

SPRING 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**

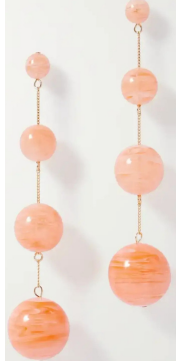
Wearing the correct colors is the first key to looking your best. Each of us is in a certain Color Code based on our hair color, skin tone and eye color.

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



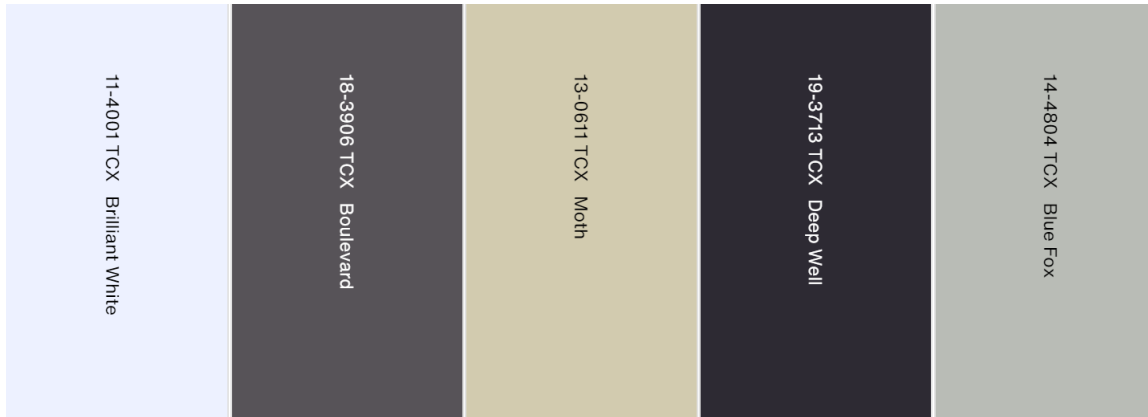
The 2024 Color of the Year is **Peach Fuzz**, a cheery peachy-pink shade.

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.



SPRING 2024
Colors Continued
Shift into Neutral

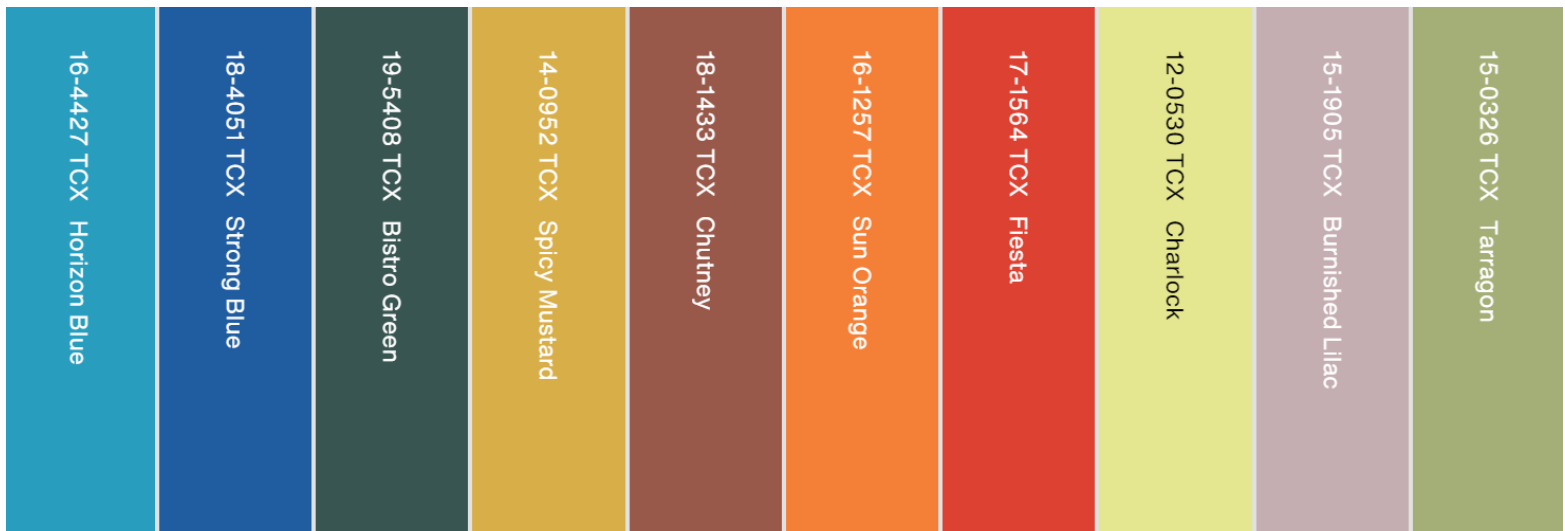


You will also see black and white worn together in spring 2024.

London Calling

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

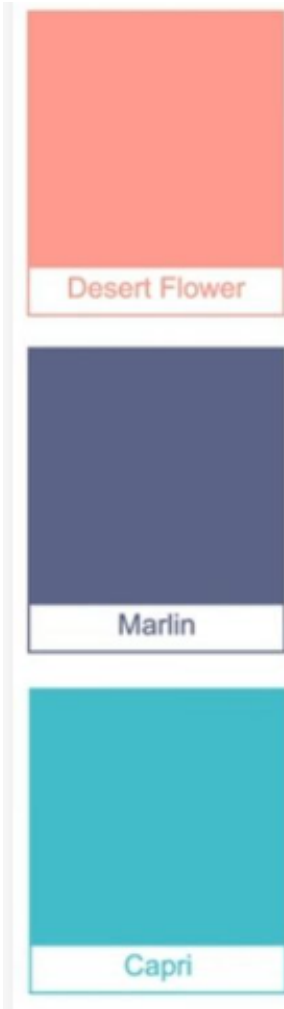
Take a look at these gorgeous shades you will find in stores this season.



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SURPRISES *Color Notes*

Who knew shades like Rooibos Tea and Orangeade would be in the spring palate? They will make interesting color combinations this season.



COLOR & INTENSITY

The key to making the spring 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 and light to medium eye color.

Clear: Dark hair, fair skin & bright eyes.

Light: Light blonde hair, fair skin and 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.



SPRING 2024 Color Codes



Listed below are the colors that work for each Color Code

Soft

Peach Fuzz
Capri
Lemon Drop
Watercress
Desert Flower
Chambray Blue
Marlin
Pastel Lilac
Northern Droplet
Brush
Mushroom
Quiet Shade

Clear

Capri
Mint
Brilliant White

Light

Peach Fuzz
Capri
Lemon Drop
Desert Flower
Mint
Chambray Blue
Marlin
Pastel Lilac
Northern Droplet
Brilliant White
Mushroom
Quiet Shade

Deep

Capri
Lemon Drop
Watercress
Marlin
Orangeade
Rooibos Tea
Brush
Quiet Shade

Warm

Peach Fuzz
Capri
Lemon Drop
Watercress
Marlin
Orangeade
Rooibos Tea
Brush

Cool

Capri
Chambray Blue
Marlin
Pastel Lilac
Northern Droplet
Brilliant White
Quiet Shade

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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 key.

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 certified Christian image consultant ready to help!

3. Have your Personal Style Appointment

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

4. Style Tools for 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 phone for \$200.

Call or email me to schedule yours today.*

*2024 Trend Report price good through 3-31-24.

SPRING 2024 *Color Inspiration*

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



SPRING 2024
Fashion Trends

Open Weaves

Fitted Blazers

Tropical Prints

Sheer Elements

Preppy Looks

Column Skirts



SPRING 2024
Fashion Trends

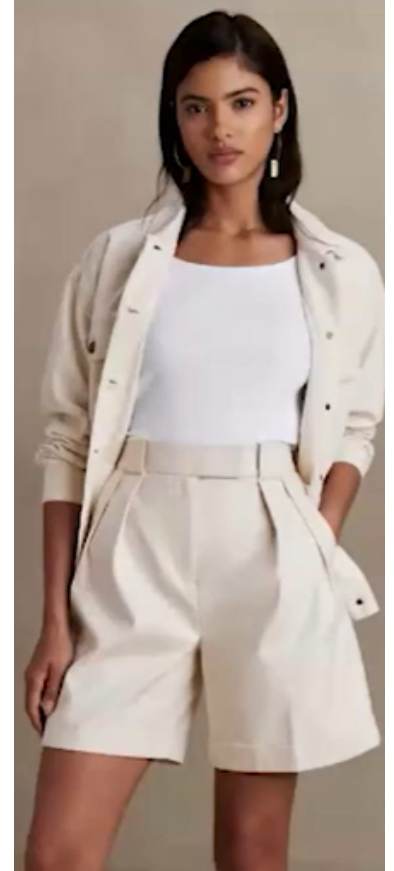
Knotted over the
Shoulders

Short Suits

Jumpsuits

Abstract Prints

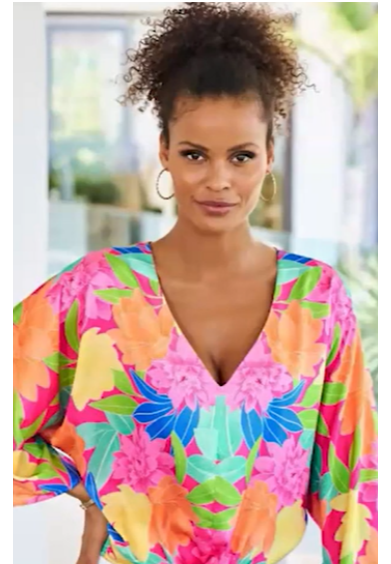
Drop-waist
Dresses



SPRING 2024
Fashion Trends



Sleeve Detail
Geometric Prints
A-Line Dresses
Big Volume
Bright Tropics
Bomber Jackets



SPRING 2024

Denim Trends

Cropped Denim

Pintuck Jeans

Light Wash Jeans

Wide Leg Jeans

Gray Denim

Patchwork Jeans

Laser Print Denim



SPRING 2024

Shoe Trends

Simple Flat Sandals

Red Shoes

Toe Cap Metallics

Double Strap Heels

Platforms

Kitten Heels

Mules

Retro in Color

Pop Color Pumps



SPRING 2024

Accessory Trends

Tinted Sunnies



Chokers



Pearls



80's Inspired Earrings



3-D Floral Jewelry



Wide Belts



Layered Chains

Basketweave Bags

Woven Raffia Bags

Clutch Purses



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Notable Mentions

Oxblood

Extra Ear Cuffs

Off-White Jeans

Red

Cargos

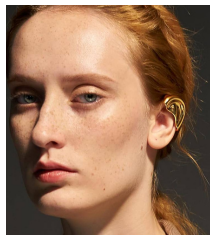
Wide Belts

Halter Tops

Elevated Sportswear

Leather

Textured Lace



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 for the special price of \$200 through 3-31-24.

Schedule today! Call 308.641.2068 or email lola@style311.com

All My Best As You Dress Your Best,

Lola

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