



**F** *fashion*  
**CHANNEL**  
Leaders in Haute Corporate

*presents*

*The  
Trend Report  
- Winter 2011 -*

# Drape me up

- Warm up this winter with scarves in all prints, colours & textures.
- Play with scarves and drape bold coloured scarves creatively around your neck.
- Kill two trends with one scarf by draping a leopard print scarf and making a statement.
- Keeps you warm and stylish.
- Can change any outfit to look completely different.



## COATED IN STYLE:

- Coats are in ample trend supply this winter.
- The It-colour of the season is camel. So get your hands on a camel trench, shearling, damask print, leather, fur or aviator style jacket.
- Takes any dull outfit to a level of cool.

# TEXTURE IS KEY

## 5 Buys



- Teddy bear furs were all over the runways (fake), mixed with sheepskin and suede.
- Make sure its faux fur of course - We dont want PETA to throw paint all over you!
- This is for a more daring personality



## Embrace Your Curves

- Curves are back - with full skirts and corset bodices – thanks to the hit series Mad Men.
- Embrace your femininity with pleated A line skirts worn mid waist, or with intricate details like beading, pleating, twisting, draping and embroidery.
- So Feminine and fun!



## *Lace is here to stay*

- Forget the cold. Designers went all out with lace for their couture collections.
- Mix lace with other luxury fabrics for a bit of warmth and edge this winter. Lace brings out the romantic in you.
- Go for see-through to be more adventurous.





DARE TO WEAR THOSE WINTER SHORTS!

- Shorts and miniskirts are not only for summer.
- The best way to adapt these for winter is to team them with boots and leggings underneath.
- You must have your killer legs maintained in winter which is harder than in summer!

## KNIT DRESSES:

- Stay warm and fashionable with this key item for winter.
- Knee length knit dresses are best worn narrowly belted, teamed with leggings, boots and tons of attitude.





# These boots are made for strutting

- Over the knee boots have made a comeback this season, along with every other boot length with details like fur trims, shearling or plain old leather.
- Like foot accessories!!!



# QUALITY AND SIMPLICITY

- The designers have gone back to basics by making strong, clean cuts with luxurious fabrics.
- Navy is the new black, but go very dark (almost black) for winter.



## *Hair bands*

- Rock this trend with embellishments like feathers, flowers, jewels and braiding, or even drape a scarf as a head band for a trendy twist.
- This was a really hot trend, as always, at the Durban July - Beautiful hair accessories.





# *Fashion* CHANNEL

Leaders in Haute Corporate

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