

What are your favourite trends for this fall season?

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"As a busy career woman, I like my wardrobe to be functional, fun, easy to put together, and [one that] won't break the bank. The overall look this fall is clean with classic lines with a bit of an 80's influence. You can expect to see graphic designs, shimmery and metallic fabrics, and neon colours along with rich autumn shades. Look to the outdoors for

inspiration. Brown, gold, orange, green and deep red are all hot colours for fall. Five staple items you may want to invest in are a pencil skirt, a delicate silk blouse, a long wool sweater, a good pair of leggings and a wool or tweed coat. The best purchase you can make for your fall wardrobe is a classic tailored wool or tweed coat in a colour and design you will love, as you will probably be wearing it for more than one year. Whatever fashion trend you decide to embrace this season, take comfort in the fact that bright colours like yellow, orange and metallics will carry over into the winter season."

Erica Lam



Founder and Editor-in-Chief The Style Spy Media Inc.

"Fall is by far my favourite fashion season. I'm most excited about the luxurious metallics-shiny silvers, bronzes and golds. For the evening, I'm trading in the Little Black Dress for the Little Gold Dress.

There's much more of a wow factor. I'm also looking forward to the timeless classics—a classic white shirt, a black tuxedo jacket and a great camel coat. These are investment pieces; they'll work in your closet five to ten years down the line. For those who want a bit more punch in their wardrobe, neon brights like punchy pinks and electric yellows, patterns like animal prints, plaids and tweeds, and textures like velvets and sequins were big on the runway. For those of us who are trying to curb the spending this fall, accessories are always a great way to update an existing wardrobe. Take the statement necklace—it's a bold piece that can revamp your favourite dress from last season. One trend I won't be rocking this season, spotted on the Diane Von Furstenberg Fall '09 runway: socks with pumps! I love DVF, but on that trend I'll have to take a pass."

Vivian Ko Gooch



Owner/Founder of Wink Beauty Lounge & Boutique in Gastown

"My favourite trends coming for this fall have to do with the rich and dramatic colours that are coming back again. The first big trend we've seen all year is "fashionistas" becoming "recessionistas." This means consumers are

investing in a few solid pieces and blending them with what is already in their closets. This year, check out some of the necessary and affordable beauty luxuries. such as the new fall 2009 collections of nail polishes, including de Espana by OPI for just \$11. My predictions regarding some colours for a "polished" fashion season are "Here Today...Aragon Tomorrow" (a dark emerald), "Suzi Skis in the Pyrenees" (a deep blue-gray) and "Give me Moor" (a wine purple)they'll surely be hits! I'm also noticing flawless skin, nude subtle shades of shadows, more eyeliner, more lashes and way more brow. Wink Beauty Lounge offers the "Eye Opener" service for \$45-a combination of dark eyelash tinting, eyebrow tint and design. And while the lashes are "developing," you melt in our lounge chair with a luxurious hand and arm massage. Beauty treatments such as this are big for the fall season."

Jesse Carlson



Wardrobe Consultant

"Whenever I meet a new client, I want to make sure that she has the basics in her wardrobe: a fabulous blazer, good black pants, great jeans, heels and flats, the right T-shirts, a crisp white blouse, an outstanding bag and a well-cut winter coat. There is more to that list, but you get the idea. I feel that with the right base you can take your wardrobe anywhere, and while you may not want to follow every

new trend, there are ways to incorporate new fashion ideas into your look. For example—shoes, bags and sunglasses. Shoes change every year, and I think fabulous new shoes worn with great jeans, a T-shirt and a well-cut blazer are perfect. This is also true for bags, sunglasses and fall coats. I love fashion and experimenting, but I actually prefer more of a classic look. Having said that, I would also point out that this fall season we will see some stunning pieces Think simple, feminine silhouettes, exposed zippers, and clean lines. Word in Paris is that billionaires are passé'—less will be so much more this season.'