

## March 2010 Newsletter

### HJ News

It took its time but finally the sun is shining! How long for I'm not too sure but I have really noticed a difference in everyone's mood and also how colourful things are starting to look. Colours are very emotive and how we feel really does influence what and how we wear our clothes. If you've been out on the high street you'll notice that the colours are literally jumping out of the shop windows, making us feel happy and thinking about summer holidays! (note to self to book one soon!)

I have put together for you this month a few **Must have!** items that I have found to be fantastic, an encouraging article on the **shape of the high street** and a summary of the **Spring Summer 2010** trends to look out for.

### Must haves!

I find it so satisfying when I discover something new that actually works and makes a difference to my daily routines or solves one of life's niggles. And this month I have found not 1 but 2 that I need to share with you. Neither are new in any way but I have finally found the versions of them that work for me!

#### *Must have number 1—The Foundation Brush!*

I had always been a loyal foundation sponge user but have recently been persuaded to try the brush on the raving reviews from a couple of clients actually. It's great! I admit that the first couple of times you feel as if you really are painting on your make up but it gives such a natural finish and you use less product to achieve a better application. They are widely available. My personal one is from Jane Fardon Cosmetics for just £7.50 which is a great price! If you would like one then you can order them directly through me or via the [JFC website](#)



#### *Must have number 2 —The Bobble Buster!*

Also known as Clothes Shavers these little battery operated gadgets quickly and easily remove any bobbles for your clothes leaving them as good as new again. Bobbling (or piling as it's also called) normally occurs in spots where fabric rubs together e.g. underarm, hemlines, inner thigh on trousers. I have used it on a range of fabric types and it is delicate enough on all of them so far. Some of my older Kettlewell Colours tops have come up looking brand new! The pictured Bobble Buster is just £5.39 from [Lakeland Limited](#).

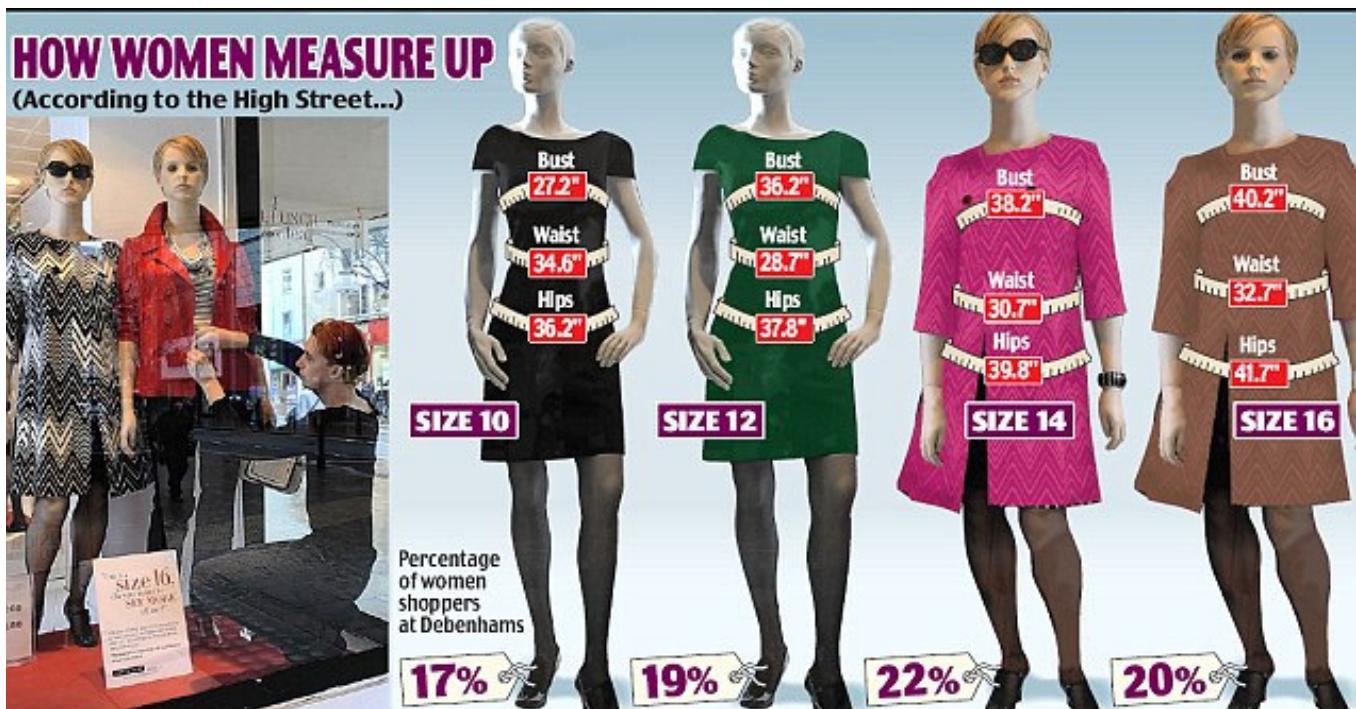


## The measure of a real woman

One topic that I find myself discussing with clients and friends alike are the trials and tribulations of shop sizes. Some of you may have heard me state that my feelings towards this are that they were drawn up by "a blind man" as they are no longer consistent from shop to shop, often have very little consideration for feminine contours and have a very demoralising effect on our shopping experience. Even though we all know to wear the garment that suits us best, the number on the label provides a psychological hurdle that we sometimes have to jump before purchasing and wearing an item.

I was pleased to read the article featured in the Daily Mail a few weeks ago announcing that Debenhams were trialling a size 16 mannequin in their flagship store in on Oxford Street in London and asking customers if they preferred it to the size 10 that they normally use. The average woman in the UK is a size 14 or 16 and I am pleased that someone seems to have taken note of this, if only for a short while.

You can still read the full article at [www.dailymail.co.uk/femail/article-1251983/Department-store-puts-size-16-mannequins-shop-windows-reflect-shape-average-woman.html](http://www.dailymail.co.uk/femail/article-1251983/Department-store-puts-size-16-mannequins-shop-windows-reflect-shape-average-woman.html)



## Spring Summer 2010 trends

The key trends for this season to be an update on some from the last few years which is great news for those of you that like to consider what in season as you are more than likely to already have it!

## COLOUR

**Block Colour:** Blow away the winter blues with the fresh bright colours for spring and summer! Mix and match them together with either clothes or accessories using your seasonal colours as a guide.

**Blue:** Cobalt, pastel, turquoise or navy a great alternative for the staple black and many find it more flattering.

**White:** Crisp, cool whites which can mean more washing to keep it clean but it is worth it for the stunning look

**Blush, nudes and neutrals:** Soft neutrals work for those with softer colouring and can look very elegant. Just make sure you don't look too nude yourself!

## PATTERN

**Florals:** Feminine, delicate florals to bold appliqué designs. Floral accessories are a great way to add just a hint of blossom to our wardrobe

**Clashing print:** From animal print through to tribal inspired designs, they were wearing them all at the same time on the catwalks, but some of us may feel more comfortable with one at a time.

## TAILORING

**Loose:** Think oversized men's suits and relaxed fit t-shirts. Just make sure that you don't lose yourself in the swarms of fabric.

**Draping:** Beautiful fabrics that drape, twist and gather to softly shape our figures. Just be careful that it really does skim and not cling!

## STYLE

**Fringing:** Bags, skirts, tops, jackets and shoes. Think bikers and Indians!

**Utility style:** Practical fashion of macs, rucksacks and chinos

**Sporty:** Add hoods, zips, mesh fabric and shorts for the athletic look

As with all seasonal trends, if you're unsure then don't spend too much money on it but have fun trying out new things!

Take care

Helen



hj image



M 07836 332374  
E [mail@hjimage.co.uk](mailto:mail@hjimage.co.uk)  
W [www.hjimage.co.uk](http://www.hjimage.co.uk)