

What is this thing called

style?

The secret of style lies in the heart of every woman. Fashion may be what's on offer, but style is what you choose – keeping an eye on that fine line between practical dressing and the stuff that dreams (or disasters) are made of. Fashion editor CAROLYN OATES asks eight women whose lives revolve around this elusive word to tell us just what style means to them ...

Evelyn Lundstrom, an experienced adviser in the area of personal image and style development, has owned and managed beauty and fashion boutiques in Sydney and now runs her own image consultancy practice (First Impressions), working with corporate and private clients. As a four-year-old in Tasmania, it became clear to her mother she was developing a unique sense of style: young Evelyn spent hours 'arranging' panties on her head, using props such as



Evelyn: "whatever you choose should harmonise with your body shape and size."

flowers to keep her creations in place!

"For as long as I can remember, I have imagined being the people I meet. When I am introduced I do an automatic 'make-over' in my mind. I believe some people have a natural ability to create interesting and exciting looks and select styles that are right for them." Evelyn says when choosing clothing it's important to remember that whatever you

choose, it should "balance and harmonise with your body shape, size and facial features. The line, scale and colour of the garment should relate to your physical characteristics.

"When I think about it," muses Evelyn on her career as a make-over artist, "at this point in my life I'm doing exactly what I enjoy doing. It's exciting and satisfying."



Lesley: "simple, relaxed, understated style with classicism and a dash of wit."

Designer **Lesley Watson** has her own award-winning label, Woman. The recipient of the 1990 Studio Award and 1991 Fashion Institute of Australia award for the category 'Work and Play', Watson says she was born with the desire to look good and enjoyed playing 'dress-ups' from an early age.

"I love simple, relaxed, understated style – with elements of classicism and a dash of wit." Lesley enjoys pairing basic pieces "with the flash of a brilliant accessory". Casual chic is her rule of thumb when it comes to dressing. Style, she explains "is purely an individual taste" based on personal values and judgments "not something you can lose or gain, inherit or buy, rather a perspective, a view, a state of mind." For Watson, who says she admires honest people "with a no-bullshit style," clothing should reflect an easy confidence, a "whisper", rather than screaming "fashion".

Anne Lewin, Divisional Manager of Anne Lewin, a division of Gazal Apparel Pty Limited and President of Anne Lewin International in New York, grew up surrounded by fashion. For 25 years, her mother, Wendy, managed a clothing company in Brisbane. During Anne's teenage years, Wendy taught Anne the basis of design, cut and drafting as they worked together on sample ranges.

Anne's personal involvement in the fashion industry began when she opened a fashion agency in Brisbane.

"At the agency we represented a French lingerie company. I became aware that I would not wear the sleepwear that was in the shops we were selling to. Being more creative than sales-oriented, I sold my share in the agency and started designing the style of lingerie I would wear myself."

Anne's first collection was released in 1981. She now sells to major department stores and exclusive lingerie boutiques in Australia and all over the world.

Lingerie is influencing outerwear fashion. It was the strong message at the couture collection showing in Europe.

"Style is being true to yourself," says Anne, "and it is different for everyone. It's something that comes from within. It does not really matter what you wear. Jackie Onassis could wear a plain pair of pants, a singlet top and sandals and look like a million dollars."

"Women should be very confident about their own style and not feel as if they need to go out and spend a fortune on clothes. It's a matter of being careful and buying good things and then being

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