

FALL 2023



Trend Report

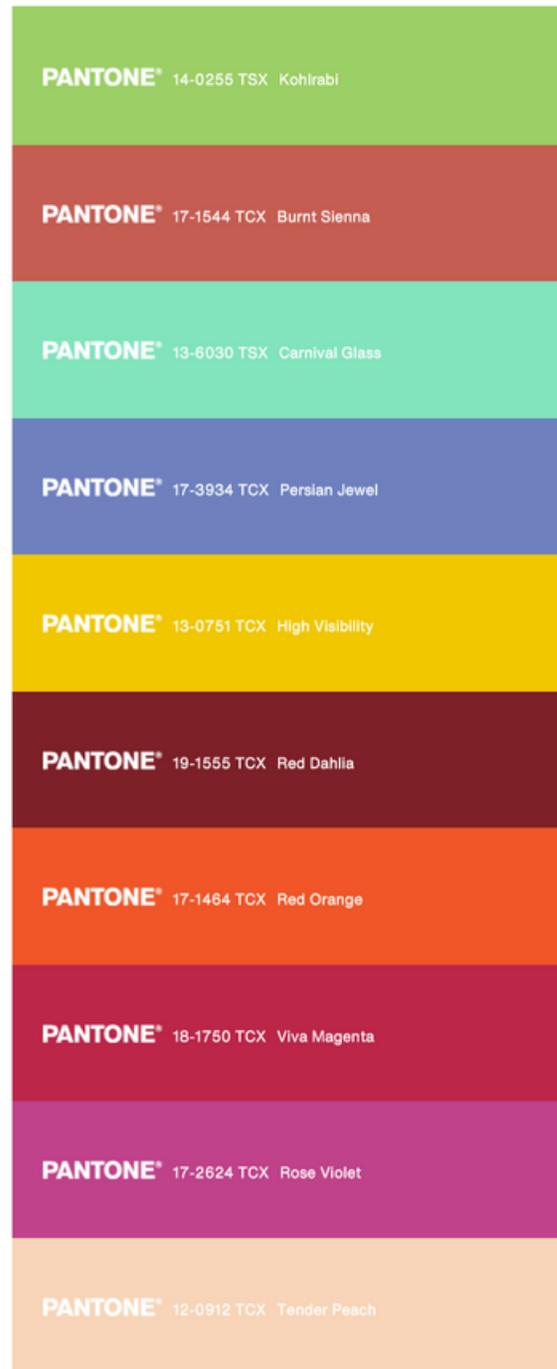


Colors & Fashions

Pantone is the fashion color authority and each season reports the top colors seen at NY 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 Color Code and be sure you are wearing the best colors that really make you shine, schedule a Personal Style Appointment today.

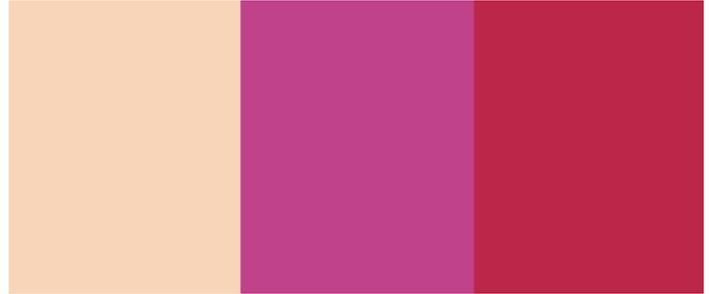
Call Lola at 308.641.2068 or email lola@style311.com

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Color Notes

SURPRISES

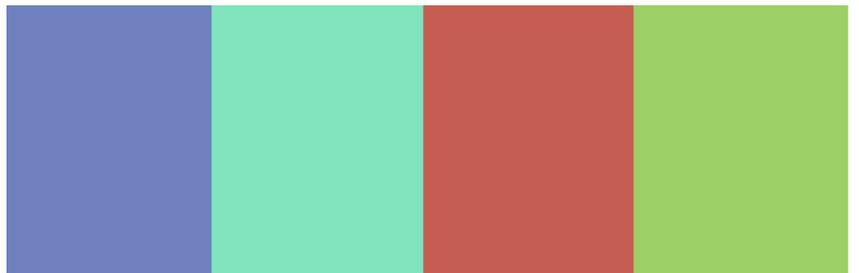
Who knew shades like Tender Peach and Carnival Glass would be in the fall palette? They will make interesting color combinations this season.



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

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: Medium 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 Class



Listed below are the colors that work for each Color Code

Soft

Tender Peach
Persian Jewel
Carnival Glass
Burnt Sienna
Doe
Silver Birch
Coconut Milk
Eclipse

Clear

Viva Magenta
Red Violet
Persian Jewel
Carnival Glass
Silver Birch
Coconut Milk
Eclipse

Light

Viva Magenta
Tender Peach
Red Violet
Persian Jewel
Carnival Glass
Doe
Hot Fudge
Silver Birch
Coconut Milk
Eclipse

Deep

Red Dahlia
Viva Magenta
Red Orange
Red Violet
Persian Jewel
Burnt Sienna
Doe
Hot Fudge
Coconut Milk
Eclipse

Warm

Red Dahlia
Red Orange
Burnt Sienna
Doe
Hot Fudge
Coconut Milk
Eclipse

Cool

Viva Magenta
Rose Violet
Persian Jewel
Silver Birch
Coconut Milk
Eclipse

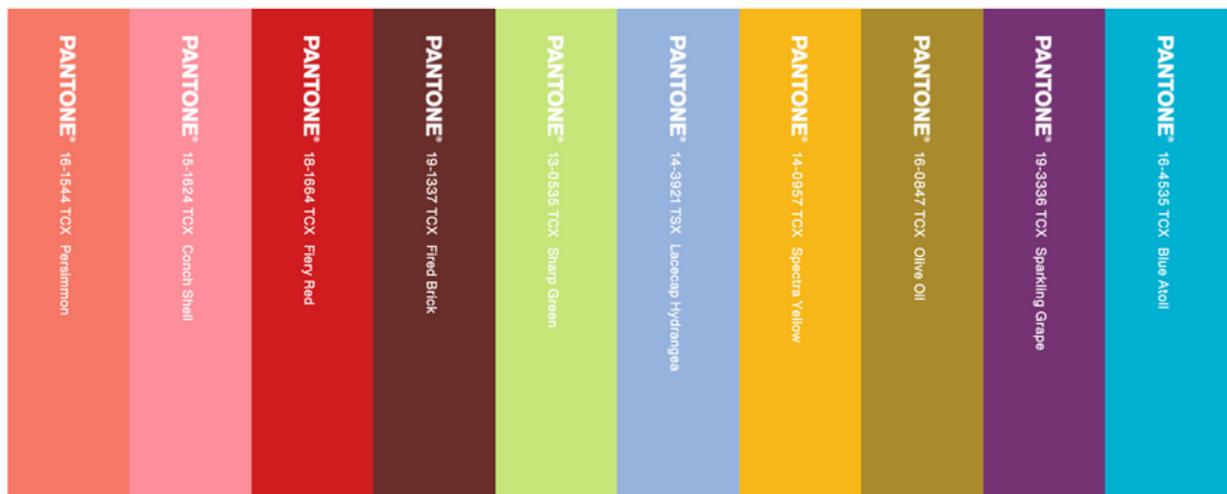
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Colors Continued

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.





Blue Atoll



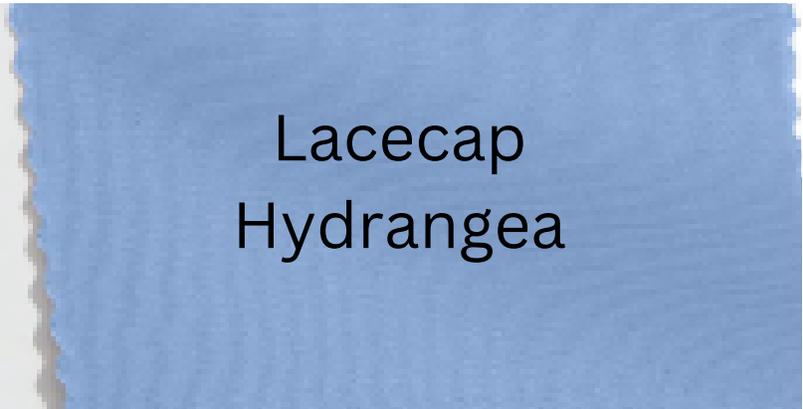
Sparkling
Grape



Spectra
Yellow



Olive
Oil



Lacecap
Hydrangea



Sharp
Green



Fired
Brick



Firey
Red



Conch
Shell



Persimmon

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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. Face the Frustration

- You have closets stuffed full, but 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!

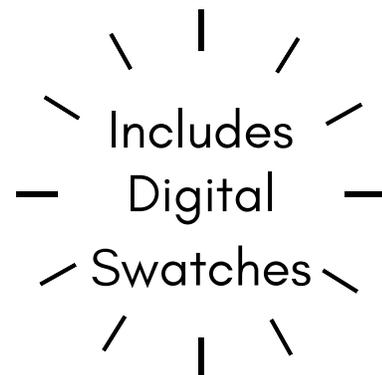
3. Have your Personal Style Appointment

- 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 \$110.

Call or email me today to schedule yours.

FALL 2023

Fashion Trends



Preppy

Double Denim

Nature Prints

Ruffles

Leather



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Fashion Trends

Shimmer Metallics

Wide Leg Crops

Cargo Styles

Corduroy

Shirt Dresses



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Fashion Trends

Wide Stripes

Winter Florals

Trench Coats

Botanicals

Power Suits



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Fashion Trends

Monochromatic

Geometric Prints

Wide Leg Pants

Lady Sweaters

Voluminous Skirts



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Accessory Trends



Cashmere Beanies



Metallic Bags

Slim Belts



Sling Bags

Western Boots

Lug Sole Loafers

Metal Detail

Platform Sneakers



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Jewelry Trends

Statement Studs

Simple Metallics

Bold Earrings

Feathers

Statement Cuffs

Chunky Metallics

Statement Necklaces



FALL 2023

Notable Mentions

Cozy Travel Wraps

Hooded Blazers

Slight Frayed Edge Denim

Cigarette Pants

Western Core

Tights

Python

Extra Large Totes



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

All My Best As You Dress Your Best,

Lola

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