

love who you are

Swimwear 2009

"People shop for a bathing suit with more care than they do a husband or wife. The rules are the same. Look for something you'll feel comfortable wearing. Allow for room to grow"

Erma Bombeck

As dreaded events go, shopping for a swimsuit usually ranks up there with a trip to the dentist. Just the thought of seeing one self in the retailer fitting rooms and walking on the beach in next to nothing can find even the most confident woman running for cover.

If you find the right style, that flatters your figure, you'll feel that it was worth all the effort. Start by experimenting with colour, patterns/prints, detailing and shine to draw attention to where you want it and divert it from the places you don't.



COLOUR:

- Darker colours as we know always slim the silhouette.
- An all in one black swimsuit (we inclined to go for these as they are the 'safe' option) will slim the silhouette however can be boring.
- Opt for other darker colours e.g. charcoal, chocolate brown, navy, deep purple instead of black.
- A great trick is to go for a bright swimsuit with dark insets on the sides.
- This will make your silhouette look slimmer and more sculpted.
- Great for those that don't have a defined waist and want to create the illusion of one.

PATTERNS/PRINTS:

- A guideline is always chose a pattern/print the size of your fist.
- All over patterns with lots of swirling movement keep the eye from focusing on any one area.

SHINE:

- Shiny fabrics always make the silhouette appear larger – great if you have a small bust and want to make it look bigger, however avoid if your hips are big, rather opt for a matte fabric instead.

DETAILS:

- Bows, belts, embroidery, beading and ties – all of these are attention-grabbers, so use them on places where you'd like the eye to linger.



TRENDS – WHAT'S HOT TO WEAR ON THE BEACH THIS SUMMER

- Swimwear is luxurious this year and it's all in the details, from the fabrics to the fit.
- Glamour and sophistication is very hot right now, the girl next door has grown up and she wants everyone at the pool/beach to know it.
- One shoulder bikinis and monokinis
- Cut away swimsuits
- Monochrome – black & white swimwear
- One piece swimsuits are all the rage
- We're seeing lots of underwire tops in bikinis and full costumes; it's back but much sexier and romantic than before.
- Lower legs, a lower cut thigh will show off a retro look however in a totally modern way – very glam!
- Vintage prints and washed out colours such as faded midnight and washed out lemon are hot this summer!
- Accessorize in style with a trilby scarf or hat and gladiator sandals.
- For those wanting to cover up opt for a beautiful kaftan to do the trick!

STYLE GUIDELINES TO FLATTER:

Curvy silhouette:

If your curves are ample try wrapped styles or those with all over patterns. Support the bust with an underwire. Try halter necklines, to help with shaping. Go with high cut leg holes, to elongate legs.

Broad Shoulders:

V-necks or scoop necklines will slim the shoulders and lengthen the silhouette. Wear chevron patterns. Wear detail on the waist or hips to draw the eye there instead of the shoulders.

Small bust:

Choose string bikini's or styles with volume on the bust to make it look fuller. Rouched styles that tie in the front look great on a small busted person. Light colours will make the bust look larger.

SWIMWEAR I LOVE:

Woolworths have introduced the MAGIC one piece costume, there's more to the innovative Magic swimsuit than the gorgeousness that meets the eye, the tummy area is made with specially constructed fabric that gently and comfortably shapes and controls to give you a silhouette that can look 3cm slimmer.

Pop in to 284b on Musgrave Road for beautiful swimwear ranges.
Tel: 031 201 2951 for trading times.

Urban have stunning bikinis for the small busted lady.

MY LATEST MAKE-UP FIND:

MAC fix & spray – a wonderful spray to set make up, use to freshen up whilst outdoors. It contains green tea, chamomile and cucumber. So refreshing for Summer/the beach!



TEENAGERS: WHAT TO DO IN THE DECEMBER/JANUARY SCHOOL HOLIDAYS:

DRESSBYLYNNE is offering Teenage Fashion Shopping consultations:

Find out about the latest fashion trends.
How to interpret & wear the latest looks!
Guidelines on what suits your silhouette & colouring.
A fun & informative session with your very own stylist!

Group of 2 friends: 3 Hours at Gateway or The Pavilion Shopping Centre's at R 595.00 per person
Group of 4 friends: 3 Hours at Gateway or The Pavilion Shopping Centre's at R 495.00 per person
Group of 6 friends: 3 Hours at Gateway or The Pavilion Shopping Centre's at R 395.00 per person

LOOKING FOR THE PERFECT CHRISTMAS GIFT?

This time of the year can be a bit of a night mare, crowds in the malls, road rage in the car park and looking for the perfect gift. Here's an option that can keep your sanity & save your feet! Treat your loved one to a consultation with Lynne. It saves you time & money as you won't buy costly mistakes that stay in your wardrobe with the price tickets still on them.

Gift Vouchers are available.



DRESSBYLYNNE COMPETITION – WIN WIN WIN:

Forward this newsletter to 3 friends and copy us in and you will be automatically entered into the competition.

One lucky reader will win the new Eucerin® Sun Strengthening Mattifying Fluid SPF 50+, for advanced daily sun protection and skin strengthening for highly sensitive facial skin, plus a copy of Marian Keyes' novel, Rachel's Holiday valued at R300.00.

Competition closes on 31 December 2009.



Wishing you and your loved one's a fabulous festive season filled with love, many spoils & relaxing moments. May 2010 be everything you dream of and more.....

Until next month, happy shopping for the fabulous costume.....
Yours in fashion always,
Lynne

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