
7TH AVENUE NEWS

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Fall 2002

Falling for Fall



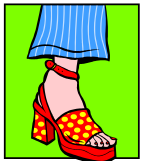
Do you find yourself wondering if it's necessary to pack all your whites, linens and sandals away the minute September 1st rolls around? You're not alone! Here's how to mix and match what is currently in your wardrobe while allowing you to confidently project your own personal style this fall.

Fabrics and Colours

- **Pack white linens away after Labor Day.** The same goes for white shoes, white sandals and white denim. White sneakers can be worn year-round. Straw bags, sandals and other straw accessories should go into hibernation for the winter right after Labor Day.
- Darker linens (i.e. black, chocolate brown, hunter green) are fine to wear through September. If you have begun adding tencel - a new natural fiber made mainly of wood pulp - to your warm-weather wardrobe, treat it like linen when deciding when it should be put away.
- **White t-shirts are great for layering year-round.** White cotton dress shirts are excellent season-less wardrobe staples, especially if you work in a business casual environment.
- Follow the same guidelines for white when determining when to pack away pastel and other light-coloured cotton, silk and linen clothes.
- Pastel-coloured wool tops can be handy wardrobe "transitioners." For instance, consider wearing a light-coloured, short sleeve or sleeveless mock, crew or polo-style sweater under a light-weight wool blazer with slacks.

Put Your Best Foot (Arms & Legs) Forward

- **Bare legs** can be risky in many professional situations, even when a company's dress policy states that hosiery is not mandatory in the warmer months. Once September 1st rolls around, be aware that stockings look more sophisticated than a bare-leg look in most professional settings.
- Not ready to part with your **sandals** after Labor Day? Black and brown "city sandals" (i.e. a little "chunkier" in the heel with more coverage across the foot) are better transitional sandal choices than "strappier" styles that instantly scream "summer."
- **Mules** - closed-toe, backless shoes - that's my favorite transitional shoe style. If your company's dress policy frowns upon mules being worn in your business environment, consider wearing a sling-back pump as your transitional shoe style of choice.
- Regardless of the season, **loafers** in a variety of heel heights and styles are versatile footwear choices.



- **Boots** can make their way back into the closet after Labor Day; the same for tights. Ankle boots work well in early fall and throughout the winter. Save wearing knee length boots until at least October.

Getting Organized

Take time early this fall to pack summer away so you can make room for sweaters, slacks, suits, blazers and the like. What a great way to gain control over your seasonal wardrobe! Make sure the items you do decide to store have been laundered or dry cleaned. Even if clothes appear clean, invisible stains (especially in light colored linen and cotton) can turn into permanent spots by the time you take them out to wear next summer.



1272 Hollis Street, Halifax, NS B3J 1T6 (902) 422-8827

Monday to Friday: 10 - 6, Saturday: 10 - 5

E-mail: 7thavenue@ccca.com

Hot Picks for Fall

- The tailored **black pantsuit** – with blazer lengths from cropped to above the knee. This wardrobe staple is forever classic and never loses its appeal.
- The timeless belted **safari jacket**. This is a classic piece that can be worn with anything – from slacks, knee-length or full-length skirts to dresses.
- **Turtlenecks, mock necks, cowl necks** – they go with everything you own and they're great mix 'n match pieces.
- **Denim** – you'll find it with sophisticated washes and finishing touches to keep denim looking fresh this fall.
- Romantic **ruffled blouses** – soft tops look right with tailored bottoms.
- Hot **colours** to look for this fall: black, white, gray, red, burgundy and camel.
- **Long cardigans** – not only are they flattering, it's the hottest trend going right now!
- **Accessories:** gloves with distinctive details, heels that are high but pain-free, good quality big bright bags to carry all the essentials!



How To Look Like a Million Bucks Without Having to Spend It!

Choose brand name and designer consignments at 7th Avenue.

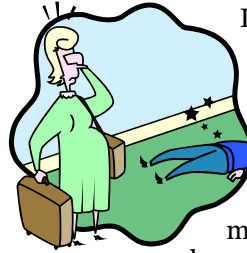
Also check out the great fashions I've chosen especially for you from my buying trip in Montreal and Toronto last week.

All of this is waiting for you . . . and at **the best prices in downtown Halifax!**



Did You Know?

7th Avenue now carries maternity wear! Because so many women have been asking the question, we're now stocking a selection for our 'expectant' customers.



If you're not in the market but know someone who is, pass the word along. We have some great buys to take advantage of. Maternity wear at the mall is expensive!

And, if you're finished with your maternity wear, turn it into \$\$\$ by becoming a valued consignor at 7th Avenue. Drop by or give us a call for details!

Compliments of . . . 7th Avenue Boutique

Stop by anytime throughout the month of September and receive your complimentary copy of *How to Tie Scarves* (while supplies last).

You'll discover eight different ways to wear all of your favorite scarves. And if you're looking for some updated styles, check out our great selection of Satin Stripes in all of the latest fall colours.

Need a new Pashmina to wear this fall? We have those too - just waiting for you!



Food for Thought

The next time you pick up a fashion magazine and start stressing over the fact that you don't look like a supermodel, remember these facts:

- There are 3 billion women who don't look like supermodels and only 8 who do.
- Marilyn Monroe wore a size 14.
- The average woman weighs 144 pounds and wears a size 12 to 14.
- The models in magazines are airbrushed – not perfect!

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