

CHIC

SIMPLE®



WHAT SHOULD I WEAR?

Dressing for Occasions



KIM JOHNSON GROSS JEFF STONE

TEXT BY LINDA GILLAN GRIFFIN

PHOTOGRAPHS BY DAVID BASHAW

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Alfred A. Knopf New York 1999



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DESIGN BY VALERIE TRUCCHIA

PHOTOGRAPHS BY DAVID BASHAW
STYLING BY HOPE GREENBERG
ICON ILLUSTRATIONS BY AMY JESSICA NEEDLE

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• LISTS • LISTS • LISTS •

Knowing what you need before you need it is a major victory in life. Lists are the tools for making life simpler—by reviewing the options you can make intelligent decisions, from what to bring on a trip to what makes up your business wardrobe to what is thrown into your gym bag. A good list means thinking about it only once—simple, bulletproof. These lists are for you to work with; don't hesitate to copy them and customize them to suit your needs. These lists are starting points. It's not necessary or recommended to have all items—choose what suits you. If you have additional lists, e-mail us at info@chicsimple.com.

Because the more you know,
the less you need.

Basic Gear for Women

- all-purpose watch
- black or brown leather belt
- everyday leather or nylon bag
- everyday leather shoes
- glasses/sunglasses (prescription if needed)
- socks, stockings

Ornamentation

- diamond or gold studs
- gold hoop earrings
- gold necklace
- gold bracelet
- hair ornament: elastic, headband, scrunchy

- lipstick
- manicure: neutral nail color is low maintenance and goes with everything
- perfume
- silk scarf

Instant Work

- bag: a leather or nylon tote large enough to hold papers plus laptop
- earrings: gold, pearl, or diamond studs or clip-ons
- gold chain or bangle bracelet
- gold or pearl necklace
- leather agenda
- neutral nail color
- neutral stockings: sheer is dressier and more conservative than opaque
- ornament to tame hair
- pen: Uni-ball or fountain
- smaller bag within the tote to hold personal items, easy to carry to lunch or if going out after work
- silk scarf
- subtle makeup
- subtle perfume
- umbrella: black goes everywhere
- watch: black or brown leather strap
- work shoes: leather loafers, pumps, ballet slippers

Instant Evening

- Basic evening shoe
 - simple black pumps in satin or silk faille (the thinner and higher the heel, the dressier)

- Belts
 - rhinestone or decorative belt; a shiny color (gold or silver leather); a metal (gold chain belt, faux gems)
- Evening hair ornaments
 - bows, flowers, rhinestones; shimmery, luxurious fabrics
- Evening purse basic
 - small, black, in silk or satin—avoid hardware, as it will limit its versatility
- Evening purse extras
 - interesting or bright color; decorative patterns in luxury fabrics or textures; jeweled clasp, minaudière; velvet in winter; dress up an evening bag with a decorative pin
- Evening scarves
 - shimmery textures (beads, pearls, sequins, velvet insets); dressy fabrics (velvets, organza, satin, shantung, silks, chiffon); luxurious colors (silver, gold, copper, brilliant blues, magentas, reds); interesting prints (animal)
- Evening-shoe extras
 - dazzling colors and metallics, luxurious textures (velvet in winter, patent in summer), prints (animal prints are classic), interesting shapes (bare and strappy in summer)
- Jewelry basics
 - diamond or pearl studs or clip-ons, necklace, bracelet, and pins
- Jewelry extras (dress up the simplest clothes)

- rhinestone; boldly shaped gold or silver; colorful gemstones; black jet, crystals, black pearls; large colorful plastics for summer; dress up a simple necklace with a dramatic pin to cover the clasp; long necklaces; necklaces, bracelets, or rings worn in multiples; cuff bracelets; a velvet bow or a silk flower at the wrist is supremely feminine
- sheer black or nude hosiery; shimmery sheen optional

Activewear Wardrobe

GOLF

- cotton argyle socks
- golf clubs
- knit cap
- performance golf sweater
- roomy, full-cut corduroy trousers
- silk golf cap
- sleeveless sweater vest
- soft spiked golf shoes

GYM

- athletic supporters
- headband
- membership card
- padlock for locker
- plastic bag for wet things
- shirts
- shorts
- sneakers
- socks
- stretch-wrap bandages
- towels
- warm-up suit
- water
- wristbands

TENNIS

- racquet
- short-sleeved polo shirt
- tennis shoes
- tennis shorts
- visor
- white athletic socks

Makeup

The minimum

- lip balm

Minimal

- lip balm
- loose powder

More

- lip balm
- loose powder
- foundation
- mascara
- brow definition (if necessary)

Five-minute makeup

- lip balm
- foundation or concealer
- loose powder
- blush
- soft liner
- mascara
- sheer lip color
- brow definition (if necessary)

Full Makeup

- lip balm
- foundation
- concealer (if necessary)
- powder
- blush
- brow definition (if necessary)
- eyeliner
- eye shadow
- lip liner
- lip color

Because the lighting is usually

“A new dress doesn't get you anywhere; it's the life you're living in the dress, and the sort of life you had lived before, and what you will do in it later.”

DIANA VREELAND, D.V.

dimmer at evening events, wear slightly more makeup than in daytime, and emphasize either the eyes or the lips—both would be overkill.

Evening makeup basic

- red lipstick—for quick dress-up, unless it clashes with your outfit

Evening makeup extra

- red nail polish (fingers and toes)

Evening fragrance

- if you don't wear it during the day, you will feel dressier with it on at night; if you wear a light scent each day, use a more heady or exotic one for evening

On Tired Days or Bad Face

Days

First try to revive yourself with a shower. Lie down and place cotton pads soaked with cold chamomile tea on your eyelids. Give yourself a revitalizing mask. Don't emphasize your eyes if you're tired. Use:

- a tinted moisturizer or foundation
- concealer if necessary, but light enough to avoid emphasizing lines

- just enough blush to give you a healthy, just-ran-around-the-block glow
- mascara to open up your eyes
- a light, neutral eye shadow to even out skin tone on eyelids

Exercise Class

If you go to one of those classes where everyone is required not only to work out but to look fabulous while doing so, use:

- gel blush, which works well on bare skin and is usually waterproof and long-lasting
- sheer lip color
- water-resistant mascara

Beach or Pool

- waterproof mascara
- lip balm
- gloss, if you want

That's it.

Skin usually loses its summer color, so adapt your foundation. Skin is also drier in winter. Use a richer moisturizer, or switch to a moisturizing foundation. Stronger lip colors look good in winter.

Basic Travel Kit

- adapter kit

- antiseptic lotion
- aspirin
- Band-Aids
- big baggies for spillables
- cleanser
- cold remedies
- cologne
- condoms
- contact lens cleaners
- cotton balls/cotton sticks
- deodorant
- diarrhea medication
- emergency contacts
- eyedrops
- foot powder
- hair care: comb, dryer, shampoo, conditioner
- identification bracelet
- insect repellent
- lip balm
- medical information (allergies, medications, blood type)
- moleskin for blisters
- mouthwash
- physician's name, address, and telephone number
- prescription medications
- sewing kit
- shaving supplies
- skin lotion
- sleeping mask
- soap (in soap box)
- sunscreen
- Swiss army knife
- thermometer
- throat lozenges
- tissues
- tooth care: brush, toothpaste, dental floss, dentures, case, cleaner
- tweezers, nail clippers

Chapter One • page 10

CHOICES, CHOICES, CHOICES

Lots of clothes and nothing to wear? Then something is wrong. First, you need to find what works for you; then examine your lifestyle to judge what's appropriate for the cyclical occasions throughout the year.

Chapter Two • page 20

WARDROBE WORKSHOP

Your clothes reflect both your moods and your sense of style. How do you make sure what they are saying is what you intend? By understanding the six elements of style, the power of simplicity, and the importance of quality basics.

Chapter Three • page 40

SPRING

A season that begins wet and cold and yet ends with summer's steamy promise, these months are a constant challenge of climate fluctuations. It's also the time of weddings, graduations, and religious holidays.

Chapter Four • page 76

SUMMER

It's simple: It's hot, and the challenge is to look fresh, pulled together, and terrific at garden parties, pool parties, barbecues, and dances under the stars. After the white cotton T-shirt the choices start to become more challenging.

C O N T E N T S

read
this book

ALL YEAR LONG

Chapter Five • page 104

AUTUMN

Is this the best time of year to dress? Great occasions, from back-to-school to museum openings to tailgate parties to just crunching through leaves in the country. Transitional temperatures call for the art of layering.

Chapter Six • page 148

WINTER

Yes—it's cold, the sky is gray, and the day ends too soon. But the nights are long, with balls, charity events, and holiday glitter and glamour. It's also a time of renewal, a time for taking care of yourself.

THIS IS A BOOK ABOUT LEARNING TO DRESS FOR LIFE. THAT MEANS DRESSING APPROPRIATELY for both the changing seasons and the planned and unplanned occasions that take place in the course of a year. Dressing for the seasons is about learning to use the basics in a Chic Simple wardrobe and then adding the pieces that are appropriate to the time of year; it's also about helping you continue to develop your sense of style and add versatility to your wardrobe. Most important of all, it's about allowing yourself to look and feel great.

Chapter Seven • page 176

WEAR WHAT, WHERE?

Flash cards for 27 different types of occasions, quick once-overs that represent basic ideas for you to use as a rapid reference.

DRESSING FOR YOUR BODY

Dressing is the art of camouflage and misdirection. Learn how to make the eye go where you want it to, choose the best styles to flatter your body type, and solve the quintessential crisis of picking the right bathing suit. And find out where to go to get what you're looking for.

HOW TO USE THIS BOOK

It's deliberately simple—otherwise we would feel kind of foolish. You look at the photos and read the text, no downloading involved. However, to aid in quick reference, we've developed a few icons to flag specific information. Listed below are the ideas behind the icons.

Body. This outfit is flattering to a certain BODY type but perhaps not to others. As with all broad generalizations, there will be exceptions to the rule—and you may not care—so read with one eye cocked toward the mirror.

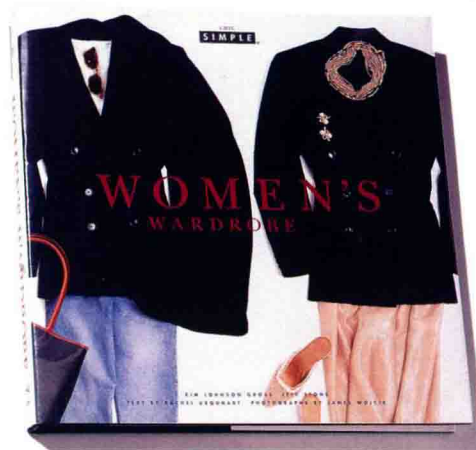
Color. Adding brights, pastels, earthen hues, and every shade in between can bring breadth to your wardrobe, whether you're dressing up or down.

Dress Codes. With dress-down Friday becoming a week-long phenomenon, DRESS CODES are now more about appropriateness. Life's not about dictation, but everyone can use a little guidance in this department.



WHERE CAN I FIND MORE INFORMATION ON BUILDING A WARDROBE?

So glad you asked. *Chic Simple: Women's Wardrobe* covers in depth the ideas and suggestions for creating and maintaining a wardrobe for today.



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SIMPLE SOLUTIONS

Simple Solutions. These are items or outfits that answer such a wide range of needs and are such a foundation to a wardrobe that we have flagged them as easy answers to many clothing problems.



“Appearance is a powerful thing.
I know sometimes people
can't remember a word you've said,
but can tell you
exactly what you were wearing.”

ANN- RICHARDS

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To Jane, who is the occasion I dress for,
and to Dr. Michael Sacks, whose late-in-life discoveries have added a poignancy to his stylish apparel—no matter the occasion. J.S.
To my sisters, Susan and Jill—one knows how to make a great party and the other knows the right thing to wear—each with great style. K.J.G.
For my mom, Cora Engel, who makes every day an occasion. L.G.G.

A special thanks to our number one girlfriend, Noriko Maeda, whose generosity and unerring stylish eye have been a constant education and delight.
Time spent with Noriko is a time of laughter, good food, and beautiful clothes.

Jeff & Kim

“The more you know, the less you need.”

AUSTRALIAN ABORIGINAL SAYING

CHIC
SIMPLE®

CHIC SIMPLE is a primer for living well but sensibly. It's for those who believe that quality of life comes not from accumulating things but from paring down to the essentials. Chic Simple enables readers to bring value and style into their lives with economy and simplicity.

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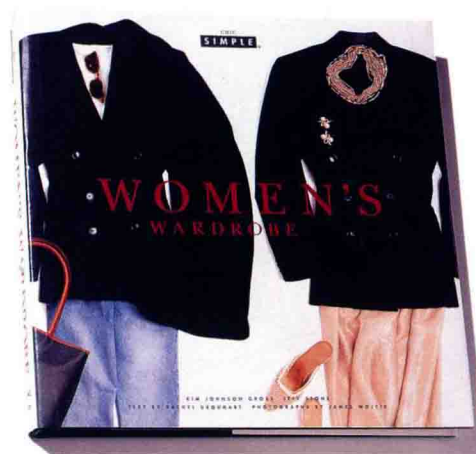
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January

For everything its season
and for every activity under heaven
its time:

February

a time to be born
and a time to die

March

a time to plant
and a time to uproot

July

a time to mourn
and a time to dance

August

a time to scatter stones
and a time to gather them

September

a time to embrace and
a time to refrain from embracing

what

chapter one

Choices, Choices, Choices

At the age of two, we know what it means to dress up: patent leather shoes and a velvet dress in winter; white organdy in summer. Throughout our teens we experiment, wearing our metamorphosis and rebellion on the outside. In our twenties, we know how to dress for basic day-to-day occasions, but special ones with dress codes can render us clueless: What is appropriate for a formal morning wedding? Is urban chic a style or a Demi Moore character? To add to the confusion, fashion etiquette seems

to be a moving target. It was not long ago that wearing black or white to a wedding was frowned upon. Today it's common, yet still considered shocking in some parts of the country. But where? When should head coverings be worn, and what about bare arms and legs? Is it proper to wear beading before sundown, and must we wear black to funerals? These are some of the subjects we delve into while exploring how to build and maintain a wardrobe that allows us, in the blink of a closet light, to dress for any special occasion with confidence and style.