

BERKELEY

# FASHION

CURVY  
FASHION  
TRENDS

FASHION  
QUIZ  
INSIDE

GET TO  
KNOW  
ANOUSKA  
PROETTA  
BRANDON

NEW  
SPIN ON  
CLASSIC  
UGGS

NEW HIGH  
RISE JEANS

SEPTEMBER  
2012





**GET THE MARC JACOBS SHOULDER BAG LOOK  
FOR LESS  
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# TRENDS IN HANDBAGS

JENNIFER RODES

Pre-Fall 2012 fashion is here; Neutral and mixed media handbags are arriving at popular department stores worldwide. With designers having their own unique twist, each bag has plenty of originality. Consumers are overall glad to see the overwhelming bright neon handbags for spring finally disappear, well at least until next year.

The biggest fad in the past few years, in my opinion is resurfacing once again. Mixed media meaning mixed fabrics, textures and colors are being intertwined to start of the fall. The true Fall Trends are minimal shapes, which include clutches, satchels and uniform shaped bags that are extremely structured with unique details.



(Pictures above are just a few out of many minimal shaped handbags from the hottest high end designers.)

As I mentioned in the last issue, Purseblog.com is a rare website find that depicts these handbags as such, “These shapes provide a strong, modern canvas in which embellishment and detail can take center stage, but by themselves, the effect is still pretty nice.” (Purseblog.com) Personally I believe these handbags are all about the organizational qualities of handbags that we all used to know and love. Finally, as Mixed Media handbags start off Pre-Fall 2012, minimal shaped handbags are sure going to leave this fall with a bang!



## ‘Minimal Shapes’ Designer Look for Less

<- Marc Jacobs 'Baroque - Single' Shoulder Bag

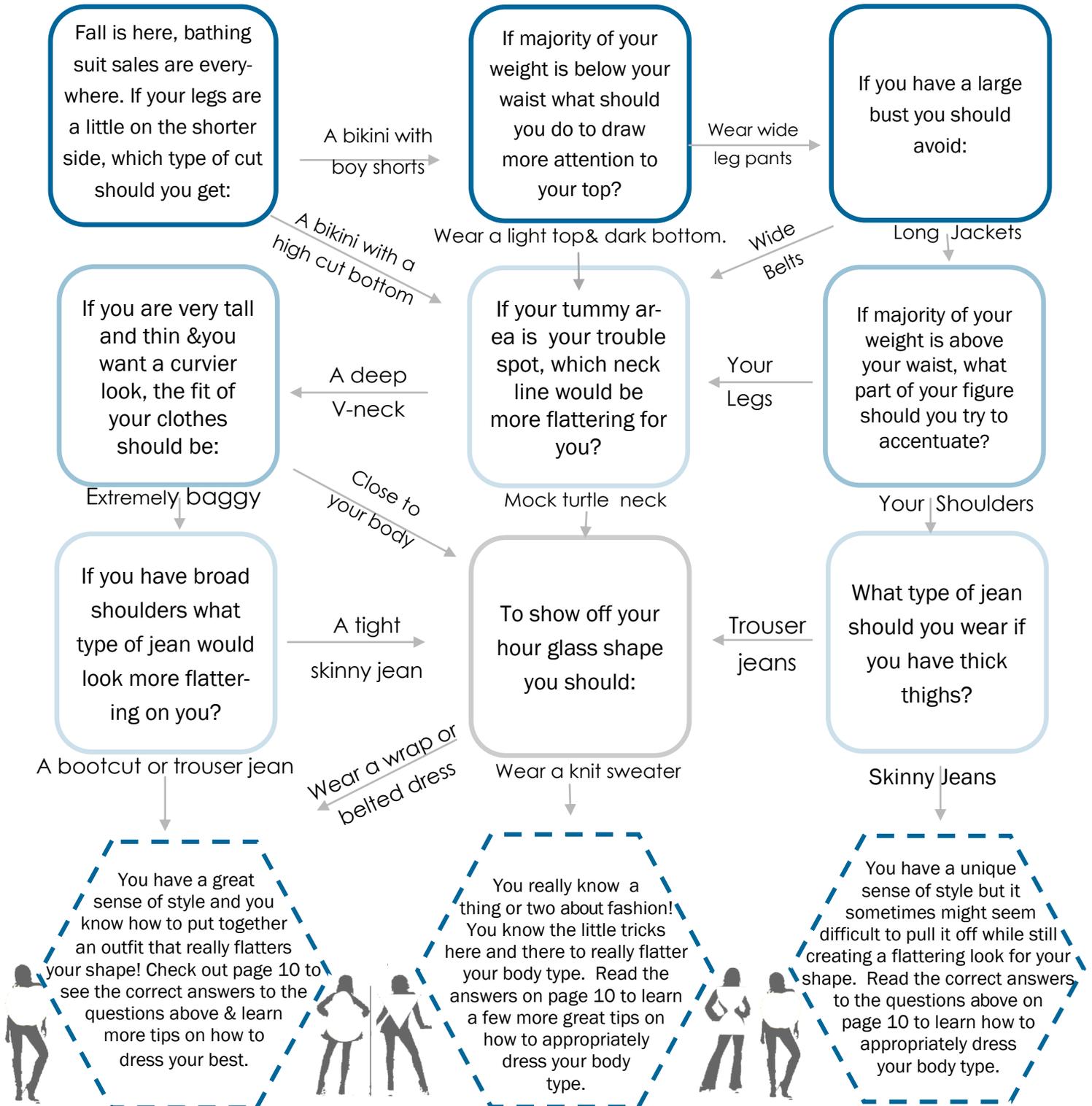
<- \$795 VS. \$26.80 ->

Forever 21 Structured Faux Croco Shoulder Bag- >



# ARE YOU DRESSING YOUR BODY TYPE CORRECTLY?

Take the quiz below and find out if you are wearing the appropriate type of clothing for your shape. Start by reading the first question on the top left then choose which option you think is correct and follow the arrow to continue on. To see which option is actually right, turn to page 10 after completing the quiz. Good Luck!



## NEW SPIN ON UGG AUSTRALIA TESSA VIOLE

The majority of us love to wear the standard, comfortable UGG Australia boots in the wintertime, myself included. However, how would you feel about being able to wear them in a different form other than boots? Would you still want to wear them or would you feel like it would be a completely different kind of approach to your wardrobe? The brand has launched their new line that consisted of staples that were nothing but unforeseen. Expect to see wedges, leather, lace, and wooden heels—definitely a step up from the UGG Australia boots we're used to wearing with our sweatpants to lounge in.



Stella Graffiti, \$150.00

UGG Australia's new line is mostly going to be a lot more high fashion than what we are used to, but a little change never hurt anyone, right? Oh, the one other thing that is missing from these new shoes is obviously the sheepskin interior. However, for those who love the standard sheepskin interior will love the new sneakers that they're coming out with. It seems that UGG Australia has collaborated with Claw Money, a very reputable female graffiti artist

whose signature symbol is the bear paw print. These high top sneakers are a little more of what we're used to from UGG Australia as far as the sheepskin interior lining goes, but you can definitely dress these up or down. Not only do these shoes feature colorful and eclectic graffiti designs, but they also feature a suede upper detail, which come in black or plum.



Classic Mini Graffiti, \$140.00.

## FALL IN LOVE WITH CURVY FALL FASHION TRENDS

### DOMINIQUE ALI

Yes, fall is here! And so is the fashion's newest trends for the curvy woman. Fall marks the seasons transition from summer to winter, and like each season, trends will transition as well. You can count on seeing the pairing of summer and winter colors which inspire creativity with your own unique style, but won't break the bank and can fit into a college student's budget.

This fall a lot of grays and dark greens will be paired up with bold colors in order to make a statement. Curvy women, to utilize this trend we must be aware of how we blend these trends into our daily lives.

For an everyday causal look try blending a bold color pant with a dark or print colored top(1). If you are adventurous try a sheer top paired with a playful pump or bootie to add to the bold pant. When making an impression at work, CHIC is the way to go! Try a dress with a sweetheart neckline(2), which is flattering on every body type. When accessorizing at work less is definitely more. You want to convey to any employer that you are capable, not cluttered. If you are disorganized with what you put on your body, it is safe to say that work organization isn't far behind. So, simple accessories and maybe a bold statement piece will de-

liver that message for you.

If the club is where you are going, don't forget to bring your personality to the party(3)! Try an outfit that enhances what you want to show and decreases the problem areas you want hidden. Whatever you wear, play up your strengths and never be afraid to try new styles, but remember in all that you wear COMFORT is a must! If you are not comfortable in what you are wearing it will show on your face and in your body language. The last person you want to be dishonest with is yourself. Until next time, stay curvy, confident, and capable!

1.



Or



2.



3.



Tie front Knit top for \$19.98 available at [AshleyStewart.com](http://AshleyStewart.com) or the Nautical Print Shirt for \$22.80 available at [Forever21.com](http://Forever21.com)

Colorblock Panel Bodycon Dress for \$24.80 available at [Forever21.com](http://Forever21.com)

INC International Concepts Woman's shoe Marwa Platform Bootie on sale for \$49.99 available at [Macy's.com](http://Macy's.com)

## RETAILER REACHES NEW HEIGHTS

JULIE VINOLAS

This fall, NastyGal.com is reaching new heights by introducing its exclusive branded collection. Moving forward as designer, this retailer will still be carrying other designers but a full 32-piece in-house designed collection is on its way. Nowhere near as outrageous as the name may convey, this four year old retailer is growing at quick tempo. Be sure to keep an eye out this fall for all that is to come.

NastyGal.com sales are increasing at a jaw dropping rate. In 2010, sales averaged about \$6.5 million. The following year sales saw a rapid rise, multiplying that number by four and adding some, to reach \$28 million for sales in 2011. During an interview with Women's Wear Daily, Sophia Amoruso, the "Twenty-nine-year-old founder and chief executive officer told WWD 'the growth trajectory is the same for 2012, which translate to more than \$115 million in sales by year's end.'" (Strugatz 6). You might be surprised to learn how this fast growing company got its start. In 2006, Nasty Gal started off as an eBay store selling vintage clothing. Now, it has grown over 500%

each year thanks to the loyal customers and social media.

Sold to over 150,000 customers in over 50 countries, with 35 percent of sales being international, NastyGal.com knows their customer. During the interview with Women's Wear Daily Amoruso also added, "We have spent a lot of time listening and getting to know our customers well: what she likes, how she shops, what she wants to see." (Strugatz 6). She also states her customers are very loyal so designing a collection from ideas to design felt right. After having the same customers over a six year time frame you can almost design a piece you know she would love rather than search the market for it. With the average age of the customers that shop at NastyGal.com ranging from 18-28, Nasty Gal takes advantage of social media. It is relied heavily on through various sites. On Facebook, Nasty Gal has about 400,000 "likes" and on Twitter 55,000 followers which is great because of the age range of customers.

Heading into the fall, NastyGal.com will be unveiling its



PHOTOS BY PAUL TRAPANI

new collection. This month Nasty Gal will release its new in-house label with a denim collection featuring the popular \$88 high-wasted jean called the Kink. This jean comes in seven colors and even one tropical print. Next keep an eye out for a low rise skinny jean that's on its way. By late September, an entire 32-piece collection bearing the Nasty Gal designer label will appear. The prices will range from \$58 to its most expensive item being a leather jacket for \$400 arriving just in time for the fall season. Nastygal.com will also be unveiling its first ad campaign and a new, bi-annual print Magazine, Super Nasty, in September as well. Both the fall collection and the publication will be featured during Fashion Week in New York.

## ANOUSKA PROETTA BRANDON ILEANA RAMOS



Hey guys! This issue I present to you a fashion blogger who I think she will be big in the fashion industry. Anouska Proetta Brandon, is from Ireland. In her spare time she writes about fashion and personal styling. Anouska also blogs about her personal liking on different subjects like make-up, hair, and other things! She is known for creating a great fashion blog and of course...having a great sense of style.

She has collaborated with several brands some of them are: Mango, Dr. Martens, Motel Rocks, Viparo Clothing, Storetts, River Island, and many others. She was also featured Teen Vogue's Blogger of the Moment. Many do not know her but I think you guys should check her blog; you might get some ideas and execute some of your outfits! She takes anything and makes it look girly and pretty, just how every girl should be too. Feeling comfortable in their own skin.



She also has Twitter, Facebook, Instagram and Tumblr account. She replies to a lot of people if you have any questions. She gets at least 250,000 every month. That sounds like happy visitors. You will not be disappointed I promise! <http://www.anouskaproettabrandon.com/> Until next issue guys! Happy shopping!

QUIZ ANSWERS

ANSWERS TO QUIZ ON PAGE 5

Fall is here. Bathing suit sales are everywhere. If your legs are a little on the shorter side which type of cut should you get:

- A) A bikini with boy shorts
- B) A bikini with a high cut bottom

The correct answer: A bikini with a high cut bottom.

By choosing a cut higher on the hips you actually create an illusion that elongates the legs.

If majority of your weight is below your waist what should you do to draw more attention to your top?

- A) Wear wide leg pants
- B) Wear a light top & dark bottom.

The correct answer: Wear a light top & dark bottom

By drawing attention to your upper half with a light color or even a print and keeping a darker below your waist it will draw the eyes attention up and away from the trouble areas.

If you have a large bust you should avoid:

- A) Wide Belts
- B) Long Jackets

The correct answer: Wide Belts

If you have a large bust you should avoid wearing wide belts because it could actually draw more attention to your chest which will not necessarily compliment your shape.

If you are very tall and thin & you want a curvier look, the fit of your clothes should be:

- A) Extremely baggy
- B) Close to your body

The correct answer: Close to your body

If you have a tall or thin frame, wearing close that are close to your body will help hug natural curves and create a more balanced look. If the fit of your clothes are too tight or too loose it will only accentuate your height unlike if your outfit has a tailored close fit.

If your tummy area is your trouble spot, which neck line would be more flattering for you?

- A) A deep V-neck
- B) Mock turtle neck

The correct answer: A deep V-neck

A deep V-neck is flattering on a number of body types. It

helps draw the eye to the face, which elongates the neck, giving the illusion you are taller, and helps draw attention away from your tummy area.

If majority of your weight is above your waist what part of your figure should you try to accentuate?

- A) Your Legs
- B) Your Shoulders

The correct answer: Your legs

Drawing attention to your legs will make you appear longer, and will balance out with the weight that is above your waist.

If you have broad shoulders what type of jean would look more flattering on you?

- A) A bootcut or trouser jean
- B) A tight skinny jean

The correct answer: A bootcut or trouser jean

A bootcut or trouser jean will help balance your bottom half with your upper half.

To show off your hour glass shape you should:

- A) Wear a wrap or belted dress

- B) B) Wear a knit sweater

The correct answer: Wear a wrap or belted dress

By wearing a wrap dress or a belt it will help draw attention to how tiny your waist is. This will accentuate your hour glass figure.

What type of jean should you wear if you have thick thighs?

- A) Trouser jeans
- B) Skinny Jeans

The correct answer: Trouser jean

By wearing a wide legged trouser you actually create a great line that slims the entire body. It is fitted on the thicker part of your legs and loosens as it goes straight down which is flattering for this body type.

# BERKELEY FASHION MAGAZINE

If you are interested in writing for Berkeley Fashion please contact Julie at:

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To help improve future issues of The Berkeley Fashion Magazine please leave any comments or feedback you may have below. If you would like us to feature something specific feel free to comment below as well. Comments and suggestions can also be emailed to Julie at [Julie-Vinolas@mymail.berkeleycollege.edu](mailto:Julie-Vinolas@mymail.berkeleycollege.edu).

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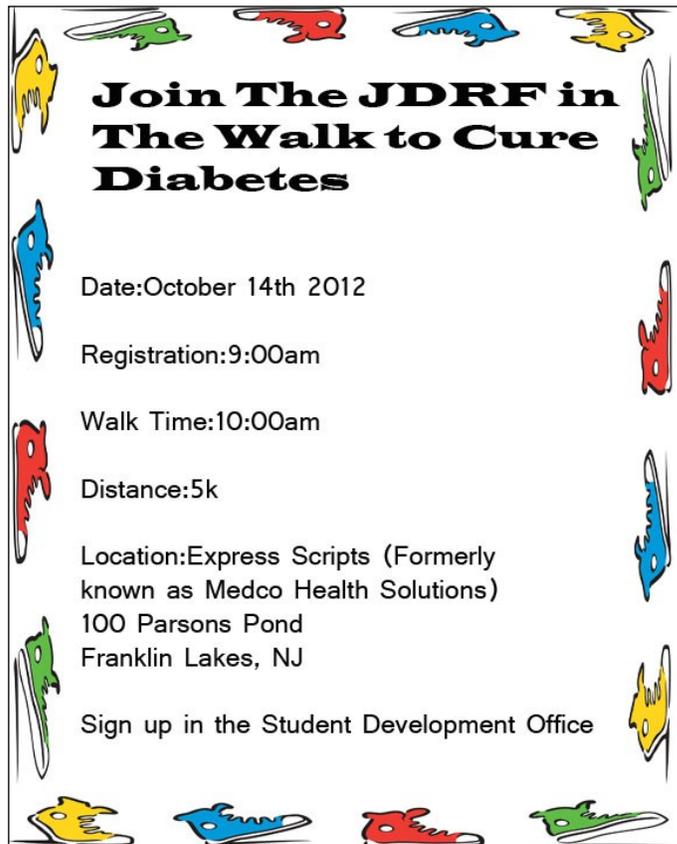
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