



*Helping You Create an Image  
That Is Uniquely You!*

**Orene Kearn, JD, AICI, FLC**



Dear Orene,

When I shop with my clients, I look at the amount of use you would get out of an item and the **cost per wear**. I call this "thoughtful buying." We all have items we've hardly worn and have wasted money on. I look for value in purchasing and, like everyone, I like buying on sale. But, I also look for "special" pieces -- pieces that flatter, are beautiful and current. Think about having that gorgeous "go to" blouse that works with skirts and slacks, or a favorite dress to fall back on. Check out my article below and my checklist to aid you in the fitting room.

Also, take a look at the "Things I Find Interesting". Some of it is kind of weird!

As always, I am here to help you put together a beautiful, well-fitting, and versatile wardrobe. So contact me and we'll get started.

Enjoy!  
*Orene*

### **Buy Less but Better**

According to the Wall St. Journal, there is a "buy less but better" movement. People are moving toward a philosophy of quality not quantity in their

wardrobes, and they are moving away from "fast fashion". Fast Fashion tends to be trendier, look worn out quickly or is something you would wear for one season or one occasion and then toss.

Consumer spending patterns are shifting in that many shoppers are building simpler, smaller and longer lasting wardrobes, with higher quality fabrics, better construction and transparency about sourcing. (I recently had a client who wouldn't buy anything made in China, which is a difficult thing to do.) Most of my clients are opting for well-edited closets. I know that I am -- I also don't mind wearing the same item again to a social event even if it is with the same group of people, as long as it looks fabulous!

I believe everything in your closet should work for you now. When you walk into your closet, you know every item fits, is clean, is current and what it goes with. One problem I have encountered is that so many of us have closets full of clothes that are similar to each other -- inadvertently, some of us tend to buy the same type of thing again and again. Who needs five black cardigans that are similar to each other?



## Quality vs. Quantity



I am all for "thoughtful buying". I like most items to be versatile. A wardrobe planned around "capsules" -- where each piece in a capsule can be worn in a variety of ways (with the colors and fabrics coordinating) -- is easy to wear and to pack. For example, if you buy a fashionably styled neutral jacket, it can be worn with pants or a skirt for work, the pants can be worn with a sweater,

the jacket works with jeans on the weekend, the skirt can be made dressy for evening, etc.

I look at the amount of use you would get out of it and the **cost per wear**. We all have items we've hardly worn and have wasted money on. I look for value in purchasing and, like everyone, I like buying on sale. I also look for "special" pieces - pieces that flatter, are beautiful and current. Think about having that gorgeous "go to" blouse that works with skirts and slacks. Do you have your favorite dress to fall back on?

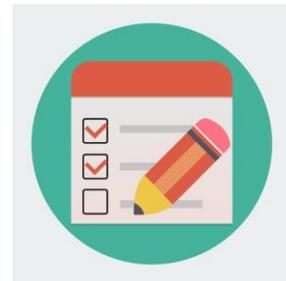
**Just imagine . . . having a closet full of clothes that you love to wear!**

### **This Fitting Room Checklist Will Change How You Shop**

Ask yourself three questions while you're trying something on:

1. Does this truly fit me or will it fit with minor alterations?
2. Can (and will) I pair this with at least 2 or 3 other items in my closet?
3. Am I financially able to purchase this?

If you don't honestly answer yes to all three questions, do not buy the item. You'll soon have a closet full of things you really, truly wanted to own.



### **Things I find Interesting**



To all you curvier ladies, there is some good news. J. Crew just expanded the size range of some of their jeans to a 35 waist and Madewell expanded their size range in jeans to size 20.

A new fashion designer, Thibaut, just showed off the most ridiculous jeans I have ever seen - thong jeans! Jeans are supposed to be slimming and make your bottom look good, not show it bare.



Bulgarian retailer, Dukyana, is selling an oversized tube scarf-style dress for \$280. It is mohair, eight feet long and doesn't have armholes. Although it looks warm, it looks **CLAUSTROPHOBIC!**



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### COMPLIMENTARY CHAT

Sometimes you may feel that you are in a fashion rut or that you are looking frumpy and it is time to look more up-to-date. You may not have much time nor inclination to figure out how to put together items you already have in your closet in a new way. Being busy doesn't always allow you time for shopping. Or, perhaps you don't know where to shop to maximize your dollar.

Wouldn't it be helpful to have an expert who can help you with all of this? If you are ready to take some action, schedule a free initial conversation with me by [clicking here](#) and we can explore your challenges and goals.

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