



FALL 2022

# Trend Report



## Colors & Fashions



Pantone is the fashion color authority and each season reports the top colors seen at New York Fashion Week.

## Not all colors work for everyone

### COLOR COUNTS

Wearing the correct colors is the first key to looking your best. Each of us is in a certain Color Code based on our hair color, skin tone and eye color.

To determine your Color Code and be sure you are wearing the best colors that really make you shine, schedule a Personal Style Appointment today.

Call Lola at 308.641.2068 or  
email [lola@style311.com](mailto:lola@style311.com)

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# Color Notes

## SURPRISES

Who knew shades like Nosegay and Waterspout would be in the mix for Fall 2022? They will make fun color pairings to create fresh looks this season.



## COLOR & INTENSITY

The key to making the fall trend colors work for you is to wear the right colors in the right intensity.

Your best color intensity is determined by your Color Code which is based on your hair color, skin tone and eye color.

## COLOR CODES

There are six Color Codes:

**Deep:** Dark hair, medium to dark skin tone & dark eyes

**Clear:** Dark hair, fair skin & bright eyes

**Warm:** Red hair, any skin tone & eye color

**Soft:** Dark blonde to medium brown hair, light to medium skin tone and light to medium eye color

**Light:** Light blonde hair, fair skin and light to medium eye color

**Cool:** Silver, gray or white hair, any skin tone & any eye color



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# Color Code Notes

Color is the first thing people notice in an outfit & wearing the right ones is the first key to dressing your best every day. Take a look at the trend colors and see the Color Codes that wear each one best.



**Listed below are the colors that work for each Color Code**

## Clear

Amazon  
Artic Wolf  
Lava Falls  
Loden Frost  
Midnight  
Orange Tiger  
Polar Night  
Rose Violet

## Cool

Chiseled Stone  
Midnight  
Nosegay  
Polar Night  
Waterspout

## Deep

Amazon  
Artic Wolf  
Caramel Café  
Lava Falls  
Loden Frost  
Martini Olive  
Midnight  
Orange Tiger  
Polar Night  
Samoan Sun

## Light

Artic Wolf  
Autumn Blonde  
Chiseled Stone  
Lava Falls  
Loden Frost  
Midnight  
Nosegay  
Polar Night  
Rose Violet  
Waterspout

## Soft

Artic Wolf  
Autumn Blonde  
Caramel Café  
Chiseled Stone  
Loden Frost  
Martini Olive  
Midnight  
Polar Night  
Waterspout

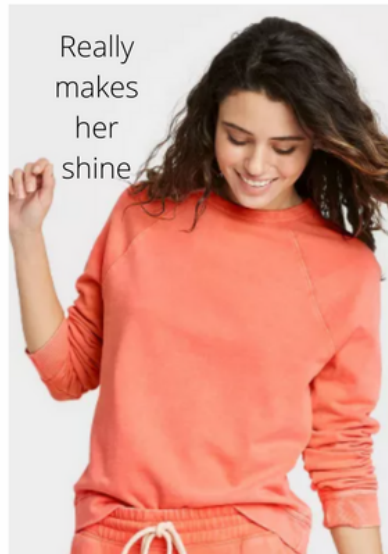
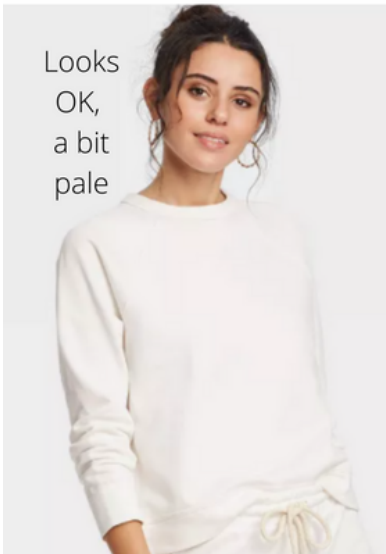
## Warm

Amazon  
Artic Wolf  
Autumn Blonde  
Caramel Café  
Lava Falls  
Loden Frost  
Martini Olive  
Midnight  
Orange Tiger  
Polar Night  
Samoan Sun

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# Color Code Continued

Your Best Colors will mimic your natural coloring. This sweatshirt from Target.com is a good visual to show certain colors are most flattering.



## The Personal Style Appointment Process



### STAGE 1: FRUSTRATION

Your closet is stuffed full but you feel like you have nothing to wear; you spend time and money but you don't know how to put together outfits you love.



### STAGE 2: FINDING A SOLUTION

What if you could learn how to dress your best & wear what you love? Lola is a certified Christian Image Consultant ready to show you how to dress your best every day.



### STEP 3: HAVE YOUR PERSONAL STYLE APPOINTMENT

Over a 2 hour phone call you and Lola will go over your personal style analysis covering the 3 keys to dressing your best every day, trends and more.



### STEP 4: STYLE TOOLS FOR SUCCESS

Now you've got your completed style profile and a set of virtual color swatches to access right from your smartphone. You can start saving time & money today!

A Personal Style Appointment teaches your best colors, dressing for your body shape and accessorizing the right way plus trends and more.

After your appointment stress is reduced because you know what works for you and you save time and money.

Virtual Personal Style Appointments are done via email and phone for \$75 and include a set of digital color swatches.

style311.com lola@style311.com 308-641-2068



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# Fashion Trends



Biker Chick

Bright Shades

New Wave Prints

Shackets

White Tanks

Feminine Suits



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# Fashion Trends

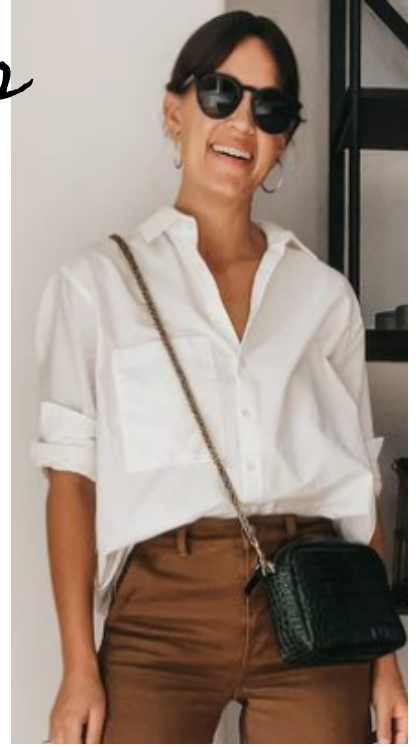
Equestrian  
Inspired

Crisp White Shirt

Faux Fur

Glen Plaid

Leopard Print



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# Fashion Trends



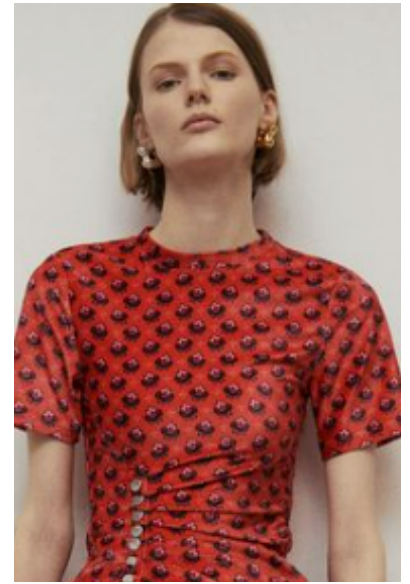
Reds

Furnishing  
Florals

Cargo Joggers

Cozy Oversize  
Jackets

Wide Leg  
Pants



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# Fashion Trends



Leather

Houndstooth

Medium Wash  
Jeans

Utility Jackets

All Black

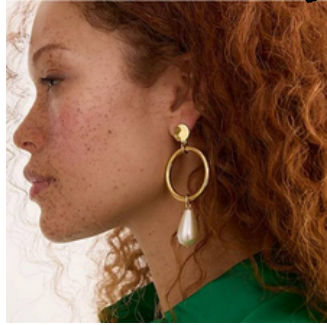




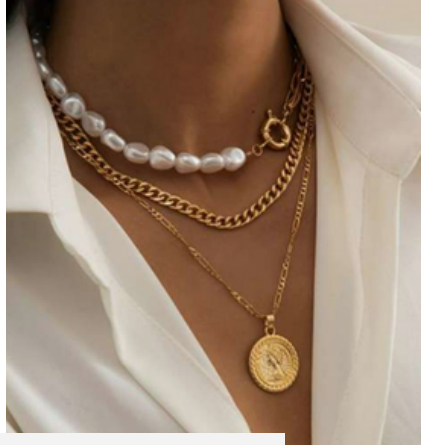
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# Accessory Trends

Single Statement Earring



Large Cuffs



Layered Necklaces

Camera Bags



Fringe



Open Chokers

Fuzzy Purses



Crescent Bags



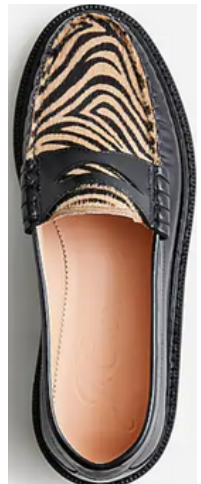
High Ankle Booties



Mary Janes



Loafers



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# Notable Mentions

Pops of light color

Over the Knee Boots

Long Line Dresses

Cropped Pants

Bomber Jackets

Crystal Jewelry

Ballet Flats

Sneakers



## Trend Tips

- Choose trends that work with your current wardrobe
- Don't overdo it - chose one or two per outfit
- Make sure to style trends in an age-appropriate way
- Don't overspend on trends since they come and go quickly
- Find something new, be creative and have fun!

Not all trends work for everyone. The trick is to match all your choices to your Color Code, body type and frame size. To learn more about these important topics, schedule your Personal Style Appointment today.

**Schedule today! Call 308.641.2068 or email [lola@style311.com](mailto:lola@style311.com)**

All My Best As You Dress Your Best,

*Lola*

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