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# October Newsletter

Volume 1, issue 3

October 2007

**The Italians “know” exactly where to shop and now you will know too.**

**‘The Secrets of Clever Shopping.....’**

**Welcome to October’s newsletter.** So far the month started off with an exciting trip to Turin, Northern Italy, where I discovered the ‘secrets’ to how the Italians look so stylish. Turin is a walking city. Having been to several Italian cities including my favourite Rome, I have always been mystified how the Italian ladies exude such style with such little effort. Turin is full of little clothes and shoes boutiques, unlike most places in the world where chain stores are prevalent. Being unique and not a clone is what I have found it the secret to the Italian’s looking so stylish.

**Turin** has always been considered one of the best places in Italy for designer clothing, given the high level of its shops and its courteous staff. Milan is the fashion capital and it boasts the most extravagant shops. How much does one have to spend for that gorgeous dress, or that smart suit, or that sophisticated leather handbag? If you time it right you can get away with paying far less. Timing is the crucial factor. The turnover of every fashion year is tremendous.

But, *once a year, starting the 6th of January and running until the 15th of February, is when designer clothing prices take the big plunge.* So, this “is” the time to plan your shopping trip to the north of Italy. Flights are so cheap, you have no excuse. Everyone in Italy knows where to go to possess a clothing treasure, or a gem of a shoe at a fraction of the original price.

The city’s classic shopping street is Via Roma, the heart and symbol of the city centre. Under its porticoes shoppers can stroll past the beautifully, displayed windows of the city’s most exclusive retail outlets. Here, the most important names in Italian fashion have a boutique there including, Max Mara, Gucci, Salvatore Ferragamo, Marina Rinaldi, Armani and the more affordable shops include Zara, Mango and Benetton, display every type of garment, leather goods and clothes accessories in an almost uninterrupted sequence that can stand comparison with the most prestigious shopping streets in the world. If your pockets are not too deep there are always other streets including Via Garibaldi where clothes are cheaper and still stylish.

The markets in Turin are one of the best places to find high quality clothing, believe it or not, and this is a big secret among the locals too. I saw luxurious cashmere and wool jumpers, silk and cashmere pashminas, beautiful leather shoes and boots, even real fur trimmed coats. Turin’s city street markets and designer factory outlet stores are the places to visit. One thing to note is that, it is also common to see the inside labels cut out of the clothing that is being sold in the markets, but not always of course. Why? Because it is the only way the merchants can sell the garment cheap, in other words, so they do not have to pay royalties. So, if you can live without the prestigious inside label and are merely satisfied with looks and good quality, then it certainly be had for a very reasonable cost. And, the markets are “the” place to negotiate on the price as well.



## **Special points of interest:**

- ◆ *Shopping in Italy*
- ◆ *Learn the secrets of Italian Style*
- ◆ *Taking a FRESH look at ourselves*
- ◆ *Figure Fixing Tips*

## Figure Fixing Tips

**B**eware, we all have bits we wish could disappear without going under the knife or that dreaded word DIET. Even some supermodels and celebrities suffer from body paranoia but with clever dressing they show off the bits they like be it ankles, feet, breast, shoulders, arms, legs or waist.

- **As well as making you look slimmer**, vertical stripes help the body to appear much longer and taller
- **It's worth spending money** on a well cut jacket as it gives you a sharper, sleek and more defined silhouette.
- **A low slung belt**, particularly one with a fancy buckle will break up the bulge of a big tummy.
- **Dresses** with all-over prints hide a multitude of sins and helps to camouflage any lumps and bumps.
- Make sure your clothes fit. If necessary have things altered. Gapping waistbands,

shirts that pull at the bust and seams that are about to burst **never** make you look slimmer!

altered. Gapping waistbands, shirts that pull at the bust and seams that are about to burst **never** make you look slimmer!

- Wearing a fitted jacket will always give the impression that you have a waist.
- If you have a **large bust**, the worst thing you can wear is a polo neck or high round neck. You may feel you're making your bust look less conspicuous, it will end up looking like a rather large, long sausage or even a shelf. Need more convincing try on a deep v-neck or wrap top, you will see a transformation immediately, then look at yourself in the polo neck/high neck top. You are drawing unwanted attention to your bust!
- **Petite frame?** Little jackets, waistcoats and boleros/shrugs work well. They won't overpower your features.

- It is important to have the sleeves shortened, you don't want to look like a circus clown

- **Show off an hourglass figure** with a high waisted skirt or a corset belt cinching the waist. It will draw attention away from your hips and lengthen your legs
- **Enhance** a small cleavage by wearing a padded lunge bra. Apart from the amazing enhancing results your clothes will look better much better
- **If you are pear shape** avoid tops that end at your widest point. A more flattering length is one that finishes just above or below hip level.
- **Wide-leg** trousers balances out broad shoulders
- **Wrong bra, bad silhouette?** It is important to have a proper fitting—it'll transform your shape in cloths. The dreaded double or even triple breast syndrome will be no more. Even if your chest is on the small side, a good bra will define and sculpt your shape

## Taking a FRESH look at ourselves—Healthier Relationships

After the success of the **FOUR** taster workshops on Living Authentically and Learning to Love Yourself, Joanne Robinson is holding three more workshops at a venue in North London but this time on 'Healthier Relationships'.

Joanne believes that when women take personal responsibility for their lives and are equipped with the knowledge and skills to make the changes they want, they not only live empowered but everyone in their sphere of influence benefits too. Also she believes in change and actively promotes and seeks out ways to bring changes that

heal. **Building Safe Intimacy Tuesday 27th November 2007 9.30 - 1pm**

Do you rush into relationships only to discover you are not compatible? Does getting close hurt too much? Using the 'Dating Scale' this workshop will help you evaluate how you approach intimacy and give you tools to building safe intimacy. **How to be a Confident Thinker**

**Friday 30th November 2007 1 - 4.30 pm**

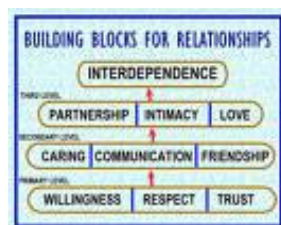
Would you like to become a

confident, clear thinker? Feel confused about what decisions to make? Other people's opinions become more of a reality that what you think? Then this workshop is for you.

**Confronting with Love Saturday 1st December 2007 1 - 4.30 pm**

Do you have difficulty confronting others? This workshop will give you some practical tips to be more confident in talking about difficult issues. You can quit saying yes when you really mean no!

**FOR MORE INFO WWW.DONNAINTERA.CO.UK**



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***If your clothes don't  
look good, it doesn't  
matter how***



[www.clothes4realwomen.com](http://www.clothes4realwomen.com)

*Clothes 4 REAL Women offers a personal styling service to women. It was founded to provide advice and support to women, help them discover their own individual style, boost their self confidence and self esteem*

## **How I Can Help You**

### **Did you know it is possible to drop a dress size or more by wearing shapely fitted clothes?**

A key message is to remember what you wear influences how good you feel about yourself. Fashion fades but style remains and there is nothing that you can't correct with clothing.

Here at Clothes 4 REAL Women the aim is to offer a **HOLISTIC SERVICE**, something for everyone:

I work with a wide range of people that help me provide a unique service for you, more information can be found on the 'LINKS' page on the website.

**A Bespoke service-** Something for that special occasion. I work with team including designers who can make you that special outfit, make up artists, a photographer, hair dressers, a nail technician and the owner of an exclusive shoe boutique.

**Consultation** – A full in-depth questionnaire to understand you and how we can work together to address what ever concerns and issues you have

**Wedding Service** – Let me help you take the stress of running around looking for that special outfit. Not just for the bride but for bridal party

**Advice, talks and presentations** – First Impressions are important as that is all people see and within the first 30 seconds they have made up there mind about us

**Shopping** – Hate the thought of shopping, don't know what really suits you or just overwhelmed by the vast array of clothes, let me help you

**Wardrobe Management** – Do you struggle with 'I've got nothing to wear syndrome' and feel that you can barely find your shoes in the morning let alone pull together that stylish ensemble to carry you through the day and sometimes to an evening function? I can help you de-clutter your wardrobe and start making your clothes really work for you.

**Internal and External** - Along with working on your external presence I work in partnership with a Life and relationship Coach, Joanne Robinson. More information can be found at [www.donnaintera.co.uk](http://www.donnaintera.co.uk). Joanne can help you de-junk your life and start you on a journey to reach your goals and inspirations.

**Fitness and health experts**—Looking after your body is imperative to feeling and looking good. I work with personal trainers both men and women who are top in their class.