

JONES NEW YORK

Spring 2009 **Style Miles Tips**



JNY Style Miles is all about how to work with the pieces you already have in your wardrobe along with adding key seasonal pieces to build a truly maximized and versatile wardrobe that's long on "style miles" and short on budget!



Here are the top items in a women's closet and Lloyd's tips for how to work with them:

THE CLASSIC *suit*

1. Classic suits are the foundation for a great wardrobe! Every woman has one in her closet! Pull the pieces apart and liberate your clients to break out of the traditional suit pairings this season!
2. Novelty jackets can add new life to the classic suit! **IF** she can only afford 1 piece - a great jacket with a new shape, pattern or pop color will do the trick!
3. Menswear inspired trends continue to be big statements like herringbone, stripes and wider leg pants. Encourage soft feminine touches like flowing blouses and soft colors to break up the sometimes-masculine feel to the suit.

THE PERFECT *skirt*

1. Skirts have endless possibilities. Be at the ready with 2-3 great alternative tops she can mix-and-match to make multiple outfits, right in the fitting room.
2. This is a great trick for your clients who might be perhaps larger or smaller on the top or bottom and have trouble finding dresses that fit their shape. Take a matching blouse and skirt, add a belt to the waist and she has the perfect shirtdress!
3. Dress it up and Dress it down. Gone are the days where skirts were just for work or parties! Show her how to take those skirts into the weekend- and get even more mileage than she ever expected!

THE *twinset*

1. Remember- Twin's come in a set but sometimes they are not identical. Reassure your customers of this when they are looking to get more bang for their buck.
2. Color & Shine! Wake up basic black, grey and navy pieces in your clients closet with shots of color and shine this season. One or 2 of these key pieces will be just the thing she's looking for this season.
3. Classic never goes out of style. When she's shopping for new pieces this season show her a classic twinset and then show her how to style it with dresses, skirts and pants she already owns!

THE WHITE *shirt*

1. The white shirt is a staple in a women's wardrobe and something she might need to repurchase each season, after all the wear and tear. Suggest our easy care shirt as this season's replacement!
2. Think outside the norm when it comes to layering with her white shirt. Under a dress, belted with leggings etc. These will help her to gain more style miles with your suggestions.
3. The possibilities are endless with a crisp white shirt- it can go from suit, to eveningwear (remember when Sharon Stone did it?) to weekend casual with ease.

#4

#2

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