

**Listen to Lorna Milton on BBC Three Counties Radio every weekday afternoon from 2 to 4.30pm for big name guests, expert advice and stories from where you live in Beds, Herts and Bucks.**

## How to look and feel good during these credit crunch times

Fiona McClurg-Welland – award-winning style coach who is an expert in colour, body shapes & capsule wardrobe creation.

By delving inside your existing wardrobe Fiona tells us how to find “10 more outfits you didn’t know you had” without spending a penny (or not much).

Early last year I created a secondary website [www.mycapsulewardrobe.com](http://www.mycapsulewardrobe.com) to help my existing image clients on their outfit building journeys. Little did I realize when the recession took hold in the latter part of the year and good old Gok Wan’s new Fashion Fix programme aired on TV, the impact it would have on this side of my business! I’ve been inundated with requests for help from all over the world and in particular Australia and New Zealand. Women still want to look and feel good, even on a more limited budget – this is where pulling together a capsule wardrobe can pay dividends, it makes looking good easy if you follow my 15-to-50 concept.



**15 capsule items**

[www.style2you.co.uk](http://www.style2you.co.uk)

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Explanation...

- Mostly tops (two thirds) and some bottoms (one third).
- Don't overlook the role of accessories – these should reflect your personality and uniqueness. They have the most impact in accent

shades, but can work just as well in your neutrals (especially shoes/boots)

## “10 more outfits you didn’t know you had!”

Create yourself new looks whilst saving money by shopping inside your own wardrobes...

Has everyone got some of these basic items:

**a pair of jeans?**

**a pair of smart trousers or smart skirt?**

**a white, cream or plain shirt?**

**a camisole & jersey top?**

**a tank top or waistcoat?**

**a bolero or a cardigan?**

**a light jacket or a mac?**

**some accessories** – shoes, bags, jewellery, scarves?



Possible combinations 1: **Jeans** with shirt, jeans with cami & shirt, jeans with shirt & tank top, jeans with cami & bolero/cardigan, jeans with shirt & jacket/mac = 5 outfits.

Possible combinations 2: **trousers or skirt** with top, t/s with top & bolero/cardigan, t/s with top & jacket/mac, t/s with shirt & tank top, shirt & jacket/mac = 5 outfits

I’m going to show you my 16 outfits using 2 bottoms - using different tops to create a minimum of 32 looks that will take you anywhere – depending on your

**lifestyle, colour direction and style personality!...**

(can use same tops but change the bottoms to give you at least double the choice = 32)

Base: **Dark jeans** (8 outfits & more combinations)

Teamed with: 2 shirts, 2 camisoles, 2 kettlewell tops, 2 tank tops, 3 jackets, 1 mac.

Base: **Grey trousers** (8 outfits & more combinations)

Teamed with: 2 shirts, 2 kettlewell tops, camisole, all-in-1 shirt/tank top, grey bolero, 3 cardigans, 2 jackets, 1 mac.

**Accessories:** (must have some!)

5 shoes = Grey shoeboots, blue slingbacks, pink mary janes, pink mules, lilac pumps.

5 bags = Blue, pewter, silver, pink & lilac .

2 scarves = Pink pashmina, swirly scarf.

5 necklaces = pink, lilac, blue, grey & green

**A few statistics:**

Did you know that, on average...

Women spend almost a year deciding what to wear?

Wear 20% of their clothes 80% of the time?

Spend £13,000 on clothes over their lifetime that they never wear?

42% of women use the internet for clothes shopping? (with no idea if items will suit)

### **How can we change this?**

*“Cut out all of the non-slimming items from your wardrobe and start planning capsules for the life you lead now!”*

- Edit your wardrobe of unsuitable items that don't fit, are past their best, you haven't worn for over a year, then you can rescue what you have left.
- Make a shopping list of things you need to add to maximise the number of outfits from a smaller amount of items. This not only simplifies life but also your dressing routines.
- My 15-to-50 capsule wardrobe plan allows you the freedom to create 50 different looks from just 15 items and the possibilities are endless when you start adding items that will mix and match, making your pennies stretch further.

### **Fiona, as well as making us look and feel great by sorting out our existing wardrobes, you also take us shopping. Tell me what I could expect from this experience?**

Well, I've recently launched mycapsulewardobe's unique mix and match clothing collection which means you don't have to trawl the High Street, so my home shop is the first port of call when looking to add everyday pieces to your existing selection. However, the whole reason for using my personal shopping service is to demonstrate the benefits of trying on previously unconsidered items. If I had a pound every time a client said, "I wouldn't have even looked at it, let alone tried it on", I'd be sunning myself on a caribbean island now! The economics of bringing in the experts to help you rediscover or rejuvenate your style makes sense as you will need fewer clothes, they will last longer, complement your colouring and figure and make you feel great. *“I save my clients at least 80% of the time it takes to shop for themselves and usually up to 40% savings!”*

If you'd like to learn more about this subject, I'm holding a 1 day style workshop called "Looking Good Made Easy" on Saturday 17<sup>th</sup> October at my studio – more info on the website.

**For further information log on to [www.style2you.co.uk](http://www.style2you.co.uk)**