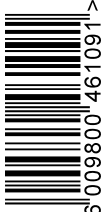


POLISHED

FALL/WINTER 2016

Trend Report



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“

GET UP
GET DRESSED
AND SHOW
UP LIKE YOU
HAVE BEEN
THERE BEFORE

”

- LAURA JOHNSON

EDITOR'S NOTE

The weather has finally transitioned, which reminds me once again that nothing ever stays the same. For me personally, 2016 started with a bang and I've been running ever since. I've grown tremendously as a person this year; and I'm ready to update my personal style to project the image that reflects the woman that I'm becoming...

I consider fall the "Reality Check" season. During the cold weather months, life slows down a little bit and we can relax at home with our families and friends. During this time, I love to reflect on life and start making plans for the future. When I was a little girl growing up in the San Francisco Bay Area. I loved "people watching" with my grandmother. I would watch professionals walking the busy streets and imagine what job they had and how much power they had within their companies. I've always admired business people, my grandmother would say, "Robin, dress for your future goals, not the present." Through the years, I've considered those words to live by. I lost my grandmother earlier this year, but I will forever be grateful for the love, wisdom, and support she gave me everyday of my life.

This season, I urge you all to check in with yourself. Be 100% honest about what your current personal style is communicating to the world. It just might be time to hit the malls ladies. It does not have to be a major shopping spree. Even if you hate to shop, or like timeless classic looks, a few new additions to your wardrobe won't hurt.. I recommend adding a few updated items to your closet that will make you excited to get dressed every morning! Trust me, when you know you're looking good, the confidence comes with ease. My favorite thing to do during the fall and winter months is to layer and combine unexpected colors together. Explore what your favorite trend is this season by reviewing the POLISHED Fall/Winter 2016 Trend Report. Always remember cold weather does not have to compromise your personal style!

Be blessed, and stay Polished...

Robin



Robin Fisher



Valentino



BaubleBar



River Island



Sam Edelman

LOOKS THAT ROCK

POLISHED STREET STYLE 2016

By Emma Ashworth

Half the fun of fashion week (if not more) isn't the shows or after parties, but seeing what industry influencers are wearing. Seeing how the top contributors of our favorite fashion magazines apply current trends is the best inspiration for the Polished woman.

From Paris to Milan, the street truly is the best runway. See here how women take bits and pieces of the latest collections and make them their own.

- 1 Annina Mislin
- 2 Carolina Issa
- 3 Sarah Klausing and DJ Kity Cash
- 4 Miroslava Duma
- 5 Details outside of the Marni show
- 6 Amy Fine Collins



RUNWAY LOOKS

EYE-CATCHING COLORS AND MESMERIZING COLOR: TWO TRENDS TO WATCH THIS FALL.

by Emma Ashworth

Final Looks from
Valentino
Fall/Winter 2016



This season is all about textured fabrics. Smooth velvet, glimmering satin, rugged wool, rich jacquard, colored leather, and even a touch of lace. From Prada to Valentino, designers are showcasing enticing textures. To make it work for the Polished woman, think accent pieces and small details that take a look to the next level. Try a pair of velvet heels or a green leather handbag for an

intriguing yet subtle addition to your work uniform. An unexpected accessory can update a classic outfit, and it doesn't require ditching anything from your closet.

Just as florals are always a trend in the spring, fall usually means dark, muted tones are everywhere. But this season, expect that to change. Designers such as Dolce & Gabbana and Gucci

have added bright hues like powder blue and canary yellow to their collections. Rocking this trend means you can rotate more of your summer styles into your fall wardrobe. Try pairing a brightly colored pant with a chunky white sweater, or layer a colorful blouse with your favorite scarf. A pop of color will add a youthful touch to any outfit.



Emma Ashworth is a senior at The George Washington University, Fashion blogger and editorial writer, she is the latest addition to the Polished family. Born and raised in Southern California, Emma likes her denim faded and her coffee with cream.

FALL / WINTER 2016

Trend Report

"THIS SEASON IS ALL ABOUT INCORPORATING COLOR AND TEXTURE INTO YOUR WARDROBE"

1. Pant Suits
2. Floral Prints
3. Red Lipstick
4. Military Details
5. Stacked Heels
6. Velvet Fabrics
7. Pinstripe Fabrics
8. Statement Coats
9. Daytime Metallics
10. Artistic Accessories



Bauble Bar

COLORS OF THE SEASON



Harris Wharf
London



Marc Fisher



Rebecca
Taylor



Gucci

TRENDS THAT CONTINUE FROM LAST SEASON

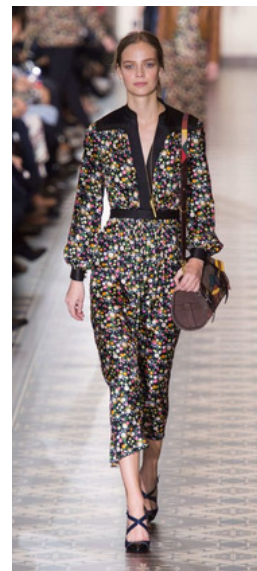
1. Romantic Details
2. Distressed Denim
3. Punches of Color
4. Shoes with Laces
5. Flair Bottom Pants



Lela Rose



Narciso Rodriguez



Tory Burch

MAKEUP

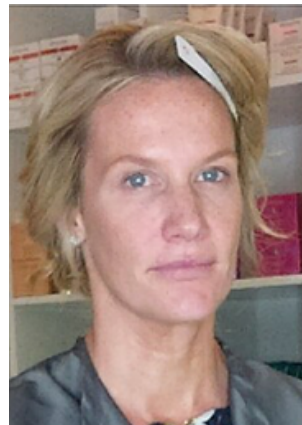
Mistakes That Are Making You Look Older

By Jeff Enriquez

We're all on the quest to look and feel our most youthful and fresh. Something as simple as the way you apply your makeup can also have a great effect on how young (or old) you look, and sometimes, it's a very significant effect. Here, Jeff Enriquez, professional makeup artist and educator, walks us through some of the most common, and most aging, makeup application mistakes. He also gives easy tips to correct them and how to put on makeup in the most flattering way. Take a look:

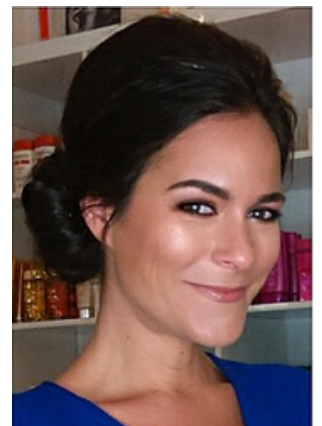
Mistake Number 1: Wearing Foundation that Does Not Match Your Skin Color

Many women end up looking like they have a floating head or they are wearing a mask because their foundation does not match their face and neck. When you go too light it makes your skin appear flat and lifeless. But if you go too dark, you are not highlighting your features, but dragging them down and adding a dullness that is just as aging. When testing out a foundation, do not blend it in too much. Simply tap it on your face from the top of your cheekbone to the bottom of your jawline and try to not go lighter or darker than your actual skin. If you are tan on your neck and body, you can bring that color into your face with a bronzer. The goal is to connect your skin by blending it evenly across.



Mistake Number 2: Choosing a Lipstick That is Too Dark.

As you age, you lose definition in your lips, so to appear more youthful, you'll want to wear a lipstick that adds fullness. A dark color does just the opposite, making your lips look smaller, less plump, and less highlighted. Instead, choose something in a mauve or pink tone. Adding a layer of gloss is helpful as well. Many women feel like they are too old to wear lip gloss, but a shiny finish will actually add a youthful plumpness. Don't worry, this doesn't mean that you're forbidden from trying out all the berry and wine hues that are so popular for fall. But if you decide to go dark, stay away from something with a heavier texture or matte finish because it will stay flat on your lips.



Beauty expert Jeff Enriquez was formally trained as an artist at Duke Ellington School of the Arts and Corcoran College of Art and Design where he obtained his Bachelors in Fine Arts degree. Today, he brings an artist's eye to his work applying the rules of light, undertones, blending and color theory to the faces of the everyday woman.

Mistake Number 3: Only Lining The Bottom of Your Eyes With Eyeliner

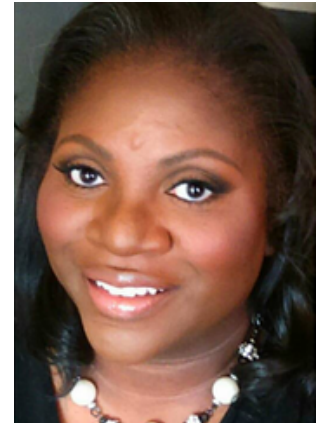
"So many women I talk to say 'I only line the bottom,'" Jeff told us. "And when I ask them why, they say because 'It's easier.' Actually, it's tragic; top liner is mandatory." Though it may be easier to apply eyeliner on the bottom, only doing so will drag your features down and make your eyes appear smaller and your overall appearance seem older. Applying eyeliner on the top as well will open your eyes up and brighten your face. But be sure not to make the liner too thick, which can also be aging. When applying eyeliner, try to get the product as close to your lash line as possible, so it appears to be an extension of your eyelashes. Start at the outer corner and work your way in along the top lash, then do the same for the bottom, but apply the line a little thinner than the top. Make sure that the bottom and top lines connect at the corner and add a touch of shadow to soften the look.



Mistake Number 4: Applying the Wrong Shade of Blush Too Low on Your Face

Many women do not wear a shade of blush that adds youthfulness to their face. Some choose a brown color because they think they are adding definition and contouring, but it ends up looking muddy, dull, and like the makeup is just sitting on your skin. Other women often choose a product that is too soft in color, which can wash you out and age you as well.

To find the right shade, pinch your cheeks and try to match the natural color that you get when you actually blush. When applying, start at the height of the apple of your cheek and blend it up and back. Some people apply blush on the bottom of the cheekbone, but you actually want to place it higher to define and lift your features.



Mistake Number 5: Not Adding Color and Defining Your Brows

As you get older, your eyebrows get thinner. Not filling them in can leave you washed out, while a full brow will lift the face, define your features, and create an overall youthful appearance. To pick a brow product, look for ones that are the same shade as your hair. If you are blonde, choose something that matches your roots; for silver or white hair, go for a soft gray tone; if you are brunette or redhead, try a mahogany. For those with fair to medium skin, steer clear of anything that is red-based, and if you have a darker skin tone, choose something with warmth. Start by brushing your brows up and over. Then lightly feather hair-like strokes to the head of your brow with the product and bring the color through the arch, all the way to where your brow would naturally end.





CEO Of My SOUL

By Emma Ashworth

Photography by Cedric Terrell

Nicole Cober has seen and lived it all. Cober went from owning her own small business, living in a beautiful home, and being a proud mother of a happy family to closing her business, filing for bankruptcy, and struggling with divorce and eviction notices, all within ten years. Cober faced her challenges head on with grace and determination. She utilized her experiences and viewed them as an opportunity to reconnect with her true self. She shares her stories and lessons with honesty and love in her book CEO of My Soul.

Here at Polished we are inspired by her story and had the opportunity to speak with Cober and get to know the woman behind the book.

Polished: What inspired you to tell your story?

Nicole Cober: First, by nature I am a sharer. I get excited when I learn things and can help other people through my experiences. Second, I started writing the book after I closed my business. Can you imagine that pain? So it was a very cathartic and therapeutic experience to get all of that

emotion out. It was what I call "a spiritual assignment and collaboration." I could not NOT write it. Such a strong emotional impulse kept me focused to finish and I'm so happy that I kept going.

Polished: Why do you have a passion for small business owners?

NC: I'm a fighter. I like challenges. I love creating. I adore small business owners because they design a life, product, or service that others can't see. That's dope.

Polished: How did you go about building your brand/business? Did you use specific social media, PR, or other marketing strategies?

NC: My branding philosophy is know yourself and be the best, most authentic version of yourself. I love to laugh and be optimistic, so my posts typically reflect that. I'm a mom and small business owner; so my visuals tell that narrative. You will rarely if ever see me post or repost "bad energy" complaining posts. It goes against me, which goes against my brand. Strategies, I love social media and traditional media. Keep up with current events and have an opinion on it and slowly you will build a following and be influential... if you are authentic.

Polished: What's something surprising that people might not realize about your career?

NC: I think my book surprised everyone because of the challenges that I faced. Since I'm generally an optimistic person, people were surprised by my transparency with my painful times.

I shared these experiences to help others see tomorrow is always a new day, and your pain doesn't have to define you if you learn from it. Grow and move on.

Polished: What advice do you have for professionals that are ready to live their passions and start their own business?

NC: Your passion and purpose in this world is God given. I firmly believe that. And when you walk around in that knowledge, that God is the source of your gifts-you become emboldened to dream bigger, walk taller and have actionable faith, not fear. It's a glorious revelation.

Polished: How important do you think a professional image is to a person's success?

NC: Honestly, I'm a convert on this point. I value the substance of a person. There heart. There character. However, two things: first, We live in a first impression world. Some people will never hear my heart or ideas if I don't care enough about my appearance. I must present them while looking my best. Second, my mom always lives by the saying, "If you look good, you'll feel even better." It's true. When you look fabulous, internally you are shining and outwardly you are empowered.

Polished: What are your Fall 2016 top 3 fashion must haves?

NC: Girl, I don't know! Haha! I LOVE the shoulders out blouses, and I rocked several this summer! Can I do that this fall too? I'll be looking to Polished to let me know!



I shared these experiences to help others see tomorrow is always a new day, and your pain doesn't have to define you if you learn from it. Grow and move on.

- NIC COBER

Shopping List

BEAUTY UPDATES...



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Style & Image Consultations
Wardrobe Sweeps
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Color Analysis
Body Analysis
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