

STYLE

CONVERSATIONS

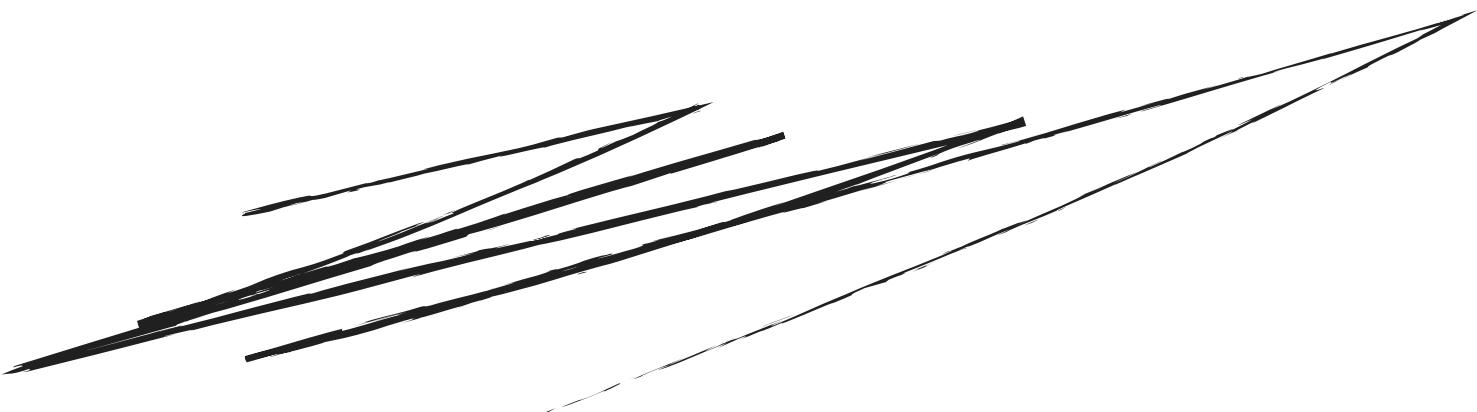
RUNWAY TRENDS

SIMPLIFIED



*"STYLE CONVERSATIONS IS AN ONLINE
MAGAZINE HELPING WOMEN UNDERSTAND
THE BENEFITS OF FASHION BY SIMPLIFYING
THE LATEST TRENDS"*

ANTOINETTE CHORLTON
FOUNDER OF STYLE CONVERSATIONS MAGAZINE





inside this ISSUE

I share how to elevate your everyday style with all the latest looks from the A/W runways AND show you how to put a Summer spin on the current trends so you can wear all the latest fashion whatever hemisphere you are from PLUS for the first time we added shopping links to make it even easier to bring the runway into everyday style!

This is our biggest issue to date with many fabulous contributions to inspire and encourage you to experiment with the runway and style it everyday, equipping you to always look and feel fabulous...

FASHION & TRENDS

The section is jam-packed with A/W trends - from the Editor's picks, hot trends, my top 3, your cheat sheet to the new season plus fashion advice and style tips from 5 fashion experts on how to wear their favourite runway trends everyday...

BEAUTY & MAKE UP

In the beauty section I share all my favourite products with you, the one thing I do everyday, designer on a budget PLUS Laura shares her favourite beauty trend from the runway and how to create the look in your bathroom and we discover how Rodial became such a cult beauty brand ...

STYLE ADVICE

This section is where I share valuable fashion advice you can use everyday and in this issue it is all about elevating your everyday style and hopefully inspiring you to follow the golden rules I live by everyday perhaps encouraging you to do the same...

For as long as I can remember I have loved magazines. As a teenager I would pour over the pages of whatever fashion magazines I could get my hands on and spend all my pocket money on foreign Vogue and Elle, imagining the glamorous world of fashion...now almost 30 years later - this is my version, a small contribution, but meaningful to me, filled with my childhood memories and dreams, translated into my adult vision, inspired by style.

Welcome to STYLE Conversations Magazine. A beautiful result from my journey of a passion for fashion and a love of style.

With this free monthly magazine, I share fashion, elegance, sophistication and inspiration - basically everything I love. I offer valuable fashion advice, everyday style tips and simplified runway trends to help you translate the highlights, adapt it to your style personality and incorporate it into your daily lifestyle. Think of me as your best friend in fashion

Antoinette xoxo

I admire women who
draws silent
attention...you notice her
without realising

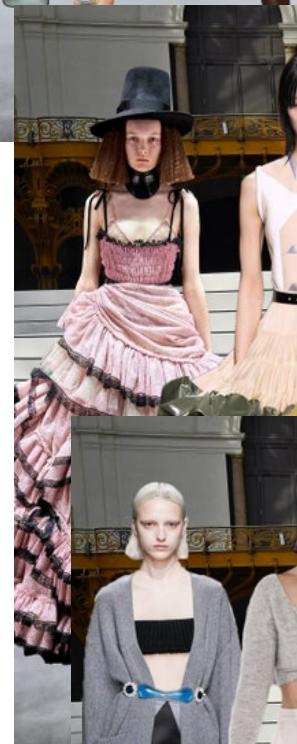




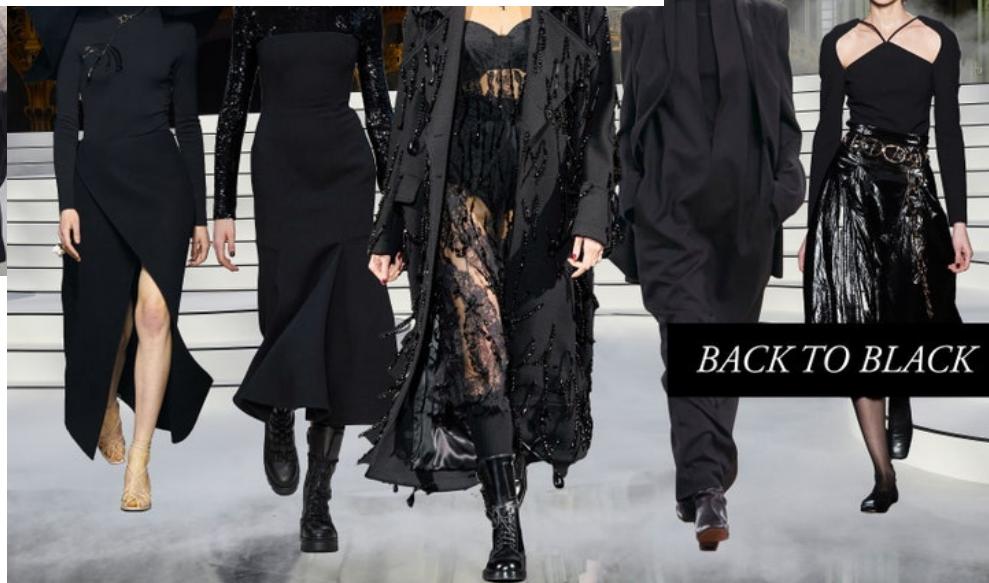


Follow me down the
runway

RUNWAY TRENDS SIMPLIFIED



editor's fashion picks



FROM THE BOYS

my top 3 picks from the runway...



leather



metallic



statement sleeves



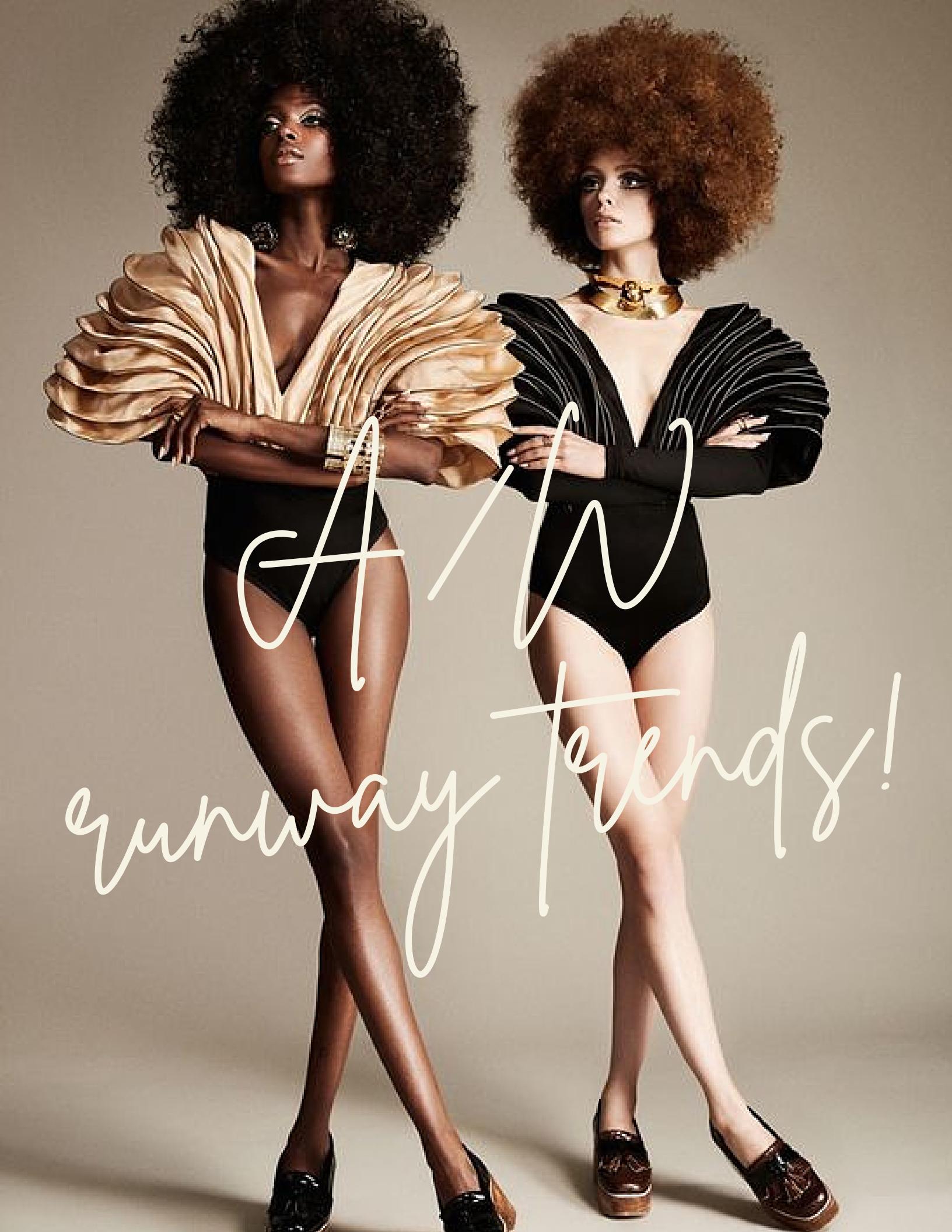


3 Trends

WITH THE SHOPS FLOODED WITH NEW TRENDS FOR THE UPCOMING SEASONS, I HAVE PICKED 3 TRENDS THAT ARE EVERYWHERE AT THE MOMENT - IF YOU LIVE IN THE NORTHERN HEMISPHERE AND GOING INTO CHILLIER CLIMATES YOU ARE RIGHT ON TREND AND HOT OFF THE RUNWAY! IF YOU ARE IN THE SOUTHERN HEMISPHERE GOING INTO SUMMER BUT WANT TO BE AHEAD OF THE GAME - YOU CAN EASILY INCORPORATE THESE TRENDS INTO YOUR SUMMER OUTFITS...

THE BIB BLOUSE OR TOP - TO EDGE IT UP PAIR IT WITH LEATHER PANTS IN WINTER AND A DENIM SKIRT IN SUMMER. YOU EVEN GET SLEEVELESS OPTIONS FOR HOT CLIMATES! THE TRACK BOOTS LOOK GREAT WITH LEATHER LEGGINGS TUCKED IN AND A CHUNKY KNIT OR PAIR THEM WITH A PRETTY FLORAL DRESS FOR HOTTER WEATHER. THE LONG SLEEVE DRESS IS MY FAVOURITE AND LOOK GREAT WITH SLOUCHY BOOTS AND A LEATHER JACKET IN WINTER AND STRAPPY SANDALS IN SUMMER...AND FOR A POP OF COLOUR - ANYTHING RED WILL DO!





A / W
runway trends!

This month is our biggest issue yet and it is all because of these talented WOMEN experts in their field, sharing with us their favourite runway trends. Whether you live in the NORTHERN or SOUTHERN hemisphere you will be able to take these trends straight from the runway and style them for everyday with their expert advice! And for the first time EVER, there are direct shopping links to shop from - it can not be easier to step off the runway into everyday!





Laura Roberts is an experienced fashion and beauty writer from the UK living in Dubai with a penchant for ditsy floral prints and oversized knitwear. A self-confessed shopaholic, her favourite designer brands include Chanel (classic elegance) and Gucci (masters of the clash) whilst high-street hot spots H&M and Mango are her go-to's for new season drops. Find her at [whatserenasaw](#)



In fashion terms, there are few things more exciting in life than shopping for a new season. I rank it up there with finding the holy grail of hairdressers who know just how to make you look and feel amazing. That's what autumnal style does for me on a daily basis. I just love a chunky knit, a platform boot and an influx of print; lashings of leopard or copious amounts of plaid literally make me giddy. As the weather begins to cool and we spend more time outside, why not update your wardrobe with a few key trends that will see you through in style? Here's what's on our radar this season...

A/W cheat sheet...



New Neutrals

Max Mara, Chloe, Isabel Marant, Jil Sander

Camel, mink, white, oatmeal, mocha. Take note of these classic hues as they will be everywhere for AW/2020. Chandler Bing has become something of an unlikely style icon as sweater vests find themselves the star buy for the season, layered over a crisp white shirt and teamed with faux leather leggings and a kitten mule; the perfect transitional outfit for a season that's all about versatility. Other must buys to put on your wish list should include a lightweight roll neck that can be layered under winter florals, a mid-length shacket (we love the plain or checkered styles dominating the high street right now) and a well-tailored blazer (go for a single-breasted option) that creates a sleek silhouette when worn both casually and for a dressy occasion. Camel is our favourite pick here, but don't discount the plentiful rust and khaki colour options that just border on the spectrum of 'neutral' this autumn too.

[Knit Slipover](#) | [Shacket](#) | [High Neck Sweater](#) | [Single Breasted Blazer](#)

Booty Call

Valentino, Dior, Monse, Prada

If the summer belonged to the ugly dad sandal, then arguably for autumn, that honour now passes to the chunky 'platform' boot. Every year there are plenty of styles that fight for our affection - the over the knee and Chelsea boot both firm favourites in the past, but this year, grunge has gone luxe with lace up and slip on styles in jet black, burgundy, greige and khaki flying off the shelves. Dr. Martens are continuing to enjoy a revival (no longer the epitome of teen angst, honest!) and look great teamed with a printed midi dress and leather jacket. The chunky style is a great counter to more streamlined pieces in your wardrobe too, making experimenting with different outfits (think straight leg denim and wide-collared blouses aplenty) a breeze.

[Dr Martens Jadon](#) | [Leather Boots With Track Sole](#) | [Canvas Trainer Boot](#) | [Leather High Leg Boots](#)

Call of the Wild

Fendi, Missoni, Balenciaga, Saint Laurent

The print du jour this season? Animal print. And LOTS of it. Leopard print edges ahead as the most popular option, but tiger stripes, snake print and faux croc also deserve pride of place in your wardrobe. We love the bold tiger stripe knits on offer this season, especially when teamed with wet look jeans, sneakers and a cross body bag; an easy and edgy way to ease into the animal print trend. If you're feeling a bit bolder, then you'll find plenty of leopard print styles to tempt you. Trapeze-style or A-line cotton dresses work perfectly as transitional pieces from the scorching summer to mild autumn, or why not opt for a printed blouse that can be worn under a crew neck knit and paired with a mock croc mini skirt or pair of trousers. This is a great way to inject multiple different animal prints into your everyday style, whilst still keeping it muted and understated.

[Balloon Sleeved Dress](#) | [Tiger Print Jumpsuit](#) | [Mock Croc PU Skirt](#) | [Oversized Swirl Jumper Animal Print Shirt](#)

Lana Blanc is a New York based Fashion & Personal Stylist and Founder of **The Blanc House**. She loves high/low styling and believes nothing is more rewarding than helping her clients look and feel their very best.



Checks were all over the A/W 2020 runways. Everyone from **Chanel**, **Gucci**, **Dior**, **Victoria Beckham**, **Burberry** and **Chloé** had their spin on the print shown in a medley of plaid, houndstooth and tartan. What is great about check is it's one of those prints that never fully goes out of style, and chances are, you already have a check or two in your closet. If not, you can start small with a quintessential plaid or dive in with a bold houndstooth. Either way, you're sure to wear this statement print for years to come.



fringe

is one A/W runway trend, I would love to see move into street style. Designers like **Pamella Roland** have displayed this very eloquently throughout her runway shows. And while we are seeing the typical ways to wear fringe (think Western style), the modern twist on fringe can be found in hemlines, accessories, and beautiful accent pieces.

It can be styled in a variety of ways for everyday. For example, pair a tweed/fringe blazer with a metallic camisole, jeans, and high heels and you have the perfect outfit for girl's night out. A fringe sweater with a faux leather midi skirt and sneakers for a night at the movies. Or pair a fringe purse with a midi dress and ankle boots for a fun date night outfit.



Incorporating fringe into your wardrobe will give you ~~that~~ runway fashion trend that will be sure to leave a statement.



Carrie Hagee is a Cincinnati based certified virtual personal stylist for women and the founder of [Storyteller Stylist, LLC.](#)

A strong believer in the power of a positive self-image, Carrie employs women to be the best version of themselves and to feel more confident through style. Carrie offers a variety of virtual styling services to meet the needs of busy women worldwide.



Adjani Jensen is a freelance fashion writer and stylist, based just outside of New York

[every_day_armour](#)

~~leather~~

everyday

For several seasons we have seen leather as a garment staple rather than an accent. We have seen more innovation in color, texture and use. In AW/2020 vibrant hued leather graced the RTW runways as seen at **Richard Malone**.

Leather, try as it might, has yet to reach mainstream fashion as a wearable, everyday fabric. Beyond cost, it is not a traditionally comfortable material nor does its connotation lend itself to the mainstream. In fact, leather is still seen as somewhat rebellious, halting it from truly bridging that gap of wearability.

On occasion you would see a sensible leather skirt in basic black or, occasionally, maroon, as a way to spice up a winter wardrobe. But deep green? A vibrant blue? White? All seems too much for everyday. But brands specializing in wearable staples for women are embracing leather, colorful leather, too.

Marissa Webb, Abercrombie & Fitch, even Target have made items such as leather joggers a staple in the classic wardrobe. A quest for sustainability in the form of vegan leather has opened up options for leather to be used more innovatively in an everyday wardrobe leaving options for every woman to explore leather as a day to day alternative.





Green Apple Fashion & Styling offer an exclusive and personal shopping experience with bespoke clothing and accessories made locally at affordable prices. Cape Town based fashion stylist and ladies-wear designer, **Tamlyn Ferreira** is always on hand to offer styling advice and create a fun environment to shop.



THE BALLOON AFFAIR

on a A/W trend...



Summer in Cape Town and I couldn't be more excited about embracing everything this season has to offer. Finding our inspiration in the sun, the sea and the energy that Summer days bring...With the whole world taking on a more casual stance with their clothing choices, as a fashion stylist and ladies-wear designer, I too have embraced comfort over glamour and completely stepped out of my comfort zone. Hanging up my heels and grabbing my sneakers, I am ready to rock this seasons most exciting trend....

Oversized Victorian sleeves. I love shoulder and sleeve details more than anything, so I couldn't be more excited for this trend. Taking us back to the 18th Century when Queen Victoria reigned, this sleeve style keeps returning and is here to stay. Think bigger, bolder and more over the top! This sleeve can take on the form of smart, quirky, fun, casual and even formal. This oversized sleeve or shoulder look creates an illusion of a slimmer waist, balances out your shoulder to hip ratio and covers a multitude of sins.

Victorian-inspired sleeves are a fast and sure way to make a statement. The sleeves look great in any colour and for any season. Black or grey will be suitable for just about anything and can give the impression of chic comfort. Opt for neutral colours that work well anytime of the year or adjust the tone to suit the season. During Summer, choose lighter colours that will help keep you feeling and looking cool. During Spring, choose soft pastel colours that incite feelings of warmer days to come. Chances are that your oversized Victorian sleeves are going to turn whatever outfit you are wearing into a more feminine-looking one and transform you into a whimsical world where life is fun and quirky and you can swirl and twirl like the princess that you are!





fotions and
potions



I am a complete creature of habit and find it very difficult to deviate from something once I have found what I love. Below are some of my favourite products I have used for many years...

One of my favourite nail polish colours is oxblood - a deep berry red shade. The first time fell in love with this colour it was Revlon's Vixen, then Essie's Bordeaux and today my favourite is **Chanel Rouge Noir** or Shellac Oxblood.

Since I've discovered **Chanel Revolution Mascara** I have stopped using lash extensions - it's that good! I love how long it makes my lashes without clumping adding volume without smudging.

My go to eyeshadow is normally a cream based shadow I can apply with my fingers. I love the coppery colours that can be worn during the day without much drama. **MAC** is my go-to.

The only lipstick I wear is **MAC Lipglass in Lovechild**. I have worn this colour for about 10 years and have not found a nude shade I love more! If they ever discontinue this colour I would certainly cry!



There is nothing more luxurious than a **Chanel Hand Cream**. A moisturising, brightening and protective hand cream with the powdery smell of Chanel No 5.

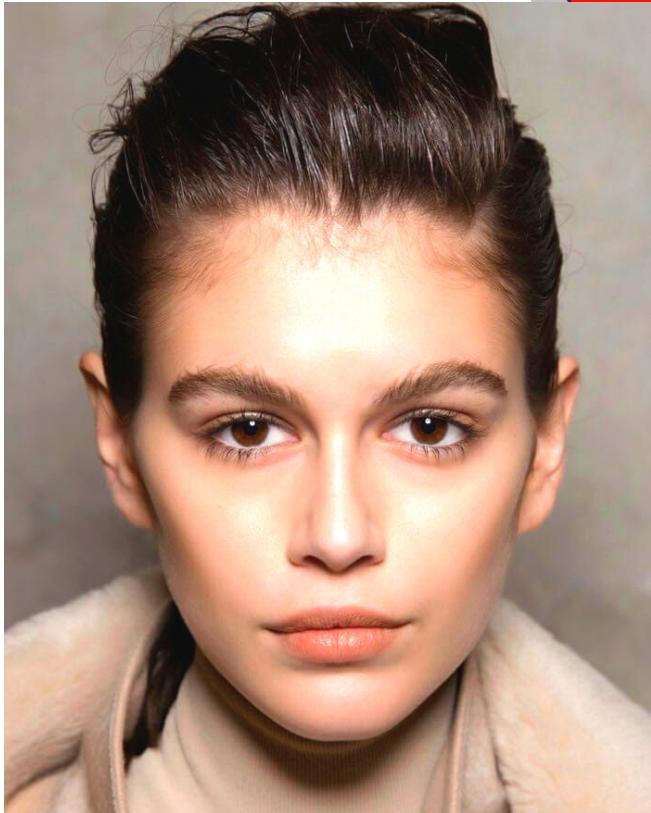
An innovative and unique design, delivering a fast absorbing nourishing handcream without the sticky residue plus it looks gorgeous in your handbag...



designer
ON A BUDGET

Beauty BUZZ from the runway

This article is written by Laura Roberts



Autumn/Winter is usually synonymous with bright lip hues, from classic pillar-box red to rich velvety plum, but with face masks essentially rendering lippy all but obsolete for the time being, we're going all in on our brows instead this season. Overdrawn and filled brows are giving way to fluffier, more softly brushed arches, as seen on the **Chanel** and **Loewe** AW/20 runways, and sported by model IT girls Kaia Gerber and Gigi Hadid. Hey, if it's good enough for them...

Anastasia Brow Pomade | Benefit Gimme Brow Volumizer

ONE THING I STARTED DOING EVERYDAY...

body brushing



By body brushing every morning, I have seen such a difference! The benefits of dry body brushing is so good for your overall and general health and takes no longer than a couple of minutes...

It claims to release toxins, improve digestion, reduce cellulite, brighten your skin, exfoliate and improve blood circulation resulting in a health glow! By starting from your feet, work your way up always brushing toward your heart. Then move on to your arms and again brush toward your heart. On your tummy area brush in a anticlock motion and down towards your groin - this is where lymph drainage occurs. Within minutes you will feel reenergised and bright! Trust me!



Benefits of Dry Brushing



Supports
Immune
System

Stimulates
the Lymphatic
System

Unclogs
Pores

Reduces
Cellulite

Exfoliates
Dead Skin

Reduces
Stress

Improves
Circulation

DID YOU KNOW...

Maria Hatzistefanis
CEO of Rodial

It took Maria 10 years to become a Overnight success, starting her now cult brand - Rodial from her spare bedroom.

She took a chance and used controversial names like Dragon's Blood & Snake Serum to name her products resulting in her standing out from her competitors. Today her products are in high demand with many products on a waitlist of 5000+...

Her Bee venom Micro sting Patches are my MUST HAVE !





HOW TO ELEVATE YOUR

EVERYDAY

STYLE

It's about authenticity, not what is in fashion now, but what will be fashionable forever. It's classic, modern, creative and chic. It's being honest about who you are and how you want to dress.

Below are 7 pieces of style advice from **Jonathan Anderson, Founder of JW Anderson & also served as the Creative Director of Loewe**, on creating elegance and luxury for daytime...

1. Shirt dresses look fantastic on everyone
2. Clothing should empower and create confidence
3. Great fashion should work with your existing wardrobe
4. Handbags must have personality
5. Good design should transcend all seasons
6. Dress up everyday
7. Statement pieces can still be classic

"I LOVE
THINGS
YOU CAN
JAZZ UP
AND DOWN,
A BIT OF A
MISS-MASH"

JW
ANDERSON



GOLDEN RULES

To live by!

We all know we are currently living in unprecedented times and never would have thought that the world would come to almost a complete stop or that we would live through a pandemic in our lifetime?

Now more than ever we need to look after ourselves, so we can present the best version to everyone we encounter daily...

- Believe that change is for the positive
- Don't be afraid to stand out. Embrace your uniqueness
- Block out any negative emotions and vibrations
- Learn to love your body. It is beautiful and it is perfect
- Be proud of who you are and who you are becoming
- Hold up your own mirror to society - ask yourself, what is beautiful to me?
- Tomorrow is another day and never too late to start fresh
- Never give up. Persistence always wins...
- Small changes have big impact

~~inside my
style~~

~~my closet staple~~

definately black jeans

~~for instant chic~~

red lipstick

~~my most precious pieces~~

I have a few very special pieces, but what stand out is my Chanel 2.55 and a emerald and diamond pendant my dad gave my mother and then gifted to me many years later...

~~my style no-no~~

anything floaty or bohemian

~~on my wish list~~

a cream Chanel Boy bag

~~signature style~~

My signature style has evolved over the years, but the basic thread has always stayed the same - you will find me in jeans, a nice top and flats most days...

~~style ethos~~

For me simplicity and comfort is key. It is very important that I love what I wear and that my clothes blend perfectly with my lifestyle, yet suit my personality and ascetic.

~~my next purchase~~

my favourite perfume - Chanel Mademoiselle



Thank you

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FREE 10 step Style Guide!

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