestyle.

My first lady, Carol, had come to me previously when she was changing her job and needed clothes suitable for world travel. We had gone to Joseph, since their garments travel well, and it's good to know that she is still wearing some of them six years later. This time, her role had changed again, and she needed less formal wear, with outfits that could not only go to the office but



also on a factory visit. Her usual high heels would be inappropriate, so we chose a shoe boot with a block heel.

At 5' 9" and a size 8 to 10, Carol looked great in wide legged trousers, so we found a grey wool pair, adding a striped multi-

coloured sweater top, both by Margaret Howell. At £165.00 for the trouser and £60.00 for the top these were good investment pieces, looking smart and feminine and perfect for factory visits. Also the top would work perfectly under a jacket as well on those nippy days too!



In Jigsaw, we found a cashmere suit, again with a wide leg trouser, as well as a pencil skirt. The jacket, single buttoned and with a peak lapel, came in black, dark grey or navy. We discussed the colour. I have reservations about navy for women although it always looks good on men. In the end Carol bought both the navy and the dark grey version

which we took with us to see which one was most versatile. In the end it was the Grey Cashmere jacket, skirt and trouser totally priced at £528.00 that was the winner. Reason: Carol travels and we found more pieces to combine into a capsule working wardrobe.



Hobbs came up with a longer length dress more appropriate for the office than an above the knee version in a tweedy grey "Florence" wool, with a matching , jacket priced at



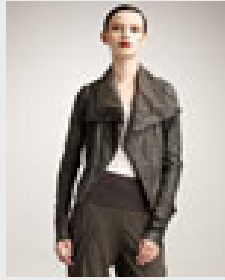
£308 for the two pieces. As the length was a longer length it was perfect for Carol though someone shorter would have to invest in some tailoring otherwise I would judge the lengths dowdy.

How I brought navy back in to her wardrobe was with a pair of Hobbs "Blaise" navy blue platform court shoes priced at £145.00 which would still be perfect for making her way around a factory on her many varied trips.



After our trip, she emailed me: "Am really pleased with everything that we bought, so many things that I wouldn't have thought about buying and am really looking forward to wearing them all." Music to my ears!

My next trip was with Nora who, like several of my clients, comes over from Ireland. She has just taken early retirement and so is looking for a new wardrobe for the next phase of her life. She favours a classical look, so we aimed for smart casual - and headed straight for Liberty's. Our colour choice was for soft tones that would complement her dark brown hair and eyes. At about 5' 5" and slim size 8, she looked good in leggings as well as jeans and could take a high platform boot, a trendy ankle boot or even flat ballet style bootees.



Our coup however was a beautifully cut, super soft Blister washed-leather jacket by Rick Owens in greeny-grey which is called Pearl. It enhanced every outfit she wore. It was a cool £1500 but it is the kind of classic statement piece that would last and look wonderful for years.

By the way, look out for sack dresses and cowl neck tops.



Again, detail is all. It's the belt that will make or break the look. Go for suede or soft leather with a front tie. And remember, the smaller you are, the higher the boot you will need.



Speaking of footwear, world renowned men's footwear brand Loake is bringing back shoe lasts from its past and interesting brand tie-ups as well. I love these Burgundy Red Fringe tassel loafers by Loake made exclusively for Topman at £135.00. This is a great smart casual shoe that is so comfy and will definitely make any man look modern this season...perfect for a denim or slim cut chino that I have mentioned before.



Go on, let me help you create a little witchery around Halloween!

Very best regards,

Patrick Swan

Don't forget that I have special shopping day prices for returning clients – 20% off my normal fees.