



UNIQUELY YOU

eZine by Orene
WINTER 2009



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SIGN OF THE TIMES

In our current economic situation, we still want to achieve the objective of looking and feeling our best. Being well dressed means allowing good taste and your personal style to govern what you wear and when you wear it. Looking “put together” is always a winner.

“Shopping in your closet” is fashionable. The CEO of Neiman Marcus complained last week that many of his customers are shopping in their closets and bragging about it. I’ve been doing a lot of this myself (without the bragging until now). I confess: this past holiday season, I pulled out a beautiful dress I hadn’t worn in several years and updated it with new shoes and other accessories and enjoyed it more than ever (perhaps because I didn’t feel the need to purchase a new dress). Most of us have items we haven’t worn in a while, have never worn, don’t know what to do with, don’t know if they fit properly, don’t know if they are flattering or don’t know if they are out of style.

- It is certainly worth updating quality pieces! It may take some imagination to revive certain items in your closet and make them fresh.
- Let’s get more use out of what we have. Some of us tend to buy certain items (even some casual items) and then save them for certain times. You may be able to discover new uses for some items and wear them more frequently!

Recessionata. Some department stores have coined the term, “recessionata”, to refer to a new kind of shopper—one who is turning away from high end, designer items in favor of less expensive alternatives.

- When shopping for basics, especially, look for quality, durability and *style*. A stylish, well-made, great-fitting black or grey suit, for instance, can be like a pair of blue jeans in the working world. A different top, shoes and jewelry for women or different shirt and tie for men can completely change your look.
- Wearing your basics with different accessories or giving the same outfit a rest for a while before

- bringing it back out can keep your look fresh.
- Try adding a few well-chosen items each season.

Wear the Same Outfit Over Again with the Same People. Another new trend is to no longer be concerned about wearing the same outfit many times even when you are with the same people. Wearing your favorite outfit to several events is fine. Even the Editor-in-Chief of Vogue was photographed last summer wearing the same dress three times in a single week. If you feel great in something, wear it! This brings to mind the quote from Coco Chanel:

True elegance consists not in having a closet bursting with clothes, but rather in having a few well-chosen items in which one feels totally at ease.

Remember, in these trying times, it is especially important to walk out the door feeling good about and at ease with yourself. It may be more challenging to accomplish this and I can always help you achieve your goals.

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**UPCOMING PRESENTATION:
DRESSING FOR YOUR NEXT
PROMOTION:
ADVANCE YOUR CAREER
BY UPDATING YOUR IMAGE!**

Thursday, February 19th
7:00 p.m.
Prime Time Athletic Club
1730 Rollins Road
Burlingame
Free to Members of Prime Time
\$15 for Guests





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SPECIAL PACKAGES

The Discovery (1 hr) – \$70.00 (save \$10)

The Image Assessment plan for any budget. Learn your style profile and set goals!

- Fit and Style Analysis
- Lifestyle and Personality Wardrobe Assessment
- Wardrobe Building strategies

The Renewal (4 hrs) – \$250 (save \$70)

The Image Assessment and Closet Audit plans combined to suit your needs. Learn your style profile and make your existing closet work for you! Includes every-thing in The Discovery Package and the following:

- Weeding through your closet and removing items that no longer work
- Clearing out past mistakes or gifts from well-meaning friends
- Finding out where to alter existing pieces to make them fit better
- Creating great new outfits using your existing wardrobe
- Prioritizing items you need to fill in
- Create a shopping game plan

The Transformation (8 hrs) – \$480 (save \$170)

The complete package for a total style makeover. The complete three-step process includes the Image Assessment, Closet Audit and Personal Shopping to help you look great and create an image that is uniquely you! Includes everything in The Discovery package, The Renewal package and the following:

- Shopping for terrific new outfits
- Filling in missing pieces and integrating new with old
- Shopping for a specific event (weddings, Bar mitzvahs, holiday parties)
- Shopping for a new job, interview or business casual attire
- Shopping for lifestyle garments such as exercise and resort wear
- Shopping for great accessories

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