



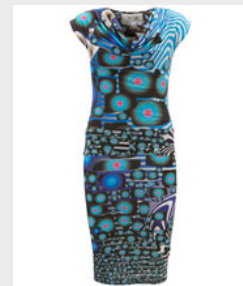
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## *The Power of Print!*

This season, I encourage you to indulge in colour, the wilder the better. Prints are *everywhere*. The young can “collide” different prints but more sophisticated ladies may prefer to power down rather than go overboard. Prints are often very flattering. They can balance out your body shape by confusing the eye, reducing any top heaviness while boosting or smoothing the hips. And, don’t forget, businesswomen can wear dresses and still look impressive and important. I love this Modern Love Jersey dress featuring an abstract blue print; cowl neck; short cap sleeves and pencil skirt from Liberty priced at £410.



In my last newsletter, I mentioned the fabulous Mary Katrantzou and her new range for Top Shop. It was well publicized but that isn’t always a guarantee of sales. In fact, it was a complete sell-out almost immediately. Mary K, as Top Shop calls her, usually designs for women up to sizes 14 and 16. Now it is rumored that she is designing for larger sizes.

This brings me onto the other story I featured last month. If you recall, I was researching a wardrobe for a larger lady. I was considering taking her to Shoon in Marylebone High Street, which always has larger sizes, as does Eileen Fisher who can be found in Fenwicks, Covent Garden and again, Marylebone High Street. I found a perfect brown wrap sheath dress in Marina Rinaldi, with some rather clever pin-tucking. I was impressed by their separates too, particularly a wide legged black trouser with polka dot detail. I also sent my client a picture of a



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dress by Anna Sholtz, gorgeous but £387. However, my client explained that she did not want to spend too much on one item since she was hoping to lose weight.



I then discovered that Marks & Spencers Autograph range goes up to a size 22. As I was cutting and softening my client's hair into a flattering honey shade, I gathered up about £200 of M&S clothes for her to try on at my home. There was a black and red dress that I thought was perfect for her. Debenhams Collection provided yet more alternatives, and I took about £300 worth back to Kings Cross. As it turned out, my client selected all but two of the items I had chosen for her.

Inspired by this success, we whizzed into Eileen Fisher and found skirt and top, and to Shoon for two pairs of shoes (they do wider sizes). Then it was off to Rigby and Peller for underclothes. My client told me she had never felt better about her body. We finished with a visit to my Lovely Italian Tailors ladies to make a £35.00 jacket look about £200.00 with some clever shoulder pads and the sleeves shortened...I am convinced that any body size can look fabulous with a proper focus on how one can look their best.

It interested me that sometimes my client's don't know how to wear certain garments. They will drag a top down over their hips, when it was designed to be blouson. This is where I can help. I am like the Parisienne vendeuse. I know how to style and accessorize an outfit so it looks good on you.

The economy is still very anemic. As a result many stores are playing safe. It's more replacement wear than something new. They have much the same styles and shapes but in new colours, on the principle that women will only buy what they know works for them. This is understandable but a little dull! This is why I prefer some of the more colourful designers mentioned here. I

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know I tell my clients that when we are out for our initial shop, my goal is to show you as many shapes that suit your body shape. What makes this so important is when it comes time for new purchases remember the shape; however try it is a new color or fabric to achieve that updated feel...It is all part of clever shopping!

I was called for a radio spot the other day for my opinion on a recent article in The Daily Telegraph stating the neck tie will be obsolete within the next 50 years. *I hope not* was my voice on this matter. Men and woman should look dutifully different and there is something special about a man's appearance when he is fully-dressed to either go into a meeting or an important event. It is important that all the essentials are accounted for and a well-cut tie is one of the most important essentials to consider.

What I think many men get confused with is the tie width, fabric and print and what suits your body shape as well as reflecting a personally too. Basically if you are slim a narrow tie works best and if you are physically broader or taller and broader, this should reflect in the width of the tie as well. If you are wearing a business suit, keep the ties looking professional, avoiding Mickey Mouse prints please and opting for subtle prints as well as complimentary colour combinations to make your suit and shirt work together seamlessly.

Spend that extra minute to get the knot right as well as understanding that the proper dimple in the knot is achievable. Follow these great tips for making a Windsor knot just right.

(Note that I have placed this on a separate page, so you can print it out and hang it inside your wardrobe!)

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## The Perfect Windsor Knot!



1. Start with wide end of the tie on your right and extending a foot below narrow end.



2. Cross wide end over narrow and bring up through loop.



3. Cross wide end over narrow and bring up through loop.



4. Then put down through loop and around across narrow as shown.



5. Turn and pass up through loop and...



6. Complete by slipping down through the knot in front. Tighten and draw up snug to collar.

Have a question or want me to feature a topic, drop me a line and I will be more than happy to assist...

*Patrick Swan*