

# Dress to impress

## WEEKEND FEMALE

With **MELISSA WOODLAND**

THE sales are drawing to a close and it's time to start thinking about what to wear during the rest of 2010.

And to help you look good no matter what your budget, we've teamed up with stylist Julie Hurst of Signature Style in Tunbridge Wells to offer you a few golden rules.

### Do

#### ...wear everything in your wardrobe

With few exceptions, saving certain pieces for 'best' is now an outdated concept, as well as an expensive one. Follow the lead of today's style mavens by mixing evening glamour with day time dressing to create a versatile and cost effective wardrobe.

#### ...look after your clothes

Carefully cared for clothes not only last longer, but look and feel better too. Replace wire hangers with more substantial versions and invest in some scented wardrobe sachets and drawer liners to create that boutique feel in your own home.

#### ...seek out a good tailor

Finding the perfect fit 'off the peg' is truly a stroke of luck. A tailor is essential to maintaining a wardrobe that works, and can also breathe new life into those tired pieces lurking at the back of your closet.

#### ...become a savvy shopper

Shop early each season so you have the

pick of the new styles. Finding out when your favourite stores take delivery of their collections, as well as when their sales start, will ensure you don't miss a trick.

### ...be inspired

Fashion should be enjoyed and clothes are a fun way of expressing ourselves. Getting dressed is an opportunity for daily reinvention, so be bold and be brave, but always be yourself.

### Don't

#### ...forget the details

Whether you are a high street or high-end shopper, pay close attention to quality, cut and fit... and what else it will go with. Investing the time to build a great wardrobe will save you precious minutes in front of the mirror each morning.

#### ...be a slave to fashion

Looking up-to-date doesn't mean dressing head-to-toe in the latest trends. Focus instead on finding those key pieces that will give you the look and feel of each season, without compromising your own unique style.

#### ...get stuck in a style rut

Embracing your signature style doesn't have to mean fashion is no longer fun. Keep your look fresh by seeking out new labels and experimenting with different styles.

And if you do venture out to catch the last of the bargains, don't get caught up in sales fever. Ensure you bag a true bargain by resisting random spending sprees. Think about what you want or need before you leave the house, and focus on clothes for the coming months, rather than those you wish you had bought at the start of the season.

• **For more tips on finding your style see [www.signaturestyleconsultancy.com](http://www.signaturestyleconsultancy.com).**



## IN BRIEF

### Make over

Learn a whole new way of wearing make up at the Bare Minerals event at Champneys TW at 6pm this Wednesday.

See how to use mineral makeup - the latest trend in beauty, then enjoy a mini treatment. Tickets are £12.50 and include a goody bag and 50 percent discount on future treatments if booked and paid for on the evening.

Booking is essential: 01892 530111

### Last chance

Pick up a bargain in the last few days of the La Belle Femme sale.

The High Street boutique is rounding off its winter sale and there are still a few stylish deals to be found. Just a few pieces from the ever popular Rayure collection remain, while a couple of workwear dresses from the Diva range are waiting to be snapped up.

Accessories, including belts, start at just £15. For more details call 01892 614000.

### Brighten up

Banish those winter blues with a new cut and colour for your hair. Garbos on Lime Hill Road is offering customers the chance to have a half price colour if they haven't experienced Garbos' colour expertise before.

A patch test is essential 24 hours before the treatment. Call 01892 534344 to book.

### Don't forget

Book your tickets for the hottest fashion event TW has ever seen.

Tunbridge Wells Fashion Week is just a month away, taking place February 24-26.

Featuring local models and boutiques and culminating in a gala dinner, it's an unmissable event.

For more details see [www.tunbridgewellsfashionweek.co.uk](http://www.tunbridgewellsfashionweek.co.uk).

## Five of the best... moisturisers

THE winter months can be cruel to skin. Chapped by cold winds and dried out by central heating, your skin is never more in need of a little extra TLC than right now. So

we have a few solutions to leave you feeling silky and smooth.

• For all over moisturisation: Elemental Herbology's Winter Body Soufflé is perfect for hydrating parched skin. An intensively nourishing body moisturiser, it helps to protect against wind and cold, calms inflammation and improves the barrier function of the epidermis, soothing sensitive skin. 200ml £22 Space NK, Tunbridge Wells High Street.

• For firming and moisturising: La Prairie Marine Biology Cream contains anti-oxidant marine ingredients to improve the skin's defense capabilities. Its active ingredients also work with natural collagen production to help maintain skin's firmness and elasticity. Apply daily for a clearer, brighter and more radiant complexion. 40ml £111 Hoopers, Tunbridge Wells.

• For sensitive skin: If your face has really suffered at the hands of nature this season, Clinique's Comfort on Call moisturiser provides welcome relief.

This rich cream uses nature's best barrier restoratives and skin comforters to reduce your skin's reaction to the elements. It's just what dry, cracked and irritated skin needs. 50ml £35, Fenwick, Tunbridge Wells.

• For added protection: Rehydrate your skin and protect it from the wind and winter sun with the brand new moisturiser from the No. 7 range at Boots. The Life & Illuminate Day Cream is intensely hydrating and specially formulated to visibly improve wrinkles and fine lines around the

face, giving you an instant boost of radiance. It's added SPF 15 will protect your skin from the inclement weather. 50ml £19.50, Boots, Tunbridge Wells. Available from January 27.

• For value: E45 is a staple in many women's skincare regimes and their Endless Moisture range is a real must have. Voted 'Body Care Product of the Year 2009', the product has been formulated to cater for a range of skin types from normal to dry or very dry. The unique Constant Moisture Build technology aims to replenish lost moisture continuously, maintaining hydration in the skin for up to 24 hours. 100ml £6.99, Boots, Tunbridge Wells.



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