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FASHION

S T A T E M E N T S

FALL FASHION

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THE NEW MINIMALISM

Fashion's latest love affair with Spartan simplicity is a welcome change

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what's on the runway *Fall 2010*



A Blooming Affair Fashion Show

Date: Oct. 6, 2010, **Time:** 6:30 pm

Doors open - 6:30 pm, Fashion Show - 7:30 pm

Bingemans, Ballroom 425 Bingemans Centre Drive, Kitchener

Kitchener-Waterloo Oktoberfest proudly presents A Blooming Affair Fashion Show, an exciting evening featuring the latest fashions ranging from casual wear to the most elegant formal attire.

A Committee of enthusiastic volunteers are planning an evening of elegance and glamour. The fabulous runway will feature outstanding selection in ladies, men's and children's wear from leading fashion retailers in our region. Come discover the newest fashion trends for the upcoming seasons and enjoy our Boulevard of Boutiques before the show or during intermission for browsing and shopping.

A Blooming Affair attracts over 900 people annually offering numerous door prizes and fabulous exhibits.

Tickets: \$35 per person. Available online or at HANS HAUS 519-570-4267 x233. This show sells out early every year. Don't be disappointed - get your tickets NOW! <http://www.oktoberfest.ca>

Boutique Bridal Show

Date: Oct. 20 & 21, 2010

St. George Hall, Waterloo

Join us for the Boutique Bridal Show at the beautiful St. George Hall in Waterloo, on October 20th and 21st, 2010.

Highly encouraging interaction between exhibitors and visitors, and emphasizing hands-on participation and education that highlights your unique products/services, it has been one of the most successful bridal shows in KW area in the past 3 years.

Bingeman's Wedding Dreams

Date: Oct. 23 & 24, 2010 **Time:** 11am-5pm

Bingemans 425 Bingemans Centre Drive, Kitchener

Bingemans Wedding Dreams is area's biggest wedding show... more room, more brides, more variety. \$10 per person (children under 12 are free)

Little Black Dress

Wednesday, November 3, 2010, Time 7pm-9pm

La Creme in St. Jacobs

We'll show you how a little black dress will stretch your wardrobe for miles! A little black dress is a 'must have', especially during the holiday season. Refreshments, door prizes, goody bag. Only 30 tickets available, book by calling 519-664-3275. A portion of the proceeds will go to the PRIDE Stables in Kitchener

Pamper Me Senseless

Date: Nov. 14, 2010

Bingemans Conference Center, Kitchener

A one day event, each year, for women to be pampered, to shop, have lunch, be entertained and to go home with great gifts and prizes from local sponsors. All in aid of something very important to all of us ... the research and education of some of the cancers that affect women primarily -uterine, cervical, ovarian and breast cancer. Net proceeds go to The Canadian Cancer Society, Waterloo Region Unit. Tickets \$70, includes full day and lunch

Events throughout the day include: Vendors ... lots of fabulous shopping! Pamper-ers ... have a hand massage, reflexology, foot massage,

chat with a personal trainer. Silent auction ... gifts galore for you and for gift-giving. Noisy auction ... fabulous gifts to bid on. Firefighters ... they're always welcome! Fashion Show Plus ... EVERY woman gets a gift bag to take home. Valued at over \$100, these bags are filled by our sponsors who make this event one of the most fabulous days ever!

Jewellery, Fashion and Gift Show

Date: November 21, 2010

Bingemans 425 Bingemans Centre Drive, Kitchener

This one day show showcases a wide range of beautiful jewellery and the latest fashion, accessories and gifts all under one roof! Timed perfectly for the holiday season, the Jewellery, Fashion & Gift Show is the perfect place to find unique gift ideas for your loved ones...or maybe yourself! Admission Adults - \$6 Children under 12 - Free

Deck the Halls

Wednesday, November 24, 2010, La Creme in St. Jacobs

Evening Event - Only 30 Tickets Available - Call store to book - 519-664-3275. \$25 per ticket includes: Refreshments, door prizes, goody bag. We'll show you how to style table settings and buffet tables for the holidays. No need to pull 40 boxes out of storage any more - we will show you how to decorate for the holidays by making LESS look like MORE! And...we'll show you how to do it with the style La Creme is known for! A portion of the proceeds will go to the PRIDE Stables in Kitchener

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A Brides Special Day

A bride's hair and skin is one of the main accessories that's captured in every picture. Here's a list of 8 tips on how to prep your hair and skin before your big day.

Plan Ahead Book your consultation with your stylist or bridal consultant at least 6-8 months prior to the day of your wedding. This will allow enough time to have your entire wedding party and any extra people you would like to bring to be booked altogether so you look your best. This will allow you to have the proper time slot to help make your time sensitive schedule run smoothly.

Test New Colours Talk to your stylist about any colour changes you are thinking about. If you are thinking of trying something new make sure to try it a couple months before. This gives you time to perfect the look you're going for as well as making some hair colour changes if need be. Soft highlights and lowlights are amazing for adding texture and different dimensions with your style for the big day. Colour helps to capture the detail and intricacy in the up-style. Refresh your colour two weeks before for ultimate shine and no roots.

Get a Touchup Trim Make sure to book a trim when you get your colour touched up two weeks before to maintain the healthiest look. Don't forget to ask your stylist about what type of conditioning treatment will give your hair extra shine. This will ensure your hair is looking its best all day long.

Think Extensions! They are the rage this season, adding fullness and length to the hair, a great asset if you are wearing your hair down or half up. This look is best worn with a dress that's off the shoulders. At Evolution we carry both real hair euro lock extensions, and clip in extensions that enhance the fullness of your hair. Both euro locks and clip in extensions are matched to your hair colour to blend in beautifully.

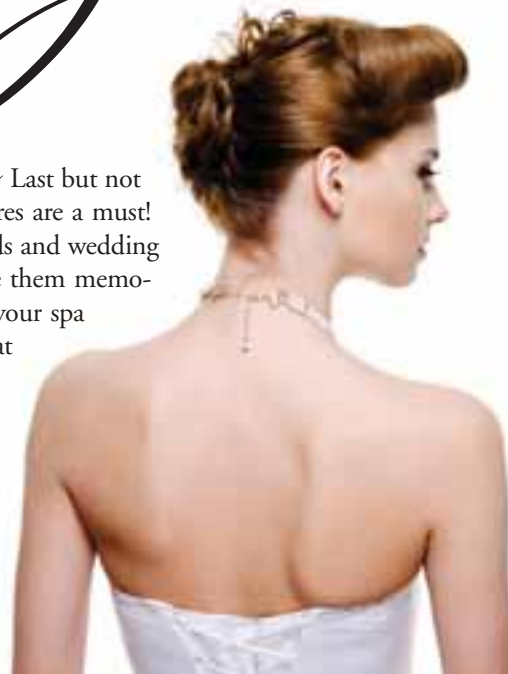
It's About Glam Many brides today are choosing not to wear a veil. This season is all about the glam. Whether it be individual swarovski crystal pins placed into the up-style or the netted crystals that drape over the hair similar to the tiara. Another popular choice is the bird cage veil a look inspired by the '50s with a chic new twist. Some brides looking for more of a dramatic look wear it over the eyes. This look is best worn with a 50's inspired hairstyle something sleek and classic. An example would be a low chignon or a soft finger wave swept to the side.

Book a Trial Make sure to book your trial at least two weeks before your big day. Do not wash your hair the day of your trial or wedding. Wash it the night before because it is easier to manipulate the hair and it is not as slippery so it will stay in better. Bring lots of pictures of the looks you are going for. This will give your stylist a visual insight to help design a look that is right for you.

Let Us Pamper You! Let us pamper you! Your skin is as important as your hair. If you are planning on wearing make-up the day of your wedding you want to have a fresh palette to work on. Indulge in a facial to refresh and rejuvenate your skin. Getting rid of any dry patches or uneven skin will help keep it smooth and looking good. We recommend a facial two weeks prior to the wedding. If you have never had a facial, make sure to book one a couple of months prior to the wedding to experience the rejuvenation. You can also book your make-up trial two weeks before with your up-style trial to get the full effect of the look. Again bring pictures of make-up that you may want the day of your wedding to help give your make-up artist ideas to create a beautiful look for you.

More Than Just Hair Last but not least your nails. Manicures and pedicures are a must! We've all seen those pictures of the hands and wedding rings and the feet with the shoes. Make them memorable and pamper yourself! You'll want your spa day a day or two before the wedding that way your nails are fresh. If you are concerned about chipping though try out the gel nails or a gel overlay that won't harm your nail bed and will stay perfectly intact not only for your wedding day but also your honeymoon.

*Bridal Consultant Sabrina Quessy
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The new minimalism

Losing the frills, and even the colour, is more liberating than many women would think

Nancy Won, Special to QMI Agency

One of the most exciting fashion trends to emerge this year is the move toward minimalism. Exciting minimalism may sound like an oxymoron, but after a few heady seasons of neon hues, ruffles galore and over-the-top embellishment, fashion's latest love affair with Spartan simplicity is a welcome, and yes, exciting change. Leading the revolution is Phoebe Philo, creative director at Celine, who seduced the fashion industry with her contemporary take on pared down dressing—not to mention inspiring legions of so-called Philo-philes, who are enthusiastically embracing simplicity for fall. The best news, of course, is that unlike a lime green dress with giant peplums, this is one top trend anybody can wear (and to the office to boot!). But before you dig up your '90s cowl neck dress, here are a few "simple" rules to the help you pull off the new minimalism look like a true Philo-phile.

Colour Therapy

Colour—or lack thereof—is crucially important to getting the minimalism trend right. Even if you get

rest of the rules perfect, if you're wearing bright pink or leopard print, you've missed the boat. Say no to bright hues and loud patterns in favour of solids in a restrained palette of black, navy, camel, grey and white. You can pair two colours (crisp white shirt, black cigarette pants) or really bring the point home and go monochromatic.

Less is More

By definition, minimalism is all about being unadorned, so stay away from pieces with too much embellishment: big, look-at-me hardware or sparkly embroidery. It's also important to keep your accessories to a minimum. Choose a clean-lined purse and leave the oversized cocktail rings and glam statement necklaces at home. Stick to simple rings or barely-there bracelets.

Conservative Glamour

Paring down doesn't have to mean missing out on luxury. In fact, with a look so understated, quality fabrics become all the more important. Turn down the volume in styling, but turn up the glam with chic, sophisticated fabrics like

cashmere, silk and leather. The result is a luxe simplicity that exudes elegance and modern day glamour.

Get In Shape

Highlight the simple elegance of your look by choosing pieces that are clean-lined, sleek and very modern. Make sure the cut and tailoring are impeccable—any flaw will be all the more noticeable. The most avant-garde approach to the minimal look is to play up the architectural elements—especially in coats. Experiment with extreme shapes like cocoons, tulips, dolman sleeves and exaggerated shoulders.

Beauty Counter

It's no surprise that the new minimalism trend coincides with the return of the ponytail. Sleek, simple and understated, an elegant low ponytail or super straight, slick hair is the perfect complement to a chic look. Makeup should be as natural as possible. Focus on a flawless complexion and a barely there makeup look.



Long Coat: (Left) A sleek, clean-lined coat is a key piece of the Philo-phile's fall wardrobe. Go with black or, this season's it colour, camel.

Black Cigarette Pant: (Right) The perfect black pant is one of the most elusive animals in fashion. Enter Gap's new premium pant collection, just in time for fall minimalism.

Clean-lined Handbag (Above) Complement your chic minimal look with a simple, clean-lined bag, like a small boxy purse or a sleek envelope clutch.

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I knew from the start that I was going to need some professional assistance so I approached Blind Ambition with some questions and was connected up with their Interior Decor Stylist - Penny Russo. She listened to what I was trying to achieve - a peaceful setting including elements of nature; incorporating an oriental, zen type theme inclusive of my practice of Yoga, Meditation and Reiki. Colours I liked are greens, sage and gold. I wanted the Master Bedroom to feel like an Asian Spa.

I was blown away by the sketch that Penny came up with. The fabrics, styles and colours she chose made my idea come to life. I was very pleased how Penny could get such an accurate sense of my tastes, from our conversation, which reflected perfectly in the "made over" Master Bedroom. Thank you Penny and Blind Ambition!



Photos by Justin Russo

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1 Celine: A shot from Celine's Fall/Winter 2010/11 collection, showing sleek lines and understated style. (Courtesy of Winners/The Fashion Group International, Inc.)

2 Winners: Straight lines and a monochromatic palette are all this outfits need to succeed. Italian wool designer coat, \$249.99; knit pants, \$59.99; suede ankle boot, \$79.99; all items from Winners. winners.ca.

3 Handbag: - Nubuck leather bag with gold hardware, \$249.99, available at Winners. winners.ca

4 Black pants: Slim cropped bi-stretch pants, \$69.50, available at Gap. gapcanada.ca

Top 10 Bra Myths

1. "I can buy a bra for \$15.00 and get a great deal." Well, I guess that depends on your definition of "bra", and what you expect from it. That's not to suggest that you have to spend \$200 either. Depending on the size and style, a comfortable, good quality bra can be purchased for as low as \$40. Properly cared for, the quality bra will likely be more economical than the three or four \$15 dollar bras you would have purchased during its usable life span.
2. "Under-wire bras are not as comfortable as soft cup bras." While it's true that an ill-fitting under-wire will be even more painful than an ill-fitting soft cup. Properly fitted, one is as comfortable as the other. An under-wire offers more lift and support, but a soft cup is more forgiving with its sizing (helpful during body changes like pregnancy, menopause, etc).
3. "Always wear white under white." Actually, never wear white under white, unless you intend to show your undergarments off on purpose. The closer the colour of the under garment is to your skin tone; the better it will be concealed, under your clothing.
4. "Loosen your band to reduce the appearance of "back fat"." Actually, tighten your band. Bra bands are designed to support 90% of the weight of your breasts. That's why you can find a strapless bra, but you'll have a hard time finding a "bandless" bra. When you loosen the band, you shift the weight of your breasts to your straps. They now dig into your shoulders and pull the band up your back, virtually causing the "back fat" that you were trying to avoid.
5. "Just go down a cup size or 2 to give yourself great cleavage." Wrong! Going down a cup size will make you look like you just gained weight and, instead of creating cleavage, you will have created the appearance of a second set of breasts, spilling over the top of your cups.
6. "Oprah said this is the best bra ever." While I'm certain that it is the best bra for her; unless you are the same build as she is, have the same fit preferences and are using it for the same purposes, it's unlikely that any one style of bra will be "THE" best.
7. "Get a minimizer to make your breasts look smaller." Minimizers actually compress your breast tissue, ultimately causing a permanent loss in firmness. As much as it may reduce the appearance of your breasts, it increases the appearance of your torso, making you look like you've lost height and gained weight.
8. "You don't need a sports bra, just wear 2 regular bras to get the extra support." You're just going to have to trust me on this one, when it comes to sports, the right bra is just as important as the right shoes.
9. "You don't need to hand wash a bra, just use the gentle cycle." Detergents and heat attack the elasticized materials of your bra. Also, your bra's hardware will get damaged by other clothing and components of your machine. Hand washing your bras in a fine washables soap (not detergent) will increase the life of your garment, possibly as much as doubling its life.
10. "There's lots of different directions available on line that tell you how to measure yourself to get the right size. Just do that and go to the department store. You won't need any help." The fact that you can find so many different ways to measure yourself should be telling you something...none of them are accurate! Bra fitting is half science, half art. I'm sure experience has told you that clothing sizes are not created equally. Sometimes sizes between manufacturers are radically different. The infinite variations between band and cup size, multiplied by style, shape, colour, purpose and just as importantly; your preferences, makes shopping for a bra at a department store....well, challenging. You face enough challenges in life. Overcome this one by being fitted properly, at Vicanie's.



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Runway to real life fashion

Nancy Won, Special to QMI Agency
Fall is around the corner, and while we're sad to see the long days of summer pushed out by stronger winds and falling leaves, we can't help but be excited for the return of fashion's favourite season. So bid adieu to your floral jumpers, summer dresses and denim cut-offs, but rejoice in the return of tall boots, leather jackets and accessories galore. And this year designers have upped the ante with a fall catwalk filled with fabulous fashion inspiration and lush bold pieces, but not all runway looks are meant for the real world. To set you on the right sartorial path, here is our hit list of tricky trends you might want to leave out of your wardrobe this fall.

The trends from fashion shows are the ones that reign, but for this season, it's best to know which ones to avoid too

Velvet
Models may have stomped down fall runways swathed in velvet, but contrary to popular belief, this is no excuse to do so at the office. From cocktail dresses and coats to pants and full suits, deep shades of rich velvet are set to invade fall wardrobes, but let's face it - this is not a look that most people can wear. If you're dying to add some velvety pizzazz to your fall attire, stay away from costume-like hues and stick with black.

Fair Isle Sweaters
Every few years this cozy Nordic knit attempts a fashion comeback and this looks like this is one of those unfortunate times. You may be able to get away with wearing these busy patterned and often multi-coloured sweaters at the ski chalet, but they can be a real style challenge in the real world for anyone over the age of 12 and younger than 65.

Over-The-Top Fur
Fur has always been about luxury and indulgence, but this year saw designers push the envelope past the world of ready-to-wear into fashion fantasy. Fall runways were a furry parade of technicolour coats, fluffy vests and outlandish trim on any and all outerwear. Chanel even showed all-over fur (a la Abominable Snowman), which was fabulous at the show, but would definitely fall under the category of fashion fail in the real world.

Socks with Sandals
Once reserved exclusively for granola-loving hippies and clueless dads, sporting socks with sandals has always been a no-brainer for the style conscious, namely: avoid at all costs. But anything is possible in fashion and trendsetters like Miu Miu, Marc Jacobs, Rag & Bone and J.Crew have been pushing this newly preppy look all year. Fair warning: you need an expert level of sock to sandal colour, style and proportion intuition to pull this off, so put down the gym socks and leave this one to good old dad.

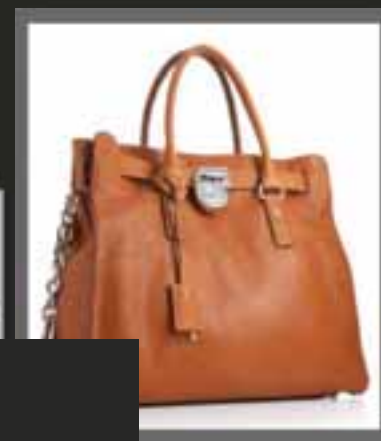
Mukluks
These gigantic furry boots (along with trucker hats, velour track suits and panty-lessness) are a prime example of why it's a bad idea to emulate celebrities. Yes, they come in all shapes and sizes, but take off star-struck celebrity blinders and you'll quickly realize that these aren't flattering for anybody. There are plenty of stylish ways to keep warm during the winter and outside of the Arctic. Mukluks are not one of them.

Animal Prints
Designers followed their animal instincts this fall straight into an explosion of fierce feline prints. Splashed all over everything from jackets and capes to blouses and dresses, the all-over leopard look is a bit, well, spotty for real life. If you want to incorporate the animal print trend into your wardrobe, skip the full-length coat and do it in shoes, handbags and accessories instead.



Sure Bets
50s Full Skirt This retro take on ladylike dressing works for all figures and is easy to pair up with fall separates like blouses, cardigans and fitted blazers.
Camel Camel is this season's "it" colour, and with so much beautiful variation in shade, there is a perfect camel out there for every skin tone.
Military Blazer The structured military jacket's universally flattering silhouette makes this an easy trend for anyone to wear all season.

Winners Dolce and Gabbana: Try walking around in mukluks for longer than ten minutes, and you'll soon discover they do your leg the disservice of making it look automatically stumpy. (Courtesy of The Fashion Group International, Inc.)



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TOP 10 TRENDS

If you're going to indulge in any of the trends this fall, these are your jumping off points

Heather Toskan, Special to QMI Agency
Updating your look for fall can be as simple as adding ten easy pieces to your wardrobe. Military-inspired jackets and vests, lace tops, such as slouchy and textured sweaters, are among the first to pack for a fall fashion journey, according to many fashion designers and experts. "Military details and military looks in pea jackets and coats are certainly a key trend for fall," says Toronto-based fashion designer Franco Mirabelli.

Along with military jackets and vests, skinny cargo pants and necklaces with military style medallions are among the other fall staples. To avoid looking as if you're just received your marching orders, most experts recommend softening the look of jackets and pants. "Wear a black lace top or cami under a military style jacket to soften your look. Lace is another big fall trend, but this fall, it's definitely not supposed to look like you're wearing underwear as outerwear," advises Anya Sarre, an L.A.-based fashion editor for Livedress.com and on-air fashion expert for Entertainment Tonight. Fall military jackets are far from drab, with some designers, such as Montreal's Simon Chang, going beyond basic black and khaki to include brighter offerings such as orange and raspberry.



Black textured asymmetrical: A black textured asymmetrical sweater (\$225) is paired with a red and black checked skirt (\$175) to make stylish fall fashion statements. Both items are from Franco Mirabelli, www.mirabelli.com. Checks continue to be a strong fall pattern and asymmetrical and textured details on knitwear are very fashionable.

According to Sarre, clothing and accessories made of leather, fur, feathers and shearling, as well as items that feature animal prints, also top fall's A-list. Look for faux fur, feathered or shearling trim and linings on denim jackets and sweaters, as well as in jackets and vests fashioned of faux fur. Like most other trends, these can be found at both high and moderately priced offerings. "Fur jackets are a huge trend this season. The faux fur jacket in my new clothing collection called Edit is a versatile piece that can be paired with jeggings for a casual chic style or teamed with a sheath dress for a dressier look," says

Raspberry coloured: A raspberry coloured vest with soutache detail (\$240) takes a softer approach to the military styling that is so prevalent this fall. The vest is paired with a black sweater (\$110) and black pants (\$145). All items Simon Chang, simonchang.com.



Jeanne Beker, the host of Fashion Television. Her collection is available at Bay stores across the country. Leather and manmade leather make standalone statements in blazers, aviator-style jackets and skirts and is sometimes combined with stretch material for an update on pencil skirts and leggings. Montreal-based Simon Chang adds leather to leggings to update a trend that he feels is here to stay. "Leggings are comfortable and practical and will continue to be important next spring. I've updated basic black leggings this fall by adding hem line details, such as shirring and studs. Knee-high leather and animal print patches that appear to be tall boots also give my leggings a new look. Just add short boots and a slouchy cardigan and you're good to go," says Chang. Slouchy, fine gauge tunic-length cardigans that drape the body are key trends, as are chunkier styles and those with cable knits. Rounding out the top ten must-haves are knee high boots, tweed and boucle jackets, high-waisted pants and both clothing and accessories that feature animal prints. Although brightly coloured wild cat prints are out there, there appears to be a marked return to earth-toned leopard and cheetah prints in everything from dresses to coats to scarves to footwear. Black and white snow tiger prints also make a strong showing. heather.toskan@sunmedia.ca

Wild cat print: The model wears a wild cat print coat (\$550) with black pants (\$150). The pants feature wild cat material insets to give the appearance of tall boots and can be worn with black shoes or ankle booties. Animal prints such as cheetah, leopard and snow tiger are very important on everything from clothing to accessories. All clothing and accessories are from Simon Chang, simonchang.com



Denim jacket: Faux fur makes a strong comeback this fall. This denim jacket (\$69.90, Jacob, www.jacob.ca) features a faux fur collar. Sweaters and coats with faux fur detailing are important, as are detachable fur and feather trimmed collars.

DON'T FORGET THESE MUST HAVES

Black slick leather look jeans.
Black lace and faux mesh top.
Asymmetrical and textured details on knitwear.



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- Do you bulge out of your cups?
- Does your wire dig into you?

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