

# The Art of Effortless Dressing on a Budget

For a lucky few, looking perfectly pulled together seems to come naturally. These super stylish women have a keen sense of what suits them, and an enviable eye for creating the most memorable outfits.

However, you don't have to be born with a great sense of style to look good and nor do you have to have limitless money to be up to date and well dressed. Effortless dressing is an art which can be mastered and successful shopping is just another strategy to learn. **Julie Hurst** of Signature Style gives LINK a few tips as we move into the autumn winter season to help everyone find their own personal style, and also offers some hints on successful shopping on a budget.

## Shopping Strategies

Simple advice for smart shopping in today's straitened times

### Make a list...

It sounds simple but is often overlooked - before you leave the house think about what you really want or need. A wardrobe edit is the perfect preparation for a shopping trip, as it will help you to easily identify which items you are missing and those new season pieces that are worthy of your investment.

### Do your homework...

When budgets are stretched it pays to think a little bit more about what you buy and demand a little bit more from where you buy it. Whether you are a high street or high-end shopper, seek out those brands that care about fabric, cut and details.

### Avoid impulse buys...

Take your time. Items purchased on a whim often go unworn and unwanted. Shop with your long term wardrobe in mind rather than for a quick fashion fix.

### Less is more...

Buy fewer but better quality clothes that work harder for your money. Choose pieces that are the best value in terms of quality, versatility, and updating your look.

### Seek out good design...

The return of 'statement dressing' to the Autumn/Winter catwalks highlighted the power of great design. Brands across the fashion spectrum will now be looking to incorporate their own versions of the trend into their collections, so seize the opportunity to invest in a statement piece of your own.

## Five top tips to developing your own style

Looking and feeling great everyday is easy when you know how, but rethinking current style habits can be a challenge... With the stores now full of new season styles to excite and inspire, now is the perfect time to discover your fashion strengths and weaknesses and learn how to create a look that

truly works for you. Keep the following tips in mind:

### Be inspired

Fashion should be enjoyed, and clothes are a fun way of expressing ourselves. While adopting someone else's look says more about them than it will about you, taking inspiration from how others dress is a great way to help develop your own personal style.

### Tame the trends

Don't be a slave to fashion. Looking up to date doesn't mean dressing head to toe in the latest trends.

Seek out those key pieces that will give you the look and feel of the season, without compromising your own individual style.

### Know your limits

We all have our own fashion boundaries. Feeling comfortable and confident in what we wear is essential to looking effortlessly dressed, so avoid those pieces that fall outside your sartorial comfort zone.

### The personal touch

Real style is about how we wear our clothes, rather than the garments we actually wear. By investing in some flexible foundation pieces that can be dressed up and down, together with some well chosen accessories, you will be able to create a variety of looks that are undeniably yours.

### Love your look

If a particular look works well for you, keep wearing it. A well-edited wardrobe of real favourites, rather than a closet crammed full of clothes you will quickly tire of, will render those daily dressing dilemmas a thing of the past.

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