



# Style 311 Trend Report

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the Colors  
the Fashions  
the Accessories

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Fall 2024



FALL 2024



# 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**

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 best colors 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)

COLOR OF THE YEAR

*Peach Fuzz*



**PANTONE®**  
3-1023 TCX  
Peach Fuzz



The 2024 Color of the Year is **Peach Fuzz**, a cheery peachy-pink shade.

Find it in the shade that looks best on you.

Go with a bold head-to-toe look or try small doses of Peach Fuzz through accessories.



FAL2024

# SURPRISES *Color Notes*

Who knew shades like Fern and Winter Sky would be in the fall palate? They will make interesting color combinations 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.



## THERE ARE SIX COLOR CODES

**Soft:** Medium blonde to medium brown hair, light to medium skin tone & light to medium eye color.

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

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

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

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

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



# FALL 2024 Color Codes

We can appreciate all the colors of this new fashion season,  
but certain ones look best on each one of us.



## Listed below are the best colors for each Color Code

### Soft

Tomato Cream  
Golden Palm  
Aventurine  
Fern  
Italian Plum  
Moonstruck  
Winter Sky  
Lucent White

### Clear

Scarlet Smile  
Aventurine  
Italian Plum  
Lucent White

### Light

Fern  
Moonstruck  
Winter Sky  
Lucent White

### Deep

Tomato Cream  
Scarlet Smile  
Golden Palm  
Aventurine  
Red Orange  
Italian Plum

### Warm

Tomato Cream  
Scarlet Smile  
Golden Palm  
Aventurine  
Red Orange  
Fern  
Italian Plum

### Cool

Italian Plum  
Moonstruck  
Winter Sky  
Lucent White



FALL 2024  
*Colors Continued*  
**Shift into Neutral**

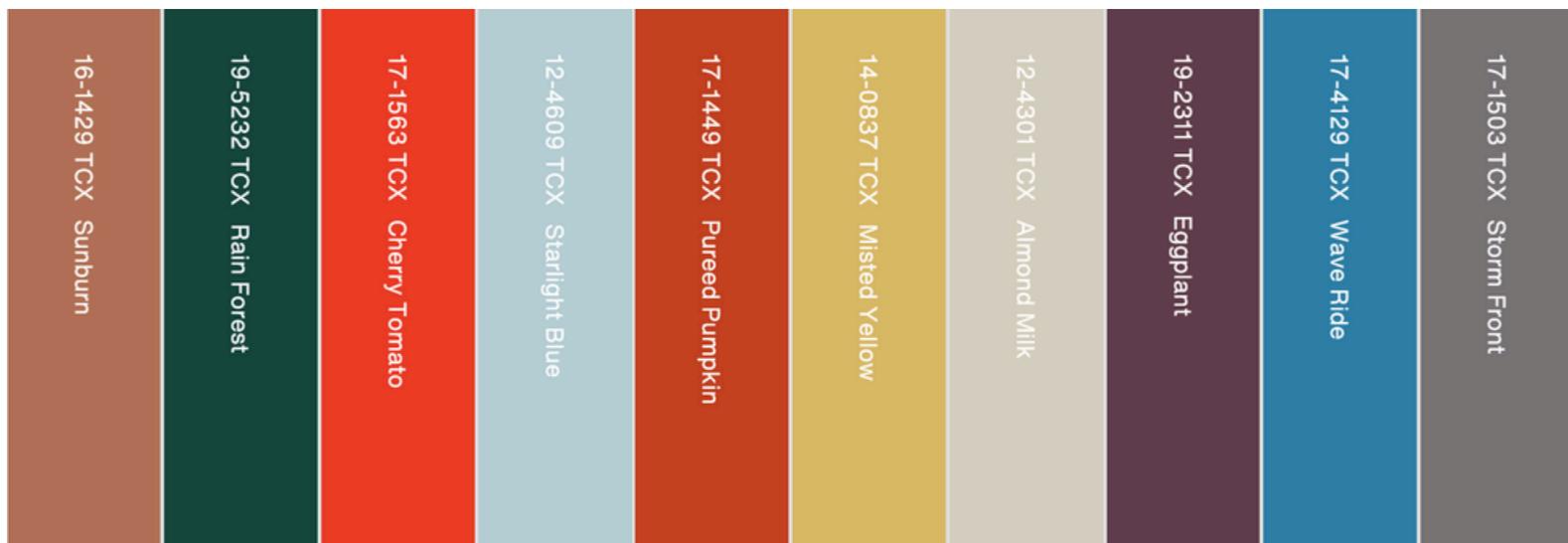


You will also see black and white worn together in fall 2024.

## **London Calling**

Pantone also creates a trend report based on the colors seen at London Fashion Week.

Take a look at these gorgeous shades you will find in stores this season.



FALL 2024

## Color Codes Continued

Understanding your best colors is the first key to looking and feeling your best every day. A Personal Style Appointment is what you need.

### The Personal Style Appointment Process

#### 1. Identify the Problem

- You have closets stuffed full, but feel like you have nothing to wear.
- You spend lots of time, energy and money, but you still don't know how to put outfits together.

#### 2. Find a Solution

- What if you could learn your best colors, how to dress your shape and accessorize the right way?
- Lola is a color + style specialist and
- is ready to help!

#### 3. Have your Personal Style Appointment

- Virtual Personal Style Appointments are done through email and Zoom.
- You and I will cover the three keys to dressing your best every day, the trends and more.

#### Tools for Style Success

- Now you have your completed Personal Style Analysis & digital color swatches right on your phone!
- Stress is reduced & you look & feel great knowing what to wear each day!

### See the Difference?



**Virtual Personal Style Appointments are done via email and Zoom for \$200.**

**Call or email me to schedule yours today.\***

\*2024 Trend Report price good through 9-30-24.

FALL 2024  
*Color Inspiration*

Try one of this season's colors in a top, dress, suit or bottoms.





FALL 2024  
*Fashion Trends*

Layered Looks  
Feathery Trims  
Dramatic Maxis  
Satin



Matching Sets  
Luxury Athleisure



FALL 2024  
*Fashion Trends*

Ladylike Details

Sheer Elements

Stripes

Unstructured Suits

Sweater Vests





FALL 2024  
*Fashion Trends*

Leather  
Knit Cardigans  
Yarn Craft  
Capes  
Luxe Knits





FALL 2024

*Fashion Trends*

Faux Fur

Dramatic  
Turtlenecks

Animal Print  
Jumpsuits

Extravagant  
Necklines

Liquid Leather



FALL 2024

*Denim Trends*

Wide Leg Crops

Barrel Jeans

Straight Leg Crops

Denim on Denim

Wide Leg

Denim Dresses & Skirts



FALL 2024

*Shoe Trends*

Mesh Flats

Square Toe Mules

Pointy Toe Slingbacks

Mary Jane Ballet Flats

Platform Loafers

High Shaft Ankle Boots

Knee Boots

Bright Trainers



FALL 2024

*Accessory Trends*



Statement Buckles

Animal Print

Chunky Links



Layered Pearls



Textured Bags



Bold Cuffs



Long & Narrow Bags



Pendant Necklaces

Top Handle Bags



Wraps

FALL 2024

Black & White

# Notable Mentions

Cheeky Headwear

Fringe

Boho Chic

Plaid & Checks

Bucket Bags

Maximalist Dressing

Tweed

## 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 personal style. Schedule your virtual Personal Style Appointment today for the special price of \$200 through 9-30-24.

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

All My Best As You Dress Your Best,

*Lola*

Color + Style Specialist

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