

# WHAT TO WEAR THIS SUMMER

Fashion has gone global but it is safe to say that style can still be personal and each city marks its own style personality, reflecting its cultural mix, ethics, trends and values. Each season holds true to a trend forecast and a style mix like no other. From the high-end designer label fashionistas, to the local and cultural attire, all the way to the high street brands; if you look closer you may find that street style throughout the seasons is unique to every city and having an individual style is a mix and match affair, closer to individuality than general trends. Spring/Summer 2010 offers many choices in trends from the natural to the glam, have your pick and keep in mind the style has to reflect you and your best features.



All items available at Boutique1

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*Belts from skinny ribbons to wide leather styles will define your curves and show off your best assets. Opt for ones in proportion to your scale. And accessories are still big, bold and a definite statement piece. When choosing that look, make sure you keep it to one focal point. In the end, remember, each season has many trends to offer but only you can make it your own!*



*Naturals will love the nude color palettes with various skin tone shades to choose from. Wearing that palette will give you an elegant, minimal, laid back look. If you feel that the colors are too pale for your own natural colorings, combine them with a bold or deeper color next to your face to balance your looks and achieve the needed contrast.*



*If you prefer feminine and glam, there's a lot on offer as well. The See-through and Sheer fabrics trend is ultra feminine, where inside wear is transformed to outerwear for SS 2010. To be able to pull this look for the day, layer it over a fine camisole in a neutral or nude color. For a glam look, you can choose from the various party dresses look that can be worn day and night, with interesting details for added shape.*





TIBI

Kove & T

Joseph

Boyfriend blazers will continue to be a staple as well. Perfect for adding that laid back casual look to a cute spring dress. Don't forget to roll up the sleeves.



Future Classics

Boy by Band of Outsiders

Splendid

The nautical look is back too and horizontal stripes with the clean look of navy, white and red are always a classic hit but you can sport this look in many ways making it your own.



Splendid

Splendid

Sporty clothing is on trend as well, which gives casual dressing a fresh twist on the move. Choose one element and dress it up a bit to add your own signature style, avoid donning complete sportswear style from head to toe.



Paul & Joe

Gryphon

Loose, baggy, wide legged and long-crotched pants are everywhere too. Watch out for balance here and don't loosen up all over! Again, experiment with heel heights as they can really make or break these looks!

You can keep it simple and clean by using one nautical detail such as the wide legged pants or sailor shorts with a clean white top but make sure to add some of your style personality to transform the look from the obvious. Add some edge by mixing the classic pieces with pop colors like yellow, hot pink or purple. You can add the nautical touch with accessories on their own, such as gold chain link jewelry or anchor pieces, rope belts and the gold button detailing on a dress, pants or shorts. Be careful not to pile on all at once though!



Issa London



Halston



Snow from St. Barth



T-Bags



Velvet

Some trends are here to stay, making their way into SS 2010. Jumpsuits are still in, with strapless or one-shouldered necklines. Very easy to wear and can be styled in different ways, avoid if you're petite though. Harem pants are back and this time you have an abundance of choice from light and draped material. Very comfortable to wear and can be dressed up or down easily! Be careful of any draping around the hips if you are pear shaped, as a saddlebag style will only add width to your hips area.



Thomas Wylde



Paul & Joe



Carolina Herrera



Erdem

Floral prints add a dreamy look to your wardrobe this summer; they can be fun, bold, girly or simply reminiscent of country style! Choose the pattern that matches your style personality, scale and give some thought on where you place it.



Phillip Lim



Joseph



Acne

Cropped pants come back every summer and are a great alternative to full length. For a casual, laid-back look, go for slim or straight styles and avoid any cargo like impressions. If you are short legged, stay away from these, as they will only cut your legs shorter! The pegged pants are back from the 80s, and anyone wanting to show off their killer heels will love the trend as it exposes enough ankle. Tapered styles are not for the wide hipped and should not be worn with flats, as they will make anyone look bottom heavy. You can peg (rollup) your own pants and wear with heels if you feel like testing the trend before adopting it! The cut out pants is more a fad than a trend and not many people will warm up to it, but if you'd like to go more creative on the wild side, make sure you pair it with an opposite, as in a covered tee, blazer or shirt and some high heels.