



SPRING/SUMMER 2023
STYLE GUIDE
FROM DANA
📷 FASHION_MAGPIE



FASHION MAGPIE
YOUR LOOK IS YOUR STORY. UNFORGETTABLE

A woman with her hair in a ponytail, wearing a long-sleeved, multi-colored floral dress, is leaning against a light-colored wall. She has her eyes closed and a serene expression. The background is slightly blurred, showing a window or door frame.

“Dana, so *what is in fashion right now?*”
— this is the most common question I
am asked as a stylist. You might want to
hear “this and not that”, but it is not that
easy, because the fashionable devil is in
the subtle details.

In this guide, I’ve identified some of the
elements for you (I call them
#trendalarms). So keep your eyes peeled
through the pages, I will take you through
the latest catwalks of Spring/Summer
2023.



BEFORE WE GO REMEMBER...

Fashion is fast-paced. Obsession over one 'It' item is only until another one is making a louder entrance. It is a continuous race.

Your choice is to be a racer or a watcher. Regardless, **anything and everything can be stylish** if it looks great on you. If you feel fab in it, wear it with confidence. No second thoughts, just walk your own catwalk one step at a time.

What adds to being stylish is your story. Yes, I always say... "*Your look is your story*". So filter through the statement elements, **choose what is about you**, and make those details work for you.

If you need a little help to polish the message of your look, or if you don't know where to start, find me on Instagram we will do it together!

XX

Dana



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TRENDALARM #1. TIMELESS CLASSIC WITH A TWIST

Notice: Forget about shoes, belt and bag of the same style and colour, perfectly adding to the core theme. Fashion in 2023 plays on mismatching. Here we see a contrast - core sea theme and another strong element from another theme - combat (land) boots and almost a luggage size bag, all different colours and it is so oh la la...

CELINE
SPRING/SUMMER 2023



TRENDALARM #2. LOEWE

Notice: If you'd ask me to name one must-have, I'd say LOEWE. Their shoes segment is creatively strange, yet so most-understood and-wanted. So if you want to add a wearable piece of art - you have arrived at your destination.

LOEWE
SPRING/SUMMER 2023





TRENDALARM #3. VIETNAMESE SANDALS WITH AN ANKLE TOP

Notice: What a fresh start – these shoes are a shooting star – they are cute, different, and walkable (which always is a pleasant surprise.) And yes, transparent layers and neon colours are still with us. So all, rejoice, only great news so far!

MIU MIU
SPRING/SUMMER 2023





TRENDALARM #4. WEDNESDAY ADDAMS IS A GOOD (CHANEL) GIRL

Notice: Chanel created these obsession shoes...many will lose sleep over them. And the knee tights? My predictions on them confirmed, they are the hottest must-have! Now do yourself a favour - get fishnet tights (preferably in white) ASAP. Thank me later.

CHANEL
SPRING/SUMMER 2023



TRENDALARM #5. PEARLS

Notice: Chanel always use pearls, but this time, see how short the necklace is – the length is called princess, but if you fancy a chocker-type more, go for it. Also notice the combination of white and cream, which was a no-no for a long time, but now taboo is over! By the way, have you got those fishnets yet?

CHANEL
SPRING/SUMMER 2023



TRENDALARM #6. FISHNET...SHOES!

Notice: Bottega was first with their version that became ubiquitous, but these look more like nude tights and I like them (more). And an extra thought - if there is one item to reflect a trend that became timeless classic of our time, it will be an oversized black blazer. Together with lace slip dress it is an ode to femininity.

STELLA MCCARTNEY
SPRING/SUMMER 2023



TRENDALARM #7. MORTICIA GOTHIC

Notice: Total black was dominating across many catwalks. Gothic style is getting a new life, thanks to Addams Family. If Morticia would get a little casual, she would definitely choose this bomber and maxi slip dress look. I can't wait to try it too. For suit version, I fell in love with this polka dot and pinstripe combo (for Mr. Addams).

COPERNI (LEFT), DRIES VAN NOTEN (RIGHT)
SPRING/SUMMER 2023



TRENDALARM #8. FUNKY GOTHIC

Notice: Let's continue looking at the gothic style from men's catwalk. If total black is not quite your favourite, take a note of this neon bright combo or unconventional pyjama style variation.

DRIES VAN NOTEN (RIGHT), VERSACE (LEFT)
SPRING/SUMMER 2023



TRENDALARM #9. Fringes

Notice: Unusual accessories are the new it, be it shoes or a bag, and the rule here - the weirdest the better. There are many extraordinary items to choose from, but this fringed bag which reminds me of Mark Zuckerberg's dogs was certainly an eye catcher.

VICTORIA BECKHAM
SPRING/SUMMER 2023



TRENDALARM #10. TIGHTS BOOTS

Notice: We have been there before. Socks boots were on the background for a while, and now they are fully back and taking the floor.

ROCHAS (LEFT). MM6 (RIGHT)
SPRING/SUMMER 2023





TRENDALARM #11: MAX MARA

Notice: Looks like the brand is expanding the appeal to younger generation, yet keeping its minimalistic and ready to live in casual styles. This particular look is my favourite because it has the right amount of disbalance: mary jane shoes and pencil skirt core and twist made from boyfriend bomber, bra top and a boyfriend belt. A true representation of the style in 2023.

MAX MARA
PRE FALL 2023





TRENDALARM #11. TRIBUTE TO PUNK ROCK

Notice: Brave, rock, tong in chick – this is how I'd describe Vivien Westwood and other designers who get on and be different. Mixing bold patterns is something I'd suggest you to try, if you have not yet done it. It's really fun and the result will be attention magnet.

DSQUARED
PRE-FALL 2023



TRENDALARM #12. "I am bad"

Notice: Without going too far, Fall/Winter 2023 also looks very exciting, judging from the men's catwalks. Most of the time, they set the tone for what will later trickle to women's fashion or simply be sold as gender neutral items. This Celine look is so Michael Jackson, without white socks, but it still sings in my head "I am bad" song.

CELINE
SPRING/SUMMER 2023 MAN (LEFT)
FALL/WINTER 2023 WOMAN (RIGHT)



WE COULD GO ON LIKE THIS FOREVER

Fashion can be an endless conversation, if you enjoy it. But what if you don't like it? What if the choice and limitless options are making you feel uneasy? It's time to get professional style advice.





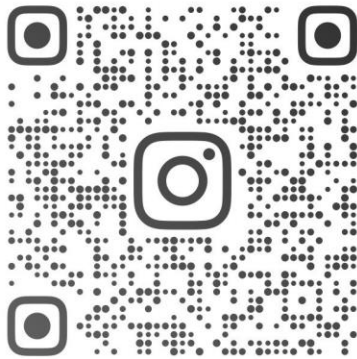
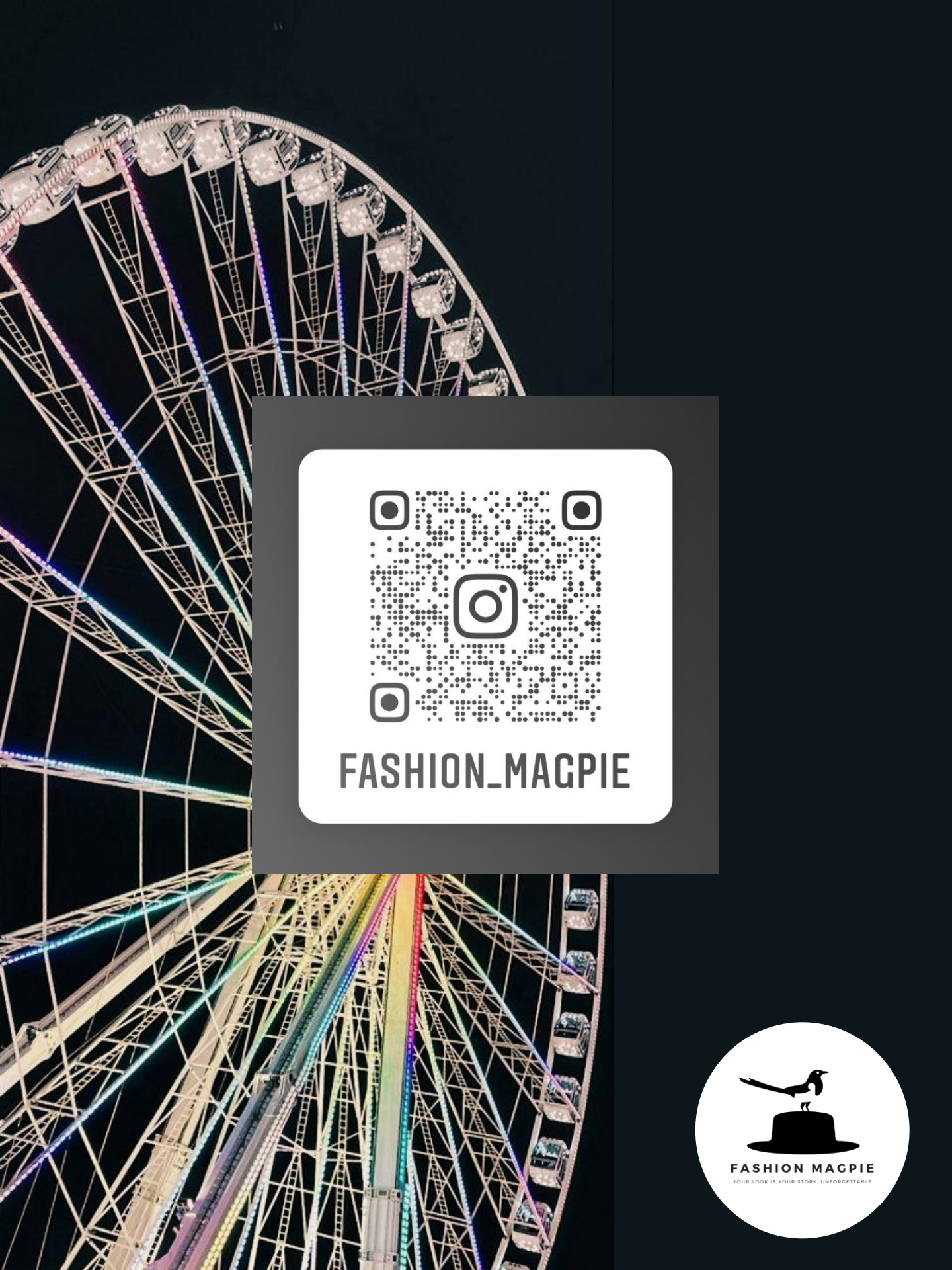
Who is Fashion Magpie?

Dana is a personal stylist and trend hunter from London. Certified on both subjects from world's leading fashion centre – London College of Fashion, UAL.

With over 10 years of experience in marketing and four years in styling, Dana is providing a range of make-over consultations that can help to explore personal brand and find unique style.

Styling sessions with Dana are relevant not only for bloggers and public figures, but for anyone who wants to upgrade their everyday look with some trends, or wants to find out how to express their story through clothes.





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*See you in London, Paris
and Instagram. Until then!*