



SOME WORDS ON FALL & WINTER TRENDS

Men

1. Nothing beats a freshly pressed button-up, cotton, white collared dress shirt. This is an essential staple for fall and winter, as you can layer it as the season progresses. Layers can consist of colourful knit vests (wool, cotton, cashmere); button up sweater coats or sports jackets. If you're feeling like going the extra mile, you can always add in a tie to the mix to give it the classic 'Monaco' look.
2. The horizontal stripe sweater, tie, and T is looking good on men this season, giving the man who wears it a broader, more masculine looking shoulder, even if this is simply a few stripes across the chest of a V-neck. The effect is still charming.
3. Scarves are still a "goodie"! Pick out one in your favourite color and throw it around your neck. It will surely spruce up any look you're sporting. It doesn't have to match your outfit exactly. The so called "matchy-matchy" look is no longer a rule these days.

Having a personal shopper really takes the burden off one's shoulders. Quite frankly, it simplifies that aspect of your life, allowing you to focus your time and effort on other areas in life that require your attention, such as your children, school, work, marriage. At the same time, by having an image consultant, you can enjoy all of these other parts of life even more than before, now that you feel confident and fresh in your new wardrobe for the season.

“ Before I contacted jSTEELE image, I was unsure in what looked good in terms of menswear, what trends were current, and what styles I should avoid. Thanks to Jennifer, I now have the essentials I need to confidently and consistently present myself as sharp and stylish. She helped me tremendously, and should definitely be pursued by anyone who wants to look good, and more importantly, feel good. ”

- Mark Dilella, Mississauga - Personal shopping client

Ladies

1. Slip into your tight leggings this fall! There is no need to put those pretty little dresses out of your head for fear of goose pimpled legs. Let LIVE the need to feel feminine in your dresses, skirts, and oversized T-shirts throughout fall and winter. Just add brightly coloured solid or patterned leggings to your favourite leg-less garments.
2. Out with the dull shades, and in with powerful hues. Everyone knows that black, white and grays are 'safe' colors. Most of us look good in all of these tones; but, let's take a bit of a risk ladies! There's no excuse to avoid spicing up that wardrobe of yours right now. Go out and Invest in at least one bright jacket that will make you pop amongs the crowd.



For example, select one in red, orange, or green. Buy one for autumn and one for winter to show everyone you're not hibernating this season, no matter how chilly it may be. Throwing on an eye-catching color before heading out the door, could also liven up an otherwise sombre look, not to mention your state of mind and mood. Another recommendation: Royal blue and purple fabric heels are taking to the stands all over the city's shop windows this autumn.

The boyfriend jacket is BACK! Yes that's right, you read that correctly. Pair this bad boy up with a skinny denim bottom, or tight Lycra leggings. Perfect for a day in the office or a night out on the town with the girls.



ABOUT JENNIFER STEELE & JSTEELE EVENTS & IMAGE:

Jennifer graduated with a Bachelor of Business Administration, from Wilfrid Laurier University in Waterloo, Ontario. Her main focus of study was on Brand Communication and Marketing. She is now enrolled in the Image Consulting program at George Brown College in Toronto.

With a passion for fashion and with several years modeling experience, Jennifer soon found a way to combine her educational background with her interests, resulting in a venture whereby jSTEELE emerged. jSTEELE operates in the field of entertainment and event planning, as well as image consulting. jSTEELE recognizes the key to success, in any field of work, is portraying a polished appearance, a positive attitude, and good personal composure while interacting with others. Jennifer Steele, its founder, works one on one with individual clients, to help clients gain these attributes, while developing confidence throughout the entire process.

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