

# Fashion Weekly

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## Yellow trends hit fashion world this season

By TOSHIRO SATO

A whirlwind of yellow is bearing down on the spring fashion scene. Colorful tones are making a comeback in women's fashion, after a trend of calm monotonous that continued for several seasons. Yellow is particularly emphasized in clothing, accessories and makeup.

Due to its bright hue, yellow has played only a minor role in fashion and was used mostly as an accent color, but it is so popular this spring that it suddenly has become a central theme.

It seems that many women are looking to bright colors to alleviate a continuing spate of depressing news lately.

January and February were colder than usual this year, so department stores and select shops fought an uphill battle when it came to spring merchandise. Department store chain Isetan Co.

Linkin's Shinjuku main outlet in Tokyo had slow sales of spring items in its women's clothes section on the fourth floor. Despite the sluggish mood, the store was able to match the previous year's sales thanks to yellow, pink and other colorful

clothes that invigorated the sales floor.

The trend can also be seen among cosmetics items. Shinjuku Ward-based shu uemura released yellow and green eye shadows in January as new spring colors, and they were soon sold out.

A source at the company explained that women supported its strategy of making yellow the main color for the face for the first time, although previously it had been only a supporting color to add depth to the eyes.

Considering such changes, it is likely that a whirlwind of yellow will be stirred up after March when spring comes into full swing.

In fact, when looking at the accessory sales floor at Printemps Ginza Co. department store in Tokyo, there are many yellow items on the shelves ranging from necklaces to bangles, earrings and hair accessories in clear yellow tones. As for shoes, a wide range of tones is available from pale pastels to bright yellow to shades close to gold.

A source at the store said this is all new because yellow

was rarely used for shoes in the past, and the color will likely stimulate consumer spending as most people do not have yellow shoes.

Laforet Harajuku in Tokyo's Shibuya Ward is holding an event called Colors by Laforet from March 15 through April 6. The fashion mall will sell products featuring bright colors throughout the building. About 30 out of 110 tenants plan to offer yellow products.

Colorful tones started garnering public attention when many designs featuring bright colors were seen in the Paris Fashion Week Spring/Summer 2008 in autumn 2007 and at other events.

Women have been wearing basic colors such as black, white, and gray for some time, so they now feel like using brighter colors, as a woman in her 20s said. The boom in colorful tights last autumn and winter was one such sign.

Of all the bright colors available, why is yellow so popular? "There's been a lot of depressing news along with scandals recently," said an official of Japan Fashion Color Authority.

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Models walk the runway to show this season's latest trends at the Mercedes-Benz Fashion Week in New York City Photo Courtesy of AP photos

## Chunky necklaces meet spring

When Sarah Jessica Parker showed up on the red carpet Monday night with her "Sex and the City: The Movie" co-stars, she piled on a huge spring trend: Chunky accessories that offset an otherwise minimalist outfit.

Parker, 43, known for blazing fashion trails, paired bold necklaces - huge colorful stones, a string of baubles, and draped strings of silver and gold - over a simple silk mauve Yves Saint Laurent dress.

"Bigger is better when it comes to necklaces right now," says Suze Yalof Schwartz, executive fashion editor-at-large at Glamour magazine. "We saw them all over the runways, from Lanvin to the jewelry at Vera Wang to Dolce & Gabbana. Significant pieces of jewelry are internationally making a major statement."

Girls itching to strap on every string in their jewelry

boxes don't need to wait for a red-carpet invite. The hottest way to work the look right now is totally casual.

"I think the best way to wear them is not only with your evening clothes, but to wear them for day," says Schwartz. "Jeans, a white T-shirt and a huge necklace look as amazing as the Sarah Jessica Parker chic little dress with a big statement necklace. It takes anything that you have that's plain and gives you a little drama. And all women love a little fashion drama."

As with all trends, just don't overdo it. When wearing big bold jewelry, it's best to simplify the rest of your outfit.

"I wouldn't wear big necklaces with something that's highly decorative," advises Schwartz. "And don't wear them to the beach unless you're Beyoncé - only she looks good with bling on the beach."



Charlotte Russe brings in new runway trends this spring with light-yellow tops and clutchbags Photos Courtesy of charlotterusse.com

# What will you be wearing this year?

*From ruffles, to clutch bags, to floral prints, this season has all new looks hitting stores*

By Elizabeth McMeekin

FORGET the giant handbags, celebrity-endorsed perfume lines and mass-produced, cheap fashion - 2008 is a new year, and it has new fashion rules. To keep you up-to-date, we've highlighted the biggest trends, as well as a few top beauty tips to keep you looking great for the new season.

**Online shopping**  
Nowadays new clothes are only a few clicks away. The rise of designer and high-street shopping websites such as [www.net-a-porter.com](http://www.net-a-porter.com) has meant that the finest fashion is available in Lochwinnoch as well as London.

One of the most popular sites of the moment is [www.asos.com](http://www.asos.com). Famed for its mix of high-street and designer brands, this website is fast becoming a must-see shopping spot for discerning fashionistas. For those who prefer to be selective with their fashion, this website also stocks items from cult Parisian boutiques American Retro and Manoush.

**The return of Halston**  
Disco gear at the ready ladies, the relaunch of iconic 1970s label Halston this spring is one of the most hotly

anticipated fashion moments of 2008. Backed by Hollywood producer Harvey Weinstein, celebrity stylist Rachel Zoe and fashion maven Tamara Mellon, of Jimmy Choo, the new Halston collection is already causing a buzz.

Style-conscious ladies are already hunting down that perfect pair of flares and a glamorous fulllength evening gown to get ready for the 1970s onslaught. Prepare to see a lot of high heels, clutch bags and some old pictures of Bianca Jagger arriving at Studio 54 on a white horse. Look out for the first collection in a posh department store near you.

**Florals**  
Sure to be spring/summer 2008's biggest trend, the rise of eyepopping floral fabric is one of the strongest fashion stories of the season. The butter-wouldn't-melt lady-like look was a big favourite on the catwalks for spring and fashion fans should look out for fabrics printed with large, bold blooms.

**Upmarket**  
high-street favourite Jaeger has done modern florals with a 1970s edge for spring/ summer 2008, making it an ideal place

to stock up on this trend. Its Jaeger London collection is worth a detailed look thanks to pretty starburst prints and floral-inspired finishes.

**The new beauty buzz**  
Celebrity perfumes are so 2007. This year it's going to be all about the designer-make-up and beauty lines, such as Care by Stella McCartney and the new Calvin Klein make-up collection due to launch this spring.

Top of the beauty charts will be organic ranges free from harmful chemicals and produced in an ethical manner. Reputable beauty brand Origins is launching its organic line this month, which includes skin, body and hair care. With the United States Department of Agriculture's National Organic Program certification, this range is designed to put your mind at ease while still making your body look beautiful.

**The new must-have beauty item?** Off-white nail polish such as White Stain nail varnish by Chanel - perfect for wearing with that white 1970s disco dress you're about to invest in.

Care by Stella McCartney is available at House of Fraser:

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Models hit the runway during the Mercedes-Benz Fashion Week in New York City wearing the latest trends in print and color

Photo Courtesy of AP photos

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The official analyzes changes in popular colors over time, and she explained that yellow was popular during the economic bubble in the second half of the 1980s. Intense hues were in style and symbolized the flamboyant mood of the time. Compared to that period, this year's colors have clean hues that are anything but dull.

A makeup artist who develops products at shu uemura said that the color that had been favored in the past as a happy color was pink. However, pink emphasizes feminine traits too much.

He explained that when he interacts with women through makeup, he gets the feeling that they want to relax more naturally instead of bracing themselves to be womanly. In that sense, the fact that women have begun reaching for neutral yellows shows that women are becoming androgynous, he said.



Runway models in New York City show the latest trends in handbags and vibrant colors

Photo Courtesy of AP photos

## Top trenders share fashion secrets

By Sarah Bancroft

Fashion Week look Black leather motorcycle jacket. So Paris Ultimate spring colour "Hot pink. But I'm trying to figure out the neons -- green, yellow. Maybe belts?"

Ultimate spring ensemble "High-waisted safari shorts. And I love Rodarte -- the fine sweaters." Yellow, yes or no? "Canary? Love it, personally can't wear it."

Who Sarah Kelsey, assignment editor, CTV  
Spotted at Le Germaine Hotel library

Fashion Week look Wide-legged jeans and chunky necklace (of her own design)

Ultimate spring colour "Blue. It's calming and refreshing." Ultimate spring ensemble "The one item I would kill for is the Chanel tweed blazer with red stripes.

It's \$8,000 but that's OK!

Yellow, yes or no? Yes, sunshine is on its way.

Who Alison Lawler-Dean, fashion associate, Wish magazine Spotted at the Evan Biddell show Fashion Week look "It's all about that amazing hair. And lace." Ultimate spring colour "Electric blue. Works forme-- super fresh." Ultimate spring ensemble "Easy, satiny pant, a tank, chunky gemstones, gladiator flats"

Yellow, yes or no? "Not for me." Who Susie Wall, correspondent, eTalk Daily

Spotted in a cab, after the Heart Truth Fashion.

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The new inspiration - fashion blogs

Fashion has plenty of outlets. Glossy magazines, TV programmes, flashy advertising and, more recently, the rise of style websites to guide you through the latest looks. In 2008, however, learning about new fashion trends will require a more organic approach.

The rise in popularity of independent blogging websites such as [www.thesartorialist.blogspot.com](http://www.thesartorialist.blogspot.com) and [www.facehunter.blogspot.com](http://www.facehunter.blogspot.com), has brought everyday fashion to our attention. Cool hipsters from New York, Milan, Paris and London are snapped by little-known photographers and their portraits are later published for all to see.

Watch how trends take form among cool Parisian youths and later make it on to the catwalk. If you need any more persuasion, it's rumoured that top-ranking designers are now using these sites as inspiration for their collections. Besides, these unknown trend-setters are far more intriguing than ubiquitous tabloid celebrities.

Eco-friendly

If all those organic products and floral fabrics didn't give you the hint, let's make things a little clearer: 2008 is going to be the year of eco fashion, complete with fair trade products and ethical sourcing.

Designer of the moment Stella McCartney (right) - a long term fan of vegan and ethical produce - is leading the way with her highly cov-

eted spring/summer 2008 collection. Even the king of glitz and glamour, Roberto Cavalli, has given his spring collection a more natural theme, filled with flowers and long, flowing dresses.

Fairtrade high street label People Tree is set to be a big hit in 2008, as its tried-and-tested eco threads appeal to discerning shoppers.

Superheroes

Who's the bear that shoots through the air, like a streak of red? Superted, Superted. Yes folks, it might sound silly, but 2008's left-of-centre fashion inspiration is going to be superheroes. Large or small, man or beast, these cartoon creations are having a huge impact on the world of fashion at the moment.

Already chosen as the theme for the prestigious Costume Institute Gala at New York's Metropolitan Museum this year (last year the theme was tartan), superheroes are blazing a fashion trail. The same museum is also opening an exhibition entitled Superheroes: Fashion and Fantasy, in May this year.

And it doesn't stop there. Designers and stylists are currently citing comic and cartoon references, such as Minnie Mouse, in their work, so expect to see plenty of bright colours and humorous accessories on the high street in the next few months.

Ahoy, sailor!

Forget those kooky outfits Johnny Depp wore in *Pirates of the Caribbean*, this season nautical fashion is all about keeping things classic. A striped dress, a thick

"knotted" jumper - nautical fashion is all about hanging out by your little boat at the seaside. Albeit in the south of France.

The high street has been quick to pick up on this trend, with H&M doing a fetching pair of round white sunglasses and M&S opting for a few nautical separates, such as a Limited Collection oversize stripe shirt (pictured above), GBP35. Shoe lovers should also look out for Pierre Hardy's wooden and fabric wedges for Gap which will appear in stores this spring.

Jewellery

Forget those enormous handbags you've been carrying about for the last 12 months, and instead feast your eyes on the latest accessory craze - oversize necklaces. Inspired by tribal jewels, these large neck pieces are set to be the cornerstone of your new spring/summer 2008 wardrobe.

Look out for fantastic high street numbers such as H&M's shell and wooden pieces (pictured above), which are surely going to be among shoppers' favourites.

Marks and Spencer also has a number of great chunky necklaces to choose from.



Runway models show new trends for spring are bold, bright colours in shoes, dress and accessories Photo Courtesy of AP photos

# Hair dos...just no scrunchies please

By Carole Park

A Jennifer Ouellette turban headband has become the modern-day tiara for Upper East Side queen bee Blair Waldorf on the hit show *Gossip Girl*. The series, a fashion-forward inside look at an elite Manhattan private school, is clearly taking cues from the spring 2008 runways, trotting out edgy ensembles embellished with hair accessories.

Inspired by such hits as Victoria Beckham's Marcel Duchamp-esque headband in the latest Marc Jacobs ads and jewelled pins tucked into the updos of models on Chanel's couture catwalk, women are banging their heads as they attempt to adapt the trend into their own style.

For many, the trend is about function as well as fashion: The big bang phenomenon of seasons past was heavily promoted by stars and models such as Irina Lazareanu, prompting women everywhere, including her buddy Kate Moss, to attempt the face-framing look. Now, ladies who impulsively chopped only to find the look didn't work on them are seeking solutions to keep their awkward fringe under control as it grows out.

The leading style is the headband, often associated with a preppy look. But the hottest material is a decidedly fun one that members of a certain generation will remember wearing on their feet: Stephanie Marchese, buyer of soft accessories at Holt Renfrew, is keen on "wide headbands made from a

material that looks like plastic but is actually rubber, called 'jellies.'"

She is quick to add that there are no restrictions to what should be worn when. "Anything goes, jewels and satin are not just for evening any more." Day or night, a Missoni-inspired look of flowers can be tucked into a loose updo, or a simple bobby pin can hold parted hair that has been swept across the face, like at Alberta Ferretti's fall 2008 show.

The limitless selection of accessories mirrors the infinite number of hairstyles, which can make the match game difficult to play. "All hairstyles, from short little crops to shags to long, silky hair, can wear accessories," says Tony Masciangelo, hair and makeup artist at the Plutino Group, a Toronto-based stylist agency. "The trick is finding the right size and the right textured accessory while used within proportion of your face and head."

A short cut is best complimented with small and understated accessories such as skinny headbands and tiny clips; longer hair has a greater presence, allowing for a bolder look.

Despite the flexibility of this trend, Masciangelo says one rule is firm: "Stay away from banana clips, butterfly clips and those stupid scrunchies made of synthetic hair!"

Right: Reese Witherspoon wears headband to show top fashion trend Photo Courtesy Google Images



# Kick up your heels; spring fashion begins with high voltage colors

By Heather Toskan



Spring shoes deliver an eye popping punch that gives equally bold fashions a run for the money.

"Colourful, boldy-styled shoes are powerful fashion items that can stand up to anything you might choose to wear. Go for the new, runway-inspired, monochromatic look, by matching shoes to your outfit, or wear them with neutral clothing, for a blast of eye popping colour," says Crissi Giamos, Toronto-based director of public relations for Town Shoes.

The spring fling starts with high voltage colours and intensifies with pattern and texture.

Almost any bright colour gets the party started. Go bold, in electrifying lemon yellow, royal blue, fuchsia, red, purple, turquoise, lime and emerald green.

Amp up the voltage, in high gloss patent. Gain extra fashion credibility by indulging in double or triple shots of colour on the same shoe.

The spring tradition of two-toned black and white shoes is joined by other colours that go heel to toe. Popular colour combinations include duos of red and grey, pink and black and the triple whammy of black, red and yellow.

Pale dove grey and white shoes are among the few

light tones.

Mercurial silver and flashy gold go with cool and warm metallic options. Metallic heels may add impact to brightly coloured and patterned shoes.

Graphic, colour-blocked styles inspired by the neo-modern prints of Piet Mondrian are among the many art-inspired, footwear expressions. Abstract geometric patterns and layered patchwork combine various colours, patterns and materials to build on an artsy theme.

Floral patterns of all sizes are firmly planted on fabric footwear in dressy and casual styles. Other possible patterns include polka dots and gingham checks.

Snakeskin and snake printed leathers lend luxurious texture to many spring styles.

Much of the visual interest in silhouette falls to the heel, as most shoes continue to favour rounded and open toes.

Heels show enormous range in style, structure and height. New ballet flats are often lifted by low heels.

Although the spindly stiletto heel never dies, the majority of heels feature substantial width, along with heights of three to four inches.

Straight heels that are

about an inch wide are often fashioned of wood, stacked or patent leather, for a marked contrast with the rest of the shoe.

Solid wedged heels continue to be popular, but cone and cutaway versions create architectural variations on the popular wedgie.

Geometric cones form a popular heel shape. Designers also exercised their creativity with a slew of other sculptural heel variations.

Metal, rhinestone studded, floral shaped and "upside down" heels as designed by Marc Jacobs, make heels the true focal point of many shoes.

Platform soles and hidden leather covered platforms add substance to open toed, Mary Jane and T-strapped pumps, as well as heeled city sandals.

"Gladiator-inspired styles and strappy cutout oxfords with corsetry inspired lacing are among the other must-haves," says Giamos.

Gladiator sandals are on the way for summer, while lace-up oxfords are revamped with open toes, towering heels, texture and colour.

Fashion Week in New York City brings out bold colors in more than just clothing this season; strappy sandals in bold colors walked the runway  
Photo Courtesy of AP photos

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Fashion Week look Black bubble dress, black coat and uber-high heels. spring colour "Plums, any season. Helps me pop."

Ultimate spring ensemble "Miu Miu patent wedge heels in titanium. And there's an apple green dress I'm totally in love with on Net-a-porter. You've got to roll it out."

Yellow, yes or no? "Yes, yes, yes. But with a faux tan. I'm a redhead."

Fashion Week look Pale blue sweater layered under Paul Smith tailored vest

Ultimate spring colour "That blue. That electric blue."

Ultimate spring ensemble "Lanvin. Really simple. The off-white cardigan and khaki pants. I'd wear it with a Rick Owens thin cotton Tee. And the high tops: tan and copper with liquid metallic detail. Beautiful. Yellow, yes or no? "Yes, but I see where people would say no."

Who Athena Tsavlis, Toronto editor, VitaminT.ca

Spotted eating pasta at the new Terroni, pre-Joeffer Caoc show Fashion Week look Orange patent heels, turquoise jacket, orange leather gloves

Ultimate spring colour "I'm getting married, so white! Actually, I could do all the colours."

Ultimate spring ensemble "I like all the drapey, but it can overwhelm a small frame. It's very beautiful." Yellow, yes or no? "I've been thinking lemon for a year, but don't do it because it's trendy. Put a yellow ribbon through your jeans."



Dressy and casual looks for this season hit stores for a more affordable price than runway looks

Photos Courtesy of charlotterusse.com