



Style 311 Trend Report

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

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.

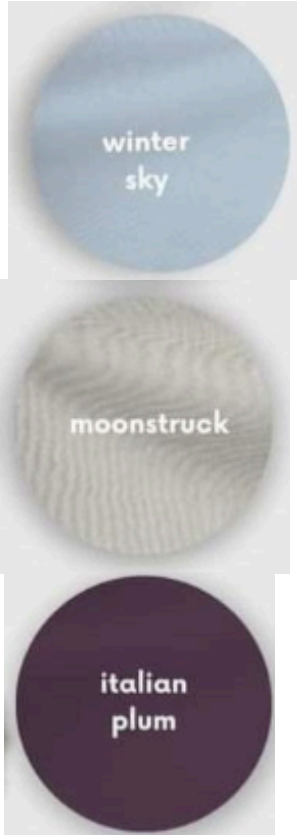
Go with a bold
head-to-toe
look or try
small doses of
Peach Fuzz
through
accessories.



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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

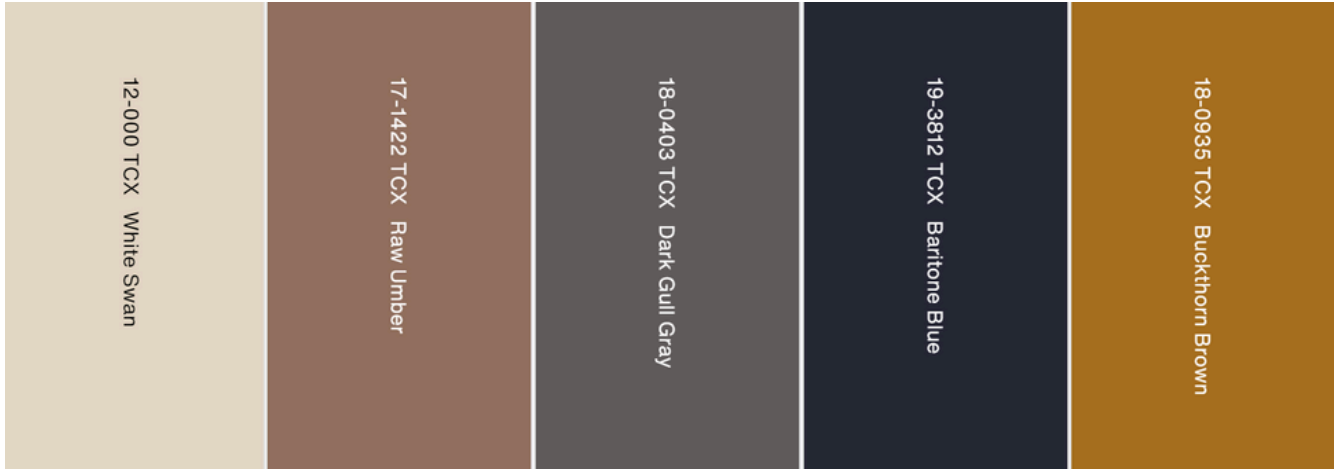
Italian Plum
Moonstruck
Winter Sky
Lucent White



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Colors Continued

Shift into Neutral

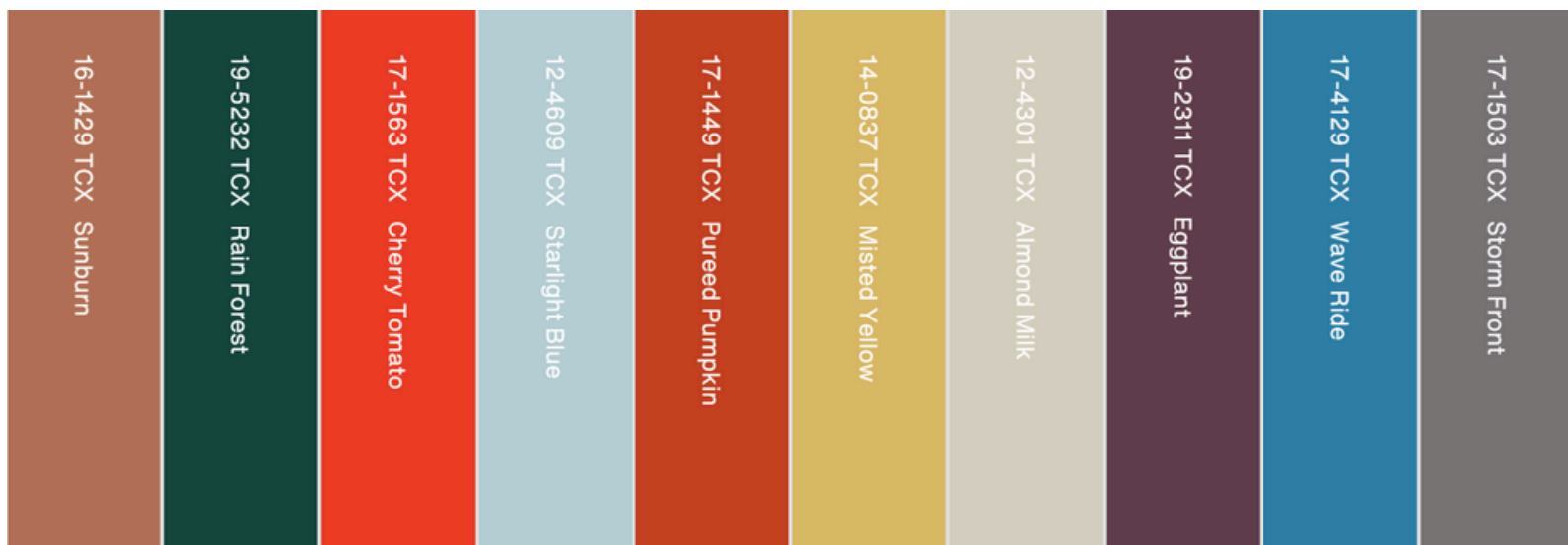


You will also see black and white worn together in fall 2024.

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.



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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

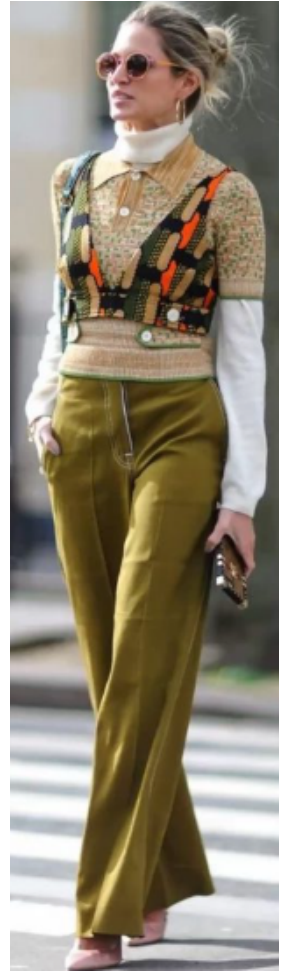
Bucket Bags

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

All My Best As You Dress Your Best,

Lola

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