



## Fall 2011

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### FALL BRINGS MODERN TAKES ON THE TRENDS OF DECADES PAST

This Fall Sears is taking their cues from the fashionable decades past. With two distinct themes defining both menswear and womenswear, the "IconAclassic" and "Into the Woods" looks are rewound and reworn with a modern flair. Inspired by the styles of the 60s and 70s, "IconAclassic" channels old Hollywood glamour with a Britster vibe, while "Into the Woods" references a vintage military feel. The key to pulling off these looks with style is all in the mix; mixing decades, textures, prints and mixing casual pieces with dressier ones giving the classic pieces an updated spin.

#### The "IconAclassic" Woman

Fall's dressed up womenswear look is inspired by sartorial icons of decades past. The 70s styles of *Love Story* and *Charlie's Angels* inspire rich fabrics, mock necks, gold accents and the evolution of the camel coat. Images of Diane Keaton's *Annie Hall* come to mind as menswear inspired suiting takes the spotlight.

"The fabrics, textures and colours of the 70s were so rich and decadent; they provide the perfect foundation for fall dressing," says Cynthia Florek, Trend Director for Womenswear at Sears Canada. "Autumnal colours like rusts, olives, mustards and amber recall the effortless fashion sense of many strong, iconic women, updated for today."

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### **The “Into the Woods” Woman**

“Into the Woods” is centered around cozy wool knits, making it fall’s more casual look, but it’s not short on flair. The perfect combination of 70s bohemian hippie with rustic military accents, this look creates interest and drama through floor length coats, nubby yarns, shearling, oversized plaids, Nordic prints and romantic florals to create interest and drama.

“An Eastern European influence adds a sense of dark mystery and intrigue to dressing this fall,” says Florek. “Think long, wool coats, faux fur accents and lots of warm knit layers. Mix it up by adding a paisley or floral silk scarf for a hint of bohemian femininity.”

### **Key Pieces**

1. The Quintessential Wool Coat
2. Plaids
3. Cozy Knits
4. Nordic Prints
5. Menswear Inspired Suiting
6. 70s Inspired Styling
7. The Trapper Hat
8. The Pocket Scarf
9. Texting Gloves
10. The Aviator Boot

### **How to wear it this fall – Styling tips from Trend Director Cynthia Florek**

#### **The Quintessential Wool Coat**

We saw the camel coat everywhere last fall. While this classic piece is back again this year, it’s updated by taking the length to the floor so it’s almost ground skimming. This piece has great presence and speaks for itself, so keep the styling minimal and accessorize by cinching it at the waist with a wide belt and adding a pair of tall brown boots that will peek through with every stride.

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### **Menswear Inspired Suiting**

You can't go wrong with the clean, tailored lines of a menswear inspired suit. In seasons past, suiting has been all about mismatched separates, but this fall marks the return of monochromatic suiting. Team a suit with a sleek turtle neck for a 60s feel, or add a bow blouse under your blazer to achieve a 70s vibe. Changing the look by changing the underpinning ensures versatility from a suit, without having to break up the pieces.

### **A Spin on the Sweater**

Sweaters come in a range of shapes, sizes and textures this fall. From Nordic prints, to nubby yarns, to elbow patches or military inspired epaulettes, there are so many details that add interest to the standard sweater. Treat a pair of dress pants like denim and make them more casual by adding a belted, chunky knit or add a shrunken sweater under a slim suit for an unexpected twist on fall's monochromatic menswear suit.

### **The "IconAclassic" Man**

For menswear, style icons come from the 60s and 70s. The Britster vibe, courtesy of the Beatles and *The Avengers*, contributes clean, slim lines, while the 70s dandy, via Robert Redford's Hubbell Gardiner in *The Way We Were*, inspires Haberdashery textures like tweeds, plaids and tartans, cable knit sweaters and preppy shirts.

"There are so many great style icons that men can look to for inspiration when wearing fall's key pieces," says Nancy Dennis, Trend Director of Menswear, Sears Canada. "The Beatles and The Rolling Stones are great references for this season's British inspired styles. Pulling off these looks requires the right mix of retro inspired pieces and modern elements so that the look isn't too costumey."

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### The “Into the Woods” Man

The men’s “Into the Woods” look has a vintage military feel to it, albeit with a much more rugged edge; think *Dr. Strangelove* or *Defiance*. Elements like newsboy caps, chunky scarves and noble fabrics in a moody colour palette lend this look its masculine drama.

“While the men’s look for fall is inspired by the notion of a rugged military group disguising themselves deep in the woods, this toughness is refined and made more approachable through details like cable knits, elbow patches and luxury yarns like cashmere, cotton and merino,” says Dennis.

### Key Pieces

1. The Slim Suit
2. The Beatle Boot
3. The Chunky Scarf
4. The Chunky Cable Knit Sweater
5. The Sweater Jacket
6. The Tartan Balmoral Blazer
7. The Preppy Shirt
8. Texting Gloves
9. The 60’s Turtle Neck
10. The Cashmere Top Coat

### How to wear it this fall – Styling tips from Trend Director Nancy Dennis

#### The Beatle Boot

This sleek, black boot has such a mod influence that recalls the young Beatles. Avoid pairing it with a turtle neck which will look way too retro. Make the look current by adding detail and interest with a chunky scarf, a slim charcoal suit and a sweater with lots of texture. Finish the look with a sleek, modern laptop bag to mirror the polished look of the boot.

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### **The Chunky Scarf**

The chunky scarf may seem intimidating, but it's actually very easy to wear. Contrast its heavy knit by tying it in a simple pulled through knot over a long, tailored wool coat which keeps the silhouette slim. Be sure to pair it with a fine knit sweater and not a chunky gauge sweater that will look too bulky and thick.

### **The Tartan Balmoral Blazer**

The Balmoral blazer with its tartan pattern and elbow pad details is inherently dressed up. Don't add too much pattern underneath which risks looking too busy. Instead, let it stand out by teaming it with a more casual khaki pant, a tan canvas or leather messenger bag and some simple brown shoes.

### **About Sears**

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