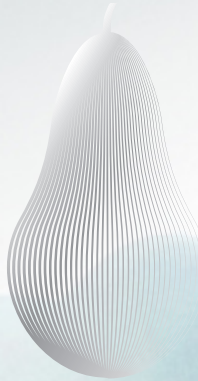
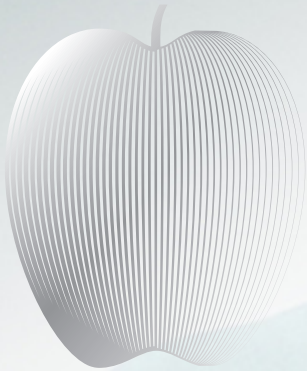


NUMBER 35 | Prêt-à-Porter

BF
BODY
FORUM





The most fundamental rule for dressing is to know one's own style and to recognise its possibilities and limitations. It is important to adopt a mode of dressing that is simple, tasteful and elegant and that accentuates a woman's character and personality. The result is a new inner confidence and the means to achieve and succeed without boundaries.

Andrea Cohen,
Managing Director,
Number 35



PSYCHOLOGY OF DRESSING

MIND AND BODY

WHY ARE CLOTHES SO IMPORTANT?

In the workplace and socially, much emphasis is placed on being well dressed. The fashion industry, which in the UK is worth £21 billion per annum, knows that for the majority of women clothes help to create personality and provide a sense of wellbeing.

In fact, there is a recognised clinical connection between dressing well and the feel good factor, the Serotonin effect. Slowly released in the brain, Serotonin

in time, changes our mood from sad to happy. Without it we become anxious and aggressive. Therefore dressing well is vital for our health.

In a recent survey, 90 percent of women stated that they would like to change something about themselves, a phenomenon which psychologists have attributed to women's constant exposure to the 'Body Perfect' in fashion magazines. This is seen to create a negative body image and depression amongst girls and women of all ages.

We believe that fashion designers should be more aware of these facts, and should do more to encourage a change in attitude among women whose body image perceptions are not always positive.

WHAT BODY IMAGE MEANS AND WHY IT MATTERS

Body Image represents the feelings and thoughts we have towards our own appearance. It is a significant factor in terms of our physical and psychological wellbeing. A positive Body Image indicates

self acceptance of who we are and what we have been born with, as well as providing the facility to move ahead with ease and confidence, whether working or socialising.

The 'Body Perfect' is an unrealistic ideal created by the promoters of fashion, to persuade us that we can look like the perfect woman if we rush out and buy certain clothes and products. Of course we all know that no matter what we do we are never going to become 5'10" and a size 8. So let's concentrate on reality and making the most of our figures.

WEAR LEAMP

SOME QUICK AND IMMEDIATE CHANGES TO CREATE A MORE POSITIVE BODY IMAGE

Most women, when dressing, concentrate on areas of their bodies that they don't like. We believe that women should focus on a part they do like. We can also make other positive changes. Perhaps a new hairstyle or different make-up to enhance our facial features might help to increase a positive approach to our appearance.

RECOGNISING THE RELATIONSHIP BETWEEN OUR THOUGHTS AND SELF IMAGE

It's very easy for us women to create a sorry internal view of ourselves and the more we focus on aspects of our bodies that we might not like, the more negative and lacking in confidence we become about our appearance. It is therefore crucial to introduce positive messages to the brain, and to tell ourselves that we look good and can achieve whatever we want to with our appearance.

DRESSING WITH CONFIDENCE

The question is what is confidence? It could be described as a mixture of self esteem and self dependency. It is about mastering a set of skills, achieving goals and dealing successfully with our everyday lives. To maintain self esteem, we need to build our core abilities.

The same criteria apply when it comes to dressing. To build confidence in the way we

dress is often a matter of creating an individual style in order to feel elegant and comfortable. Once the style is established we create an aura and energy which imparts satisfaction. The confident woman is easy to recognise. She becomes calmer, more relaxed, and she knows what she wants to achieve.

SHAPE ENHANCER



As specialist fashion designers at Number 35, we see many women on a daily basis and receive the same opinion from them; they can never find clothes to fit. In the past, many have 'just made do' with their clothes. By contrast, we can offer simple tips on how to create the Intelligent Wardrobe, and advise on wearing the perfect clothes to match body shape. Badly styled and fitted clothes in the 'throw away' fashion category can now be a thing of the past. We find that more and more of our clients want clothes that really work.

HOURGLASS - This figure tends to have an equally proportioned bust, hip to waist ratio. It therefore follows, that by wearing well fitted clothes emphasising the waist, this will enhance an hourglass woman's natural shape. It is important not to over accessorize with layers as this will make the hourglass shape appear bigger around the bust. A typical hourglass figure would be Marilyn Monroe.

WILLOW - This outline is commonly perceived to be the best body shape, although tall, willowy women can often feel unfeminine. Well fitted clothes are the best option but it is essential to ensure that trousers and shirt sleeves are long enough. We should avoid wearing men's clothes as they are not cut for women. A typical willow is Nicole Kidman.

THE INTELLIGENT WARDROBE

APPLE – Apple shaped women carry more weight around their tummies, to optimise your look wear clothes that elongate the body. Another trick is to create attention around the neckline to draw the eye upwards. Further solutions involve wearing one colour, or opting for a great print that produces an all over image.

PEAR – Pear shaped women carry weight around the hips and thighs so it is important to balance the upper body with the hip area. We would recommend wearing well fitted wider leg trousers and stronger colours and patterns on the upper part of the body. This ensures attention is drawn to the stronger image. Many pear shaped women tend to hide their figures completely by wearing baggy clothes. All this does is to make them look even bigger. A typical pear is Pauline Quirke.

Having worked out and developed a clear notion of our body image, and which clothes are best to match our shape, the next key step is to create a personalised Intelligent Wardrobe.

Step 1: Underwear. It is vital that we wear the correct underwear for our shape. Our underwear can make or break our outfit.

The ideal Intelligent Wardrobe is to choose 10-12 pieces which work perfectly together and can be mixed and matched for any occasion.

Step 2: We must learn what is our ideal style, and try not to copy anyone else's. Also we must avoid the temptation to become fashion victims. The quality versus quantity argument is key to building your Intelligent Wardrobe.

AND FINALLY - ENJOY YOUR CLOTHES

For more information on building your new Intelligent Wardrobe please visit one of our showrooms, call or email us on 0208 341 3222, info@no35.co.uk

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BODY
FORUM

Number 35

50 Highgate West Hill
London N6 6DA
Tel 020 8341 3222
info@no35.co.uk

Number 35

46 Fulham Road
London SW3 6HH
Tel 020 7584 3555
info@no35.co.uk