



 Marla Tomazin

# Marla's Style File

## For Immediate Release

For an interview with Marla Tomazin, please contact Dottie DeHart, DeHart & Company Public Relations, at (828) 325-4966 or DSDeHart@aol.com.

### **Fresh Picks for Fall: Seven Simple Ways to Spice Up Your Wardrobe This Season**

**New York, NY** (August 2010)—As the dog days of summer drag on, are you dreaming of that glorious time of year—when the summer's heat (finally!) gives way to the crisp, cool days of fall? When you can trade crop pants and tank tops for tall boots and warm sweaters, and bundle up and look beautiful at the same time? If you're dreaming of updating your fall wardrobe and you're tired of the same old jacket-and-jeans uniform you've been sporting each autumn, then New York-based image consultant Marla Tomazin says that now is the time to start shopping, and, best of all, that this is the year you've been waiting for. Fall's freshest looks have some unexpected twists on old classics that will have you falling in love with your closet's contents all over again.

"Most women look forward to the fall and can't wait to wear the rich, luxurious fabrics and colors associated with the season," says Tomazin, who has been an image consultant for twenty years after earlier experience in the fashion industry. "A change in the weather is a signal to break out the fall wardrobe and show off the latest fashion trends. And this fall is particularly exciting as we are seeing a return to classic elegant dressing—but with a twist!"

Tomazin says that this season there are seven simple trends you can't miss out on:

**Go wild for animal print.** Animal print, while once touted as a trend, has become a classic for every wardrobe. And Tomazin says that it has become a fashion staple—one you shouldn't miss out on this fall. Choose from animal print clothing, handbags, shoes, scarves, or a fur vest. But she warns against wearing too much of a print and discourages mixing more than one print in an ensemble. Animal print can make a great statement, but it shouldn't take over.

**Live in leather.** Each new season brings with it a fabulous new jacket or skirt made of the divine leather. Classic, edgy, and fashion-forward, leather has always been a simple way to take an ordinary outfit to extraordinary. This fall season, leather is no longer limited to the basics. Jumpers, vests, shorts, and trench coats made from this luscious medium are hitting the runways and the streets, and Tomazin says it's a trend you should watch. Whether you opt for a piece made entirely of leather or choose one with just a touch (leather pockets on jackets and leather strips designed into dresses are also huge this year!), it's certain you'll turn more than a few heads this fall.

**Embrace the new neutrals.** When it comes to neutrals, black and white are no longer the only game in town. This fall, elegant colors like camel and gray are stepping up and joining forces with traditional basic black and crisp white in the neutrals category of your closet. Tomazin says that these colors are versatile—they look great as a column look or when used as an accent. If you're ready to incorporate one of these great new hues into your own closet, she suggests investing in a classic camel hair coat. Not only is it a beautiful piece, it's the one thing that will go with everything in your wardrobe!

**Pick pretty pieces.** This fall hails the return to the feminine fabrics and pretty pieces that every woman loves to wear. For this look, Tomazin says to choose from beautiful feminine white blouses in sheer chiffons, silk charmeuse, organza, or classic cotton—try tucking them into a trouser or skirt, or wear them under a jacket for a different look. Pair these with a simple black pump, or a classic shoe in colors like nude and red for a fun accent. Finish your look with a handbag in a classic shape and you'll be feeling feminine and flirty in no time.

**Find the right cut with tailored suits and minimal dressing.** Finally! Fall 2010 is the return to clean, minimalistic clothing. Beautifully cut suits in elegant fabrics are in for this season. Figure flattering and elegant, tailored clothing is the perfect way to maximize your wardrobe with pieces that will take you from the office, to dinner, or even out to run weekend errands. Tomazin suggests keeping your accessories simple with minimal jewelry and natural-looking makeup, and you'll look polished for every occasion.

**Chic is comfortable again.** Being fashion-forward this fall doesn't have to mean sacrificing your comfort! Knit clothing offers an easy, elegant, and comfortable way to dress for the autumn season. Choose from knit dresses, kicky pleated skirts, fabulous cardigans, and novelty sweaters that can be worn as a column or mixed with complementary woven garments. Tomazin says that an easy way to create continuity with a shorter knit skirt is to choose opaque stockings and pair them with a similarly colored bootie or shoe. This creates the linear column look.

**Strike gold.** Autumn is a time of year that is full of vivid color—from the richest reds to the warmest tans and browns—and gold is the perfect accent color against the rich colors of the season. As the weather cools, Tomazin suggests incorporating gold in an unexpected way: Think shiny sweaters, matte sequin skirts or dresses, and gold jewelry in interesting new designs, like coin jewelry. If you want to instantly glam up a simple style, opulent cuff bracelets in metal set with semi-precious stones make a strong statement.

“There is always a plethora of new trends that are offered each season,” Tomazin concludes. “But that doesn't mean you have to try every one of them. Choose only the ones that

are the most flattering for your body type and appropriate for your lifestyle. There's a trend out there for everyone. Embrace the cooler weather as a chance to try something new and to also find comfort in the classic looks that you love.”

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### **About Marla Tomazin:**

Marla Tomazin, Certified Image Consultant, established her image consulting business in 1990 with the goal of helping clients identify an authentic image and develop its effective expression.

Through her successful career in the fashion and retail industries, Marla has gained invaluable expertise in retail buying, merchandising, sales, and marketing. She began with May Company in Denver after earning a B.S. in Marketing from the University of Denver. Marla moved to New York where she worked with several well-known Seventh Avenue design firms. As she developed her business skills, Marla made a serendipitous discovery—an innate sense of style and facility for working with fabrics and colors to maximum advantage.

The progression to Certified Image Consultant was a natural transition. Marla utilizes her abilities in evaluating body shape, movement, and coloring as well as synthesizing optimal cuts, lines, colors, and textures. This results in balance and proportion that accentuate attributes and conceal flaws. Her clients include women, men, and corporations seeking external revitalization that mirrors their internal development.

She has lectured at The Learning Annex on “How to Become an Image Consultant” and at The American Women’s Economic Development Corporation on “What Does Your Image Say About You?”

**For more information, please visit [www.marlatomazin.com](http://www.marlatomazin.com).**