
7TH AVENUE NEWS

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Summer 2002

MAKING BUSINESS CASUAL WORK

Sometimes, getting dressed to go to work in the morning can be enough to make many of us want to jump right back into bed still wearing our pajamas! And now that the warmer weather is finally here, it can make the process even more challenging. So how do you dress down for work? Here are five easy tips that should help:

1. **Start with at least one good suit in a neutral shade**— black, navy, brown or gray. Pantsuits are the most practical choice for those working for an employer that offers a business casual dress option. If being on trend is important to you, look for pantsuits with a small, notched collar blazer and flat front pant. The cut of the leg is either straight or flared. Most current style suits have a percentage of lycra or spandex added to the fabric making them very comfortable.



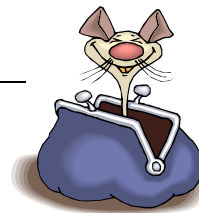
3. **The easiest shoe colour for a work wardrobe is black.** A pump and a loafer in black are good starters. If your work dress policy allows them, dress sandals are a good choice in the summertime. Long skirts and pants are the best styles to wear with sandals and bare legs.
4. **Jewelry and scarves** often complete an outfit and help you add a personal touch to your overall look. Less is often more when accessorizing for a professional setting.



2. **Stock up on different tops** to give your suits, pants and skirts versatility. Crisp, cotton shirts in white and modern colours such as chambray and chartreuse instantly dress down traditional suits. Cardigan twin sets with a variety of necklines are an easy way to present a softer look while maintaining a business-like appearance.



5. **A trench coat and a well-maintained purse** are essential finishing pieces for most business outfits.



See something you like at 7th Avenue but it's not in the budget this pay? Avoid being disappointed and lay it away!

7th Avenue Boutique, 1272 Hollis Street, Halifax, NS B3J 1T6 (902)422-8827

Store Hours: Monday to Friday: 10 - 6 Saturday: 10 - 5

e-mail: 7thavenue@ccca.com

DON'T HAVE E-MAIL?

Do you love shopping in Montreal but don't have the time or \$\$\$ to go?

This e-mail was sent to let all 7th Avenue customers know that the shop is stocked with lots of brand new spring and summer fashions hand picked by me in Montreal. These totally fashion-forward styles are priced at 50% off regular retail. Shop early for the best selection.



FOR THOSE WITH E-MAIL

Did you know that e-mail administrators set maximum allowable storage capacities. Translated: if your mailbox is full, you aren't receiving new messages. In particular, those with hotmail, attcanada and netcom addresses. So, if you want to continue receiving new messages, be kind to your computer and delete regularly ☺

STRESS-FREE SWIM SUIT SHOPPING

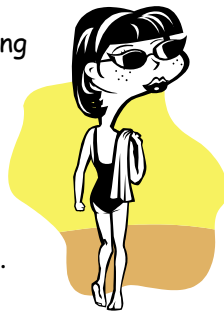
Plan a shopping trip just to select a swimsuit. If after an hour you're having no luck, call it a day before you get overwhelmed and make buying mistakes.

Once you select a suit, make sure you have a matching cover-up or short set.

These summer basics help you feel pulled-together at all times and are ideal in a variety of summer casual situations.

If you'd rather shop for your swimsuit through a catalog, a good rule of thumb is to select the suit of your choice in at least three sizes. Keep the one that fits best and send the other two back.

Most important, choose something you're comfortable in and moves easily with you. Nothing worse than wearing a swimsuit that doesn't stay where it's supposed to!



SUMMER VACATION PACKING MADE EASY

Whether you're touring the countryside for several weeks or just planning the occasional weekend getaway, these helpful hints should make life a little easier.

- **Choose a basic colour scheme and stick to it.** Use two neutral colours such as black and white or brown and cream as the basis of your travel wardrobe.
- **Select fabrics that won't wrinkle easily.** Silks, cotton knits and lightweight wools travel well. Avoid linen and rayon unless they have a synthetic blend.
- **Create a get-away bag for weekend trips.** Wash frequently worn items and put them immediately back in the bag. Double up on toiletries and store them in here, too. Packing will become a snap.
- **Luggage sometimes gets lost.** Always take a carry-on bag packed with medicine, toiletries, valuables such as jewelry and a change of clothing. If you're going through airport security, remember that sharp objects are not permitted in carry-ons.

Happy traveling and enjoy your summer!



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