



Black sits squarely on a golden chain, to focus attention on the face. As predicted, black has emerged as the leading fashion accent keyed to ready-to-wear this fall.

The extra touches

The way we dress projects an image to others, and many women, especially working women, find that image is best not left to chance.

A decade into the Women's Movement, women are increasingly visible and successful in the corporate world, with work earnings that have increased from \$4 billion in 1971 to \$50 billion in 1978. Their projected earnings are \$128 billion for 1981. Fashion designers and retailers have caught on to the working woman and her market. Career dressing is an important new fashion trend.

"How you dress conveys a lot about your self-image and the roles you see yourself playing in business and at home," says Linda Jackson, fashion coordinator and a career fashion-adviser.

At work, you mean business and should look it, she says. "What you wear matters; it can work for you or against you. Ideally, your appearance

should exude confidence, practicality, polish and a certain personal panache."

There is no one formula for career dressing, says Jackson, differing with "Dress for Success" proponents who would have us all turned out in sober, gray, three-piece suits and prim, one-inch heels.

"Follow common sense and fashion guidelines but forget the old boys' dress code rules," says Jackson. "Don't be limited to 'sensible' blues and grays, if what you really want is a gorgeous lavender corduroy suit."

ESTABLISH your own dress code, she advises. The polished career "look" doesn't happen overnight, you develop it over a period of time with a wardrobe plan.

"The plan is basic," says Jackson. "It helps a woman itemize her wardrobe needs and determine how to fill them with the best and fewest interchangeable parts. The secret is not to have lots of clothes but to have clothes and accessories that work together while projecting a consistent image."

Given an image and individual style, what clothes work best for work?

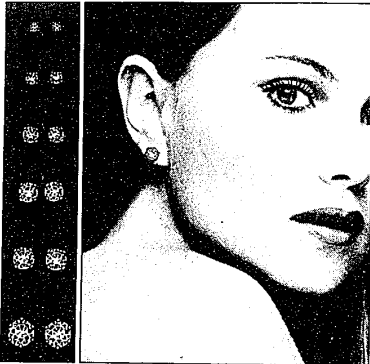
"Separates and the new suit looks are your best investment," says Jackson. "Choose pieces that work in many different ways — the jacket that goes with four skirts that go with five blouses that match three pairs of pants. To get the most fashion mileage from your budget, stick with simple shapes, quality fabrics with interesting textures and a limited color range. Always think mix-and-match."

A wardrobe of accessories — belts, scarves and jewelry — adds infinite variety, she added. "A tailored jacket and silk blouse, accented by a double strand of pearls for day, easily becomes evening wear after work with the substitution of gold and rhinestone earrings and a matching necklace. The same outfit looks totally different with belted waist and a short necklace with a black enamel at the throat.

"Always pay attention to the finishing touches," says Jackson. "To others, a pulled-together appearance reflects a pulled-together mind."

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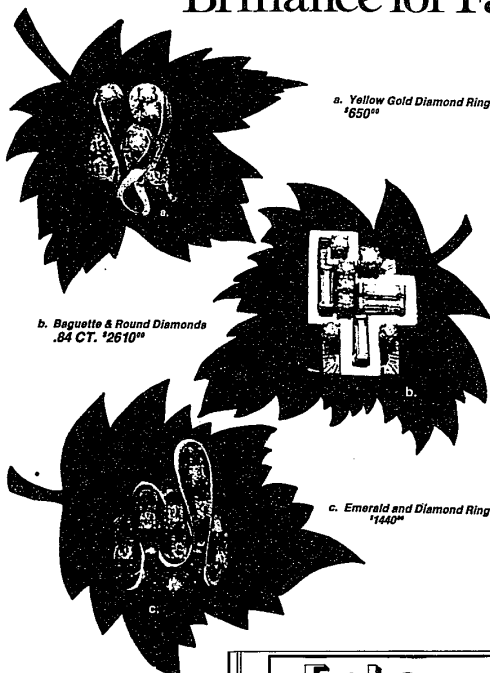
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