

bella bleu news

SPRING 2007

Happy Spring...yes, it's looks like it's finally here!

Thanks for carving time from your busy life to enjoy a few minutes reading through our Spring Newsletter. This is the perfect time of year to refresh your wardrobe with some new colors, clear out your closet or find a new hand-bag!

There are many simple things you can do to save time and money and help you LOOK and FEEL great. We're hoping to give you some tips to help you do so.

So, take it one step at a time and believe in your ability to become the best you, you can be . . .

Colorfully . . .
Julie and Kerry



A Personal Color Analysis is a great gift for any occasion but make's the perfect Mother's day gift!

Gift Certificates are pre-packaged and can be easily ordered by calling the bella bleu studio at 249-9738.

Among the several kinds of beauty, the eye takes most delight in colors.

~ Joseph Addison

What's New!!!

Beginning in May **bella bleu** will begin to offer "Closet Make-Overs". Kerry is available to make a visit to your closet, go through with a critical eye focusing in on style, fit and color. She will help coordinate your wardrobe and closet with your "Personal Book of Color" (swatchbook). This simple process, can make getting dressed easier, faster and even more enjoyable. For details please contact Kerry at 249-9738.

Recommended Reading



In **The Pocket Stylist** every reader can have a consultation with her own personal stylist and use the author's behind-the-scenes wardrobe wisdom: Best of all, **The Pocket**

Stylist features specifically edited shopping lists for various body types. Four "styled" looks for each silhouette—from jeans-casual to cocktails—illustrate ideal proportion and fit. The reader becomes Kendall Farr's client and will learn to shop and dress herself like a pro. **The Pocket Stylist** delivers the behind the camera expertise of a veteran stylist in one purse-size indispensable guide.

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Artist Profile - Bia Bernum - *ms.elaineous*



Bia was fortunate to grow up in a creative home with a carpenter and an accomplished tailor and quilter. Not only did her mother make amazing clothing, but she filled their home with beautiful drapery, slip covers, and other home décor. "I honestly thought magic was happening in my mother's sewing room." Although her appreciation for the art didn't come to fruition until 2004, Bia has been sewing *ms.elaineous* purses since then.

Bia creates unique handbags and tote bags that are embellished with fringes, threads, flosses and whatever she can find. She's able to combine her love for construction, color, and fabric in each of her designs. What makes *ms.elaineous* stand out is that, in most cases, no two bags look exactly alike. "I want every woman to have an accessory that represents who she is."

Bia lives in Corning, NY with her two cats, Barney and Peaches. When she's not teaching communication at Mansfield University in Mansfield, PA, she's sewing, taking classes, and participating in arts festivals in New York and her home state of Michigan. And other than a handful of students named Elaine, Bia has no connection to the name. "It just came to me. It's what I like... a bunch of different things." Bella Bleu carries a nice selection of Bia's bags but you can also visit her web site at www.mselaineous.com.

Spotlight Handbag: Ginger Bliss

One of Bia's favorite fabric lines is Ginger Bliss by Amy Butler. The colors are muted and almost fit what a *soft-summer* would wear. This purse, appropriately called *Ginger Bliss*, is hand-pieced, quilted, and top-stitched. "This style of purse is my favorite to make. I just start grabbing fabric, cutting, and sewing. It's exciting to see it take shape."

What to look for when buying a handbag

You "wear" your handbag every day so it makes sense to invest wisely. If you don't have a lot of time to think about this accessory, then your best bet is to opt for basic styles in neutral colors. In fact, if you build your wardrobe around three or four primary colors from your swatchbook, then you'll need fewer handbags and other accessories. You can then spend your money on quality pieces that will last you for many years.



Here are some guidelines to get the most for your money:

1. While matching handbag to shoe color is no longer a "rule", they should be in the same family of colors and the handbag should harmonize with the colors of your outfit.
2. The personality of the handbag should be compatible with the mood of your clothes-sporty with sporty, business with business, romantic with romantic, etc.
3. Leather is the best choice for year-round use. Warm weather alternatives include a neutral-colored canvas or straw bag, both of which work well with a variety of shoe colors.
4. Try your handbag "on" before you buy it to ensure you're getting the right size for your body. If it is larger than the area between your waist and hips, it's probably too big for you. A shoulder bag should fall at the top of your hipbone—never at the widest part of your hips. This is particularly crucial if you have wide hips and don't want to call attention to that fact.
5. Whatever you do, DO consider your lifestyle when investing in a handbag. There's nothing worse than buying something on impulse and then having it sit in your closet for years to come.

Take care of your investment with regular care. Get your favorite shoe repair shop to shorten a strap that's too long and replace zippers or snaps.

bella bleu Q and A:

"What about the rule "Don't wear white shoes between Memorial Day and Labor Day"?"

From the late 19th century to the 1950s, more people were entering the middle classes. These *nouveau-riche* folks were often unaware of the standards of high society, so they were given specific rules to follow in order to fit in. Many of the standards came from south of the Mason Dixon line where dressing was more formal and structured. Because white reflects light and heat, wearing white would make you cooler in winter and was generally not worn then.

Things have come a long way from the "rules" of the past. Today, a better "rule" regarding wearing white shoes is that they should:

- ◆ be appropriate for your age
- ◆ be appropriate for the weather
- ◆ be appropriate for your skin tone
- ◆ match the white of the rest of your outfit
- ◆ only be worn if you are wearing white pants, skirt or dress
- ◆ never with dark stockings!