Winter Trends

NOV 2023 I SHOP THE CITY

MAGAZINE

The Strong Female Lead

Featuring you in your most stylish era

In the Business of Fashion

Make Colors Work for You

The Best Looks of the Season

Strike a CORD

Corduroy is making a major comeback and is a great wearable trend for both men and women. The key is to not consider just *classic* corduroy pants - think outside the box with corded jackets, accessories, bold colors, etc.

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WINTER *Whites*

Cozy creams, soft tans, and textured whites can be so chic this season. The easiest way to wear this trend is to go all in with a tonal or monochromatic look.

Fancy Feet

It's taken me a few months but I'm coming around to the fact that ballet flats are back in style. If you're a millennial like me you may just remember these as a preppy little shoe that added a dainty piece to your whole look, or you wore them with pretty dresses for an ultra feminine moment.

This season, however, the trend is back but edgier than ever.

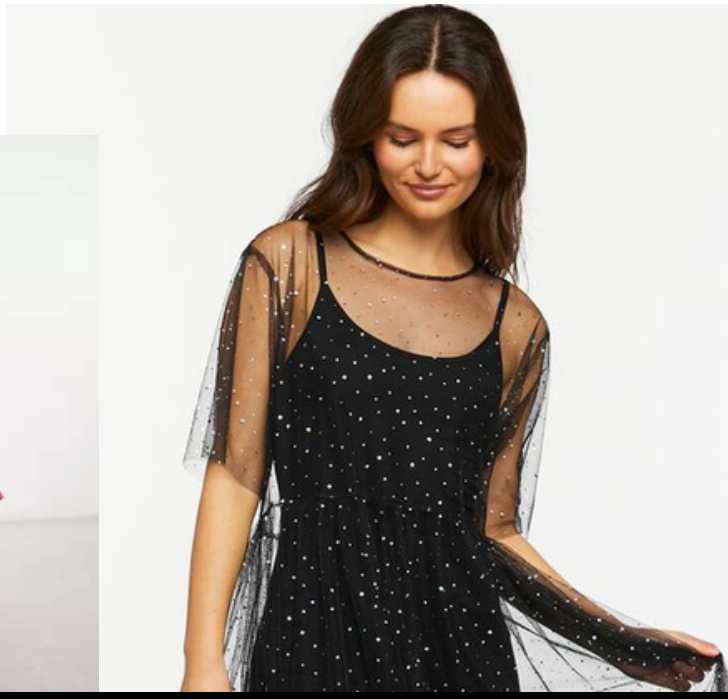
Depending on your style there's a few ballet flat options for you, as well as ideas on how to wear them. For my classic girlies, a captoe ballet flat will be a great timeless investment. If you're ultra trendy, I'd go with a more mary jane style and pair it with a cropped wide leg jean. And if you're an edgy girl, go bold! Try a fishnet pair or a grommeted pair with a cargo style pant or textured dress.

DRESSING LIKE A *Main Character*

New Year, New You, right!?

Now is the time to step into your best self, to focus on who you are and who you want to be, and to gain clarity on how to be your absolutely BEST self.

Mesh details, in the form of a netted tank or heels or a sequined mesh dress, give a hint of sultry sexiness with a whole lot of edge. Wear them with layers underneath or go bold with just bikini items beneath.



NOT TO BE MESHED WITH

everyday

GOWNS

why get stuck in the “waiting to wear” when you can throw on some boots or sneakers and make your gown a casual everyday affair!

I'VE ADDED COLOR ANALYSIS SERVICES TO MY ARSENAL OF OFFERINGS.

This, coupled with my fashion and visual merchandising background, means I can keep you on the forefront of color trends and looking your best in the most stylish colors.

On the next few pages you'll find my favorite color combos to wear this season.

MAKE COLORS WORK *for You*

RED

AND BROWN

PINK

WITH OLIVE

FORMER TRENDS

Still to love

FROM TREND REPORTS PAST

Red: 2023's Version

Maybe I'm still riding on the high of the Era's Tour but despite my title the trend still stands - RED is the color for the season. The easiest way to wear this trend? Try a red accessory - a bag, shoe, or jacket. The BOLDEST way to wear this trend? Mono chrome or paired with brown elements.

Bite the Silver Bullet

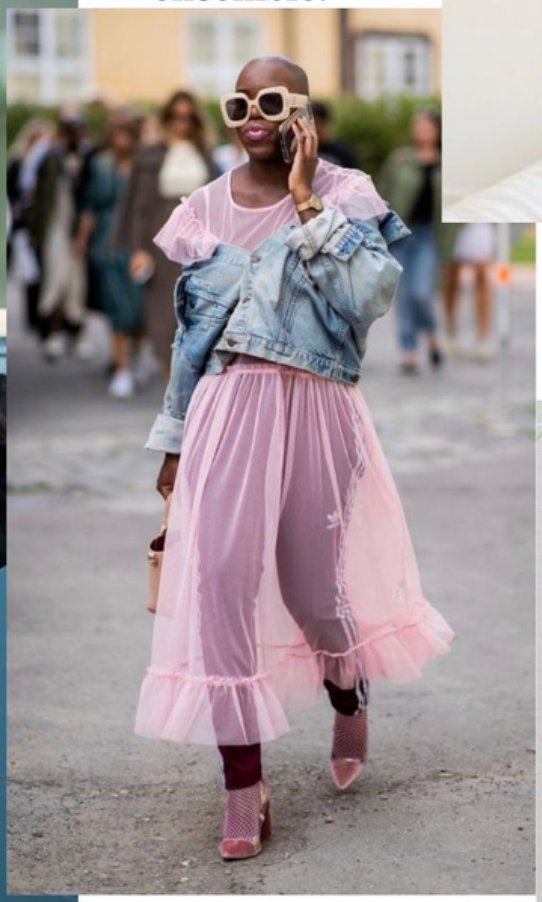
This season, ditch the sequins (well, maybe not completely, they'll always be a holiday staple) and opt for silver "foil". These almost matte pieces are high in style, low in over-shiny-ness, and super easy to wear! It's an easy way to glam up a drab gray ensemble or to freshen up some stark whites.

Cutout Cutie

Sultry, sexy cutouts are having a moment - but they're not the basic cutouts you're used to. Think side notches, upper ab slashes, and y2k keyholes - aka cutouts in the most flattering places.

USE YOUR *Sheer* IMAGINATION

Sheer layers are making a big statement this season. Whole undergarment baring isn't for everyone there's still ways to make this trend accessible. I recommend a sheer shacket style, or doing a mesh dress over another full ensemble.



CARGO DETAILS

Skirts, pants, sweaters… these ultra light weight cotton layers with boxy pockets to die such an effortless edge to any spring look. You can go casual, but personally I love amping them up with a heel or bootie.

PUFF PUFF

No, no. This isn't the ubiquitous Patagonia or UniQlo puffer that's almost synonymous with the Bay Area's winter. This is full on Michelin-Man Puffiness. This is shapeless body, wearing a sleeping bag, down feather good-ness. Go the extra mile with the trend and go for the extremes - extra long or super cropped.

LOAFER SEASON