

How Fashion Conscious Are You?

By: Tracey Porpora

Are you a shop-a-holic who desires all the latest trends? Or do you have little time for fashion, and find yourself wearing the same pair of jeans year after year? "Anyone can pick up a magazine, but a truly fashion-conscious person knows how to translate particular cuts, colors, and styles from glossy editorials to your everyday closet," says Michelle Madhok, online shopping expert and founder of SheFinds.com. "When dressing for her/himself, the fashion-conscious person knows what works on her/his body and maybe more importantly, what does not."

If you're wondering if you're truly fashionable, take our quiz and find out how much fashion means to you in your daily life.

1. When you hear the words "Prada," "Gucci" and "Versace:"

- A. You think: "Time to shop for the newest in shoes, handbags, sunglasses and clothing!"
- B. You associate these designers with runway fashion shows that only slaves to fashion would watch, or go to.
- C. You have no idea if they are Italian restaurants, a type of pasta, or stores in Milan.

2. When you shop, you go to:

- A. High-end department stores, and high-end fashion websites to look for the latest trends, and best deals.
- B. You shop in many stores, from Target to Nordstrom. You simply go when and where it's convenient, and wherever you can get a bargain.
- C. You hate shopping. You order most of your clothing online from discount retailers simply when your clothing gets old, or you have somewhere to go.

3. When it comes to shoes:

- A. You can never have enough pairs, and always need a different pair for every occasion, and type of activity (i.e. work shoes, gym shoes, evening shoes, etc...)
- B. You buy a pair of shoes or two each season if you think you need them. But last year's sandals will do just fine.
- C. You own less than 10 pairs of shoes, and only shop for them when they have become old and worn.

4. In the morning you learn you're invited to a classy cocktail party with your office colleagues the next evening:

- A. You immediately think about what you should wear, and most likely rush to Bloomingdales on your lunch break to see if you can find something "hot" and "new."
- B. You think about what you have in your closet that will be appropriate, and decide to wear it.



- C. You don't even think about clothing until an hour before the event, when you go into your closet, and put on something appropriate.

5. You have a date after work, so:

- A. You bring your best "date outfit"—including the perfect shoes, jeans/skirt,

and shirt—to work, and change in the bathroom afterwards.

B. You wear something a little nicer to work that day.

C. You simply wear the first thing you pick up in the morning out of your closet that seems to match.

6. To you, "style" means:

- A. Wearing the latest trends, and having them look great on you.
- B. Is a term that defines what many people strive for, and only some truly accomplish.
- C. Is something you could care less if you have, or ever had.

7. When going out for a night on the town:

- A. You will not leave the house unless you look in the mirror, and feel you're wearing the hottest style, and more importantly, you look hot in it.
- B. You're comfortable in your clothing, and are happy with the way you look.
- C. You're simply happy if you have time to iron your clothing, and are wrinkle-free!

Give yourself five points for every "A," three points for each "B," and one point for every "C."

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Results:

If your score is 30 or above you're a true fashionista! You love to be in style, you keep up with the trends, and truly enjoy showing off your fashionable style. "To be truly fashion conscious, one must stay up-to-date with the latest style news/trends, and put effort into what you wear on a daily basis," says Ashli Townshend, editor of B|E SCENE, the Official Barnett Ellman Fashion Blog. "You know the season's top trends. You rock the trends; the trends don't rock you. You can successfully shop high and low, and look like a million bucks. You study major fashion publications for styling ideas. And you know the majority of the designers behind major fashion houses."

If you've scored 20 to 29 you're interested in fashion somewhat, and generally try to maintain some sort of style. You often find yourself in the store opting for clothing that looks good on you regardless of style. If it's high fashion, that's great, but if it's not, it's not a big deal. What matters to you is that you look good, and if that means last year's styles, so be it. "You're somewhat fashion conscious if you follow the seasonal fashion trends, and can identify which ones will work best for you," says Evana Maggiore, founder & president of Fashion Feng Shui International LLC, and author of *FASHION FENG SHUI The Power of Dressing with Intention* (Mansion Publishing LTD, 2007). While you pay some attention to fashion, you don't always make it a priority. "You are somewhat into fashion if you realize the Mizrahi Collection at Target is slightly different than that carried at Neimans, and you know retro is not about 'wearing your old clothes,'" says Joshua Estrin, president and CEO of Concepts In Success (www.planetjosh.net), and author of *Shut Up! And Listen to Yourself* (Angel Mind Publishing, 2006).

If your score is 19 or below you could care less about fashion. You don't care if your jeans are the latest cut, or if they have a designer's name on the back pocket. You generally opt for comfortable clothing, and aren't concerned with what models on the runway wear. "You're not fashion conscious if you throw on whatever is clean in the morning; you don't see the point of fashion shows; you've never 'wasted' money on a fashion magazine in your life, and you have no idea who Karl Lagerfeld, Marc Jacobs or Oscar de la Renta are, and don't care," says Townshend.



The 'Green' Environment Day

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This can prove be one of the best energy cutting decisions. Dryers consume more energy than any other appliance in the household. Use a dryer only when you are pressed for time. You can also purchase a drying rack for drying clothes. You can simply hang your clothes around your home as well.

Save energy by maintaining the temperature in your refrigerator Setting the proper temperature in the fridge and freezer can save a lot of energy. If you change one degree temperature of your freezer and refrigerator, you can effect energy consumption by 5%. Freezers should operate at -15°C to -18 while fresh food compartments can be held at around 4°C to 6°C.

Cut your carbs on your way to work Carpooling will reduce the Carbon emissions for your daily commute. If not every day, then even a once a week carpool can make a sizable difference. This will save your gas dollars and you'll have an opportunity to share office gossip with your friends.

Not to mention, in many places, carpooling can save you even more time and money. Car pool allows you to skip tolls on

bridges and opens up access to less-clogged high occupancy vehicle lanes.

Get non-gasoline-powered reel lawn mowers There are many non-gasoline-powered reel lawn mowers available in the market. They are easier to push than the older ones. They are eco-friendly have zero emissions and help you get great exercise. If you want to go for a power mower, go for a battery-operated kind.

Teach your kids to be green- Teach your children the benefits of recycling, reusing and reducing. Give them the responsibility for your family's recycling. This, in turn will help them learn about money and recycling at the same time.

Reuse paper- Printer misprints or old bills which are blank on one side can be turned into great to-do-list scratch paper. You can even use old greeting cards as post cards or make bookmarks out of them. Old shoe boxes and yogurt containers can be turned into herb planters, file storage and more.

Reuse, Recycle is a very easy method for integrating actions and awareness.