TRENDS SPOTTED FASHION

STYLE NOTES · FREE SNEAK PEEK

Pay More, Pay Less *after 60*

The 7 shop checks and my winter buying list.



Pay for structure. Save on colour and sparkle.

Leo · Trends Spotted Fashion

A free preview of the members' notes. The full edition is in the Style Notes Club.

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The members' edition: 23 pages

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THE RULE

Pay for structure.

Save on colour and sparkle.



Structure is everything that has to hold a shape: the coat, the shoes you walk in, one good bag, the trousers you live in. If the shape fails, the whole outfit fails with it.

Colour and sparkle is everything that's there to be noticed: this winter's knit, the white shirt, the bold earrings. Buy those cheaply, enjoy them, replace them without guilt.

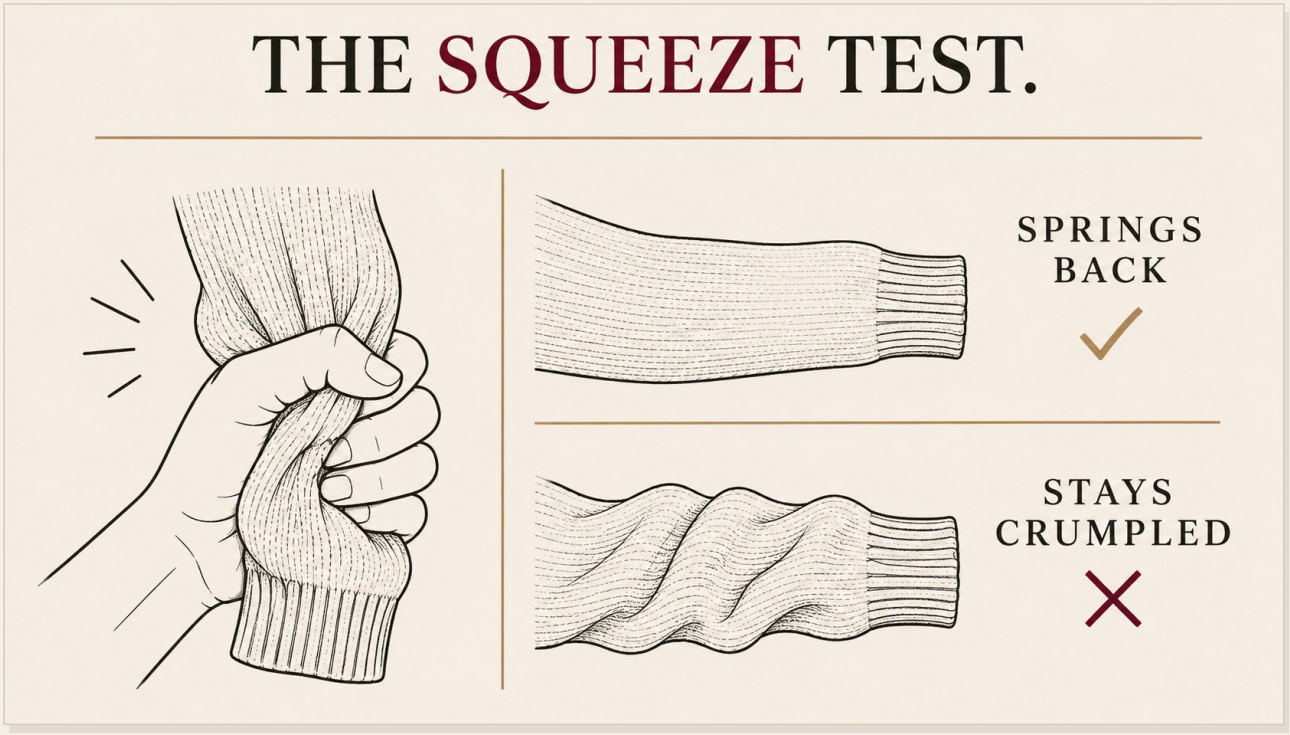
Most women don't look less put together because of age or figure. It's where the money went: too much on pieces that change every season, too little on the three or four that carry every outfit.

N°1 · THE 10-SECOND CHECK

The winter knit

It isn't you. It's the yarn.

SAVE



IN THE SHOP

1. Squeeze the sleeve in your fist for 3 seconds, then let go. Smooth again? The yarn has life in it. Still crumpled? It will look crumpled on you by February.
2. Rub the inside of the cuff with your thumb 10 times. Little balls already? Imagine it after a month.
3. Turn the label. At least half wool or merino.

ON THE LABEL

Look for: merino, lambswool, wool at 50% or more, a close, even knit.
Be careful with: “wool feel”, “soft touch”, “cashmere touch”. That usually means very little wool at all.

YOUR CHECK FOR TONIGHT

Squeeze every jumper you own. The ones that stay crumpled are the ones making your outfits look tired.

WHAT I'D SKIP

Fluffy, loose knits that already shed on your hands in the shop, and anything pilling on the hanger.

TRENDS SPOTTED FASHION

Worth It or Not

7 checks to do in the shop, in 10 seconds each



1.

Squeeze the sleeve 3 seconds. Does it spring back?

SAVE



2.

Hold it to the light. Does the collar stand?

SAVE



3.

Sit, then stand. Do the creases stay?

PAY MORE



4.

Find the shoulder seam. Is it on the bone?

PAY MORE



5.

Bend it. Does it bend at the ball of the foot?

PAY MORE



6.

Feel the edge. Put it down empty. Does it stand?

PAY MORE



7.

Step back 1 metre from the mirror. Can you still see it?

SAVE

THE RULE: PAY FOR STRUCTURE.
SAVE ON COLOUR & SPARKLE.

Want the full winter buying list — what I'd buy, what I'd skip, and the fabric labels to look for? It's in the Style Notes Club.

trendsspottedfashion.com/club

N°4 · WHY IT MATTERS

The coat

It isn't your shoulders. It's the seam.

PAY MORE



MEMBERS ONLY

Join the Style Notes Club to unlock all 23 pages

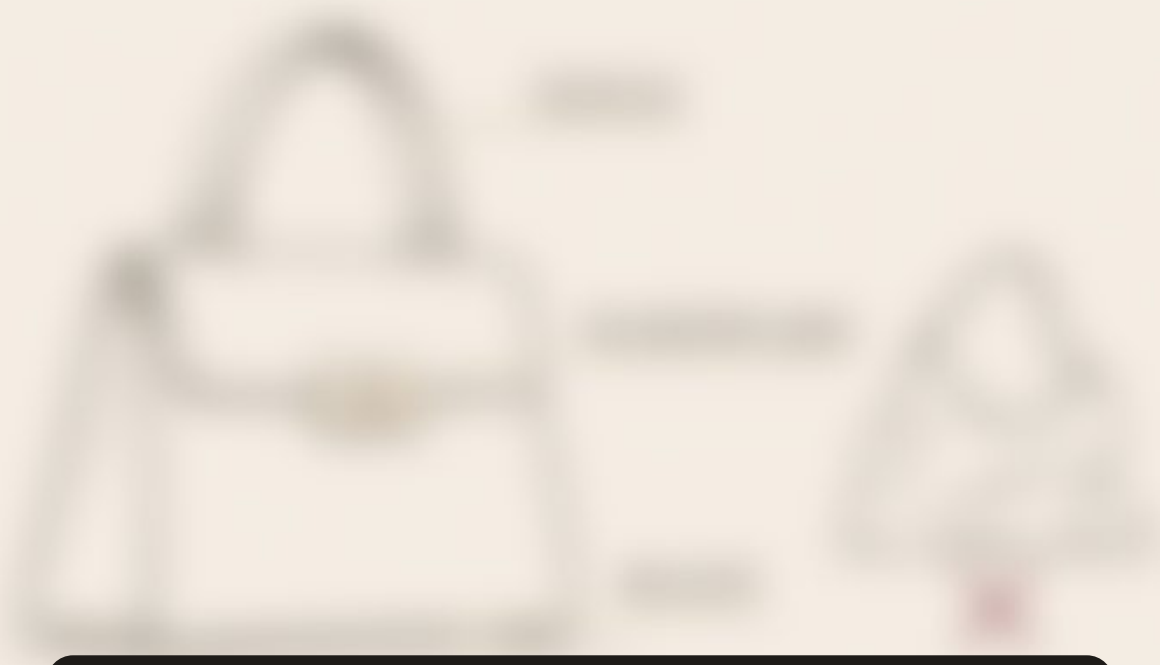
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N°6 · THE 10-SECOND CHECK

The everyday bag

It isn't the brand. It's the edges.

PAY MORE



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MY WINTER BUYING LIST

What I’d buy, what I’d skip

Coat

PAY MORE

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Inside: every check, the labels to look for, my winter buying list and all seven outfits.