

Frugalista Gone Wild^{or}

Junk in Your Closet?

This week a customer admitted to having things in her closet with the price tags still on. She bought them because “they were on sale...even though they really didn’t fit.” I hate this! I HATE THIS!

Now, we’ve all fallen victim to the allure of a drastically reduced item. But, more and more in this economy, I see quality being sacrificed for quantity. We still want to shop...and there is never a dearth of things to buy...so the game seems to be let’s see how much we can buy with less money: Frugalista Gone Wild.

FAST FASHION is a term that has recently entered the fashion industry’s lexicon. The primary objective? Quickly produce a high-fashion looking garment at a low price. It doesn’t take a genius to figure out what is sacrificed? Quality!

Well, you know the SLOW FOOD movement? I’m all for a SLOW FASHION movement. One where the paradigm shift is all about **assessing priorities and shopping wisely.**

- Time to take stock of what’s in your closet: what to keep...what to toss...what to donate... what to take to the re-sale shop. If you need professional help with this task, ask us about a Closet Consultation. You’ll save money in the long run.
- Does something need a nip/tuck to make it look terrific?
- Before making a purchase, ask, “Is it worth the price?” “Is it well-made?” “Will it hold up after repeated washings/dry-cleaning?” You know I’m not opposed to the hi/lo chic concept where you **consciously buy** an inexpensive and/or trendy piece for a **specific purpose** in your wardrobe. I’m simply lobbying for thoughtful shopping: “do I need this?”
- Look for seasonless fabrics. Technological advances in fabrics allow for many to be worn year round. This is certainly a factor when you’re considering the price of a garment. A leather jacket or great white shirt or featherweight cashmere sweater may seem expensive at face value, but amortize the wearings! That piece may end up being the Bargain Of A Lifetime.
- Hopefully you know the benefits of allying yourself with a specific store (ahem!) and salespeople who have gotten to know your wardrobe and your lifestyle. If you’re our customer, we make it our job to keep you updated on trends and help you transition from one season to the next. Your budget doesn’t have to be large for us to have this kind of relationship...you just have to be loyal.
- If you vow to **only buy what you LOVE**, you will make fewer mistakes. But, as with everything else in life, don’t obsess for perfection. I’m of the mind that if you don’t make

one mistake a season, you're gonna get stuck in a fashion rut. You do need to exercise your fashion muscle!

Bottom line? Raise your expectations! This will ultimately separate a wise fashion investment from **stuff**.

Yours in fashion (thoughtful fashion, that is),

Faye

Simply Put

or *What do I really "need?"*

Unless you're in the market for a jumpsuit or romper (and you just might be?), the updates for the season are universally wearable.

- ❑ tops are drapey and voluminous (warning: they don't necessarily look good on the hanger – try 'em on!)
- ❑ if you don't have your jegging (jean/leggings), try a pair (Our favorite? Paige Premium Denim and Easy Money)
- ❑ for the most part, bottoms continue narrow. Pleating is on the horizon. Will it catch on?
- ❑ length of pants is not of paramount importance: capri, ankle, full-length. More important is the shoe you wear with the pant. Try our Paul Mayer ballet flats -- they work with any length pant.
- ❑ easy print dresses or skirts
- ❑ if your legs are good and you're not as old as I am, the shorter the skirt or dress, the better
- ❑ a great white shirt will take you around the world
- ❑ a white jacket will make your face light up, your eyes sparkle, and last year's black pants look new
- ❑ something animal print, of course
- ❑ 3 new pieces of costume jewelry (more than 3 is better, but at least with 3 you're guaranteed a necklace, bracelet, and pair of earrings that say, "Spring 2010")
- ❑ a new handbag (you know if you need a new one...don't procrastinate...carrying around a bad bag is pretty much unforgivable)

TRENDS^{or}

Who Will I Channel This Spring?

One World

Primarily South American and African influences

- ❖ Animal prints...allure of the snake is strong...safari styling...gaucho looks
- ❖ Natural materials (straw, beads, wood, horn, etc.)
- ❖ Ikat and batik prints

A perfect example of this cultural fashion fusion is the introduction of Desigual at Faye's. This Barcelona based European fashion powerhouse recently opened its first free-standing store in SoHo. Desigual is known for its lively patchwork looks, good value for the money, and positive spirit. WOW! All that and good karma, too? Definitely worth a look.

Secret Garden

Definitely a strong feminine vibe

- ❖ Ruffles...corset looks...camis...bed jackets..the innerwear as outerwear story
- ❖ Botanical prints, of course!

Arts and Crafts

- ❖ Strong dose of country (plaids continue)
- ❖ Americana
- ❖ Laura Ashley throwback (housedress silhouettes)
- ❖ Layered on textures...appliqués
- ❖ Fabric collages: several different fabrics in 1 garment (this is a Very Big Trend). Monochromatic color schemes keep this trend sophisticated. Also, mixing of patterns and prints.

Theory's summer dresses combine different fabrics in a single dress. The result is interesting and fresh. And, of course, no one combines colors, stripes and pattern in a more sophisticated manner than M Missoni.

For an interactive online version of

Military Urban

- ❖ Stylish riffs on Army gear and military fatigues (camo prints... epaulets)
- ❖ Tough chic
- ❖ Khakis...trenches
- ❖ Studs
- ❖ Continuation of the Sgt Pepper jacket

Bare Conditioning

Sexy dresses – lots of ruching; skin baring cutouts; deep Vs; 1-shoulder

Nicole Miller engineers a wearable, comfortable very sexy dress. On the hanger, some of her designs look like they wouldn't flatter any body type beyond a size 4. Some gorgeous size 10s and 12s know better!

Visual Effects

- ❖ Eye-popping, colorful graphic prints
 - ❖ Architectural details: draping...tiers...fan shapes...scallops
-

Fashion *Calendar*

Recycle Your Wardrobe

Mequon: Wed, Mar 3: Fashion Session

Brookfield: To be announced

(see front cover)

USM School Fashion Fundraiser

Mequon: Thurs-Sun, Mar 4-7

(watch your cybermails: visit fayes123.com for details)

MZ Wallace Handbag Event

Mequon: Mon-Sun, Mar 1-7

Brookfield: Mon-Sun, Mar 8-14

Pink Tartan Collection Trunk Show

Mequon: Thurs-Mon, Mar 11-15

Woman's Club on Kilbourn: Tue, Mar 16

Brookfield: Wed-Sun, Mar 17-21

this newsletter go to fayes123.com

Change it up or Accessories make the girl



Scarves We are so not willing to call it quits with the scarf trend. The trick is to find one that's unique. Personally, I keep telling myself, "enough already!" And, then there will be yet another oblong beauty that catches my eye. And, some of us still don't have an infinity scarf...that would include me. I'd better remedy that...and fast! I've got my eye on a grey one (of course).

Love Quotes scarves are beautiful. Crafted from quality linen that drapes perfectly and their iconic knotted fringe is just the right amount of detail, Last spring/summer, my Love Quotes scarves were my go-to accessory: scarf-by-day; shawl-by-night. Do yourself a favor and check out this spring's spot-on colors!

Also, the brass studded and mirrored scarves by Raj are a colorful pick-me-up at the very manageable price of \$59. Just the thing to transition your black boyfriend blazer into spring.

Handbags It's been season after season of The Big Bag. But now think more about function. Any size is OK, if it's the right size for you. This is also a great place to add color to your wardrobe.

LIGHTEN UP: Nylon, coated canvas, and vinyl. Have you noticed all the faux leather (pleather)? Everyone's asking, "Is this handbag real or faux leather?" The important question is, "Do you love it?" If you do, does it matter?

No one does nylon or coated canvas better than MZ Wallace, right? Enter the MZ Wallace Event in your calendar before you forget: the first week of March in Mequon; the second week of March in Brookfield

ZIP IT: Outside organizational features allow easy access to life's necessities (sunglasses, iPhone, etc.). Also, outside buckles, latches, covered buttons, bands, and snaps keep valuables safe but handy.

Again, MZ Wallace wins the prize for Best Bag With Outside Organizational Features.

CROSSBODY STYLES: Very strong. Obvious function and in keeping with more than one of this season's trends (One World; Arts and Crafts; Military Urban).

TOTES: Arguably, summer's most important style. From oversize carryalls to shoulder bags. It's also the precursor of fall's briefcase totes. (Business-y looking bags are on the horizon for fall 2010.)

I am always surprised when I am in New York, that the Longchamp nylon pliage tote remains the "It" bag. Whether on the shoulder of our compatriots at the fashion shows...or shoppers at Bergdorfs...or New Yorkers on the streets, Longchamp pliage is The Bag of Choice. It's a staple of that girl or woman with the effortless chic vibe... you know the one?

Straw Summer's perennial favorite — on the beach or on the street. Lots of fun to be had with this season's textured straw bags, many adorned with appliques and crewel work.

Belts Width ranges are extreme — anything goes. Studded and corset styles... double wrap braided belts.

Always try the belt with stretch...why not? And, I love our colored seed belts with the wood buckles. Watch for the arrival of our Longchamp belts: classic and beautiful.

Jewelry Costume jewelry is the most fun you can have for the least amount of money. Pearls and pearl combo necklaces continue strong. Silver mesh with rhinestones lariats are very versatile. Colorful resin or plastic jewelry brighten any ensemble. Cuff bracelets or bangles are necessary! Appears every girl loves a snake — whether pendant, ring, or bracelet. Who *knew*?

For more serious jewelry, Janis by Janis Savitt is stunning. Did you see her gorgeous necklace on Heidi Klum on last month's InStyle's cover? A new collection of Janis just arrived, and Virgins, Saints and Angels is due in any day. Watch your cybermails and the website for notification!

Color relays a sense of optimism

Think Easter eggs. Yes, that bright!

The economic news is brighter, and spring's color palette positively sparkles! Hues are either bright or sun bleached. Neons are on fashion's leading edge. And, while neon may inspire us to seek out color – most of us will probably shy away from its acid interpretations?

Pinks are pretty in every shade from barely there to fuchsia. And, green is trending towards **The Color** for fall 2010.

Sick of turquoise? Obviously designers found something fresh in the summertime perennial favorite – it's everywhere! And, in fact, it's the #1 color as reported by Pantone, the global authority on color and provider of professional color standards for the design industries.

The top 10 spring colors in chronological order (drum roll, please):

- Turquoise
- Tomato Puree
- Fusion Coral (light – tends towards salmon)
- Violet
- Tuscany (light brown/beige)
- Aurora (bright yellow)
- Amparo Blue (washed cadet blue)
- Pink Champagne (blush)
- Dried Herb (moss green)
- Eucalyptus (this season's "practical" gray)

The prettiest (and possibly easiest?) way to do color is one of spring's biggest trend: Botanical Prints. But, these florals go beyond your average garden party. They are modern and complex, ranging from soft-focus painterly effects to sharp and bold graphics that look as if they were computer generated. Regardless, a floral print accent piece is a sure-fire way to make your existing wardrobe blossom!

As far as "fashion neutrals," navy is the classic spring ode to nautical. Plus I am obsessed with the way navy brightens versus black which has a tendency to drain color from our faces as we age. Interesting that tie-dye continues strong.

Designers wiped the slate clean with an all white palette that offers plenty of visual intrigue with textures and appliqués. While we're on the subject, notice the preponderance of appliqués, ruffles, scallops, sequins, embroidery, etc. etc. There is a strong bohemian/craft/hand-sewn look coming on very strong.

Miuccia Prada said, "We must embellish our everyday life and build something more pleasant daily." I like that – don't you? Certainly color is one very easy way to "embellish our everyday life."

Fan Us... Surf Our Site... Tweet Along...

or **Social Marketing @Faye's**

by CJ Otto, Assistant Marketing Manager

You've probably figured out that social marketing is becoming a big chunk of our marketing efforts.

We've created a Faye's Fan Page on Facebook; *shopfayes* is our registered Twitter name; and hopefully you're a regular visitor to our website, *fayes123.com*. How do we roll with all this stuff? Well, there's no better way to define us than by the brands we carry

facebook

(except, of course, our superior customer service). So, for instance, photos of Longchamp bags and Paige jeans that just arrived from UPS are being posted before Chelli in

receiving can even get them ticketed! Before the merchandise is even out on the floor, we are getting phone calls from you reserving your size. We love when this happens!

And unlike big corporations, we actually know almost every person that links up to us on our social networking sites, and it really makes us happy whenever we can connect with our customers on a more personal level outside the store. Pretty cool, eh? You can participate as much (or as little) as you like on our websites,

so please join us. Check out our website...fan us on Facebook...follow our cute little Tweets. We really, REALLY

twitter

want to hear from you. It allows us to improve our business and stay in-tune with our peeps. BTW, do you read Faye's blogs on WISN.com? (Click on Local Voices.) Get involved by posting comments, leaving feedback or telling us what's on your mind.

We know you have a voice, and we want to have a conversation. Everyone is doing it! Oh c'mon baby boomers...I know you've heard that saying before.

A Piece Of Our Mind or **The Staff Weighs In**

*Every wonderful woman on my staff has her own personal style.
And, her own ideas about what makes a wardrobe work.*

Jen Daoust
Jenifer@fayes123.com

SIMPLIFY your wardrobe to just only FABULOUS quality pieces...basically, keep it simple. You can tell the difference in what a good quality piece fits and feels like.



Annie Vihtelic
Annie@fayes123.com

Don't scrimp on jeans...Designer jeans make a difference but take the time to make sure you find the right ones for your body. Hudson jeans in a solid wash are a good choice because they have a more uniform look and can go from casual Friday into the weekend.



Grace Ladewig
Grace@fayes123.com

Skinny pants are essential...whether you pair them with a tunic top or with a fitted top and finish it all off with a motorcycle inspired jacket. Variations of this outfit can even work for a cocktail party.



Linda Loos-Ziat
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In summer you can be bright and sassy and you should go for it: fun accessories...colorful jewelry...a new handbag, of course.



Linda Lanigan
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Dresses and skirts with tees are so easy for summer. Flip flops or a sandal depending on how dressy you need to be. Buy yourself a good pair of jeans that fit (no business hanging out or over, we can help).



Jennifer Butzke
JenB@fayes123.com

Start going through your closet NOW! Once spring is here you won't want to be cleaning out your closet and figuring out what you need, you'll want to be wearing your clothes. Can't (Don't want to) do it by yourself? Get help! That's what we're here for.





Michele Albert
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Travel smart! The perfect packing attire is Susana Monaco. It's fun and fashionable and ready to wear whenever and wherever you are!

Chantal Otto
CJ@fayes123.com

Invest in a good shoulder bag. Like our MZ Wallace or Longchamp – ones that you can sling over your body. They make any kind of traveling or sight-seeing easier.



Tiffany Craig
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Take classic to fun and fabulous. Mix your classic pearls with brushed metals and when you think enough is enough, add one more.

Chelli Rettman
Chelli@fayes123.com

If your New Year's resolution is starting to pay off and the clothes in your closet just don't fit right anymore, it's time to get rid of the "old you" clothes. Treat yourself to something new. Add a few accessories to existing pieces that will work to update them.



Andrea Conner
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It's the season of the jacket...From leather bombers to swing jackets to trenchies! It's the one piece you shouldn't feel bad spending a little more on because you're gonna throw it on with everything, everyday and look instantly pulled together! Our cream leather bomber from BB Dakota is amazing, and Nick and Mo's embellished swing jackets are perfect for a Sunday Brunch outing.

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Staff Update:

After three years as a key member of the Brookfield Staff, **Annie** is leaving to pursue further education and a little more time and space for her writing. There is no doubt that Annie's special brand of warmth, humor and thoughtful salesmanship will be missed by Brookfield customers and her colleagues. For the time being, Annie is staying in Milwaukee, so we may be able to convince her to fill in every now and then?

We welcome **Katie Knuteson** to the Brookfield Staff. Katie attended Mount Mary and graduated from the Univ of Wisconsin-Milwaukee. When we interviewed Katie, we fell in love with her love for retail. She's passionate about selling and spoke fondly about her career at HERS in the Third Ward where she worked for five years.

Wednesday, March 3rd • 9 to 10am

Faye's & Café 1505 present

Fashion Breakfast & Spring Style Session:

Recycle your wardrobe

Faye and staff will demonstrate simple techniques to evolve pieces from your existing wardrobe into spring 2010.

Join us for this complimentary continental breakfast seminar at Cafe 1505

Reservations Required

Register at:

customerservice@fayes123.com or at Faye's

or call the stores: Mequon 262-241-8386 or Brookfield 262-432-0070



Brookfield
Event Will Be
Scheduled

