

POLISHED

FALL/WINTER 2014

The Brilliant **BRANDING TOOLKIT**

UPDATE YOUR
*Hair &
Makeup*
FOR THE SEASON

Develop a
PROFESSIONAL
STYLE
STATEMENT

Top 10 *Fall & Winter* TRENDS



Editor's Note



After the success of the first *POLISHED Trend Magazine* issue, I could not wait to create the next one. The response was both exciting and overwhelming. All of the positive feedback made me realize there was a huge need for what we've done here. My clients and fashion-industry peers alike loved the short, sweet, seasonal style and trend information, and wanted more. Well, you asked and we listened!

Fall and winter are upon us, and it is time to get ready. As a professional woman on the rise in her field, it's important for you to know what is on trend for each season so you can stand out amongst your peers. To maintain that competitive edge, you should be bold, updated, and unique at all times. Your clients, colleagues, friends, and family are all watching you. You are a leader, and putting your best foot forward every single day is what being Polished is all about.

I am so in love with this new issue! In these pages, we dive deep into what it truly means to be a mature *POLISHED* woman, what's hot and haute right now, and how to develop a professional image and presence with great style. I want to keep each issue simple and fun to read. Enjoy the ride, and let me know what you think! Let me see you on social media with your copy of our mag, too. Share all of the exciting things happening in your life and career as you emerge as a *POLISHED* woman.

Whatever you do, remember to always be bold, updated, and unique!

ROBIN FISHER

EDITOR'S PICKS



Elie Tahari



Elizabeth Cole



Kristin Cavallari



Nicole Miller



POLISHED PROFILES:

Erinn Anova

*Cover Model, Mom and
Woman on the Move*

*Photographs by
A LITTLE BIT OF WHIMSY*

*Makeup by
SONDRA LEWIS*

*Know yourself,
love yourself,
BE yourself.*

The POLISHED woman is a real woman. She juggles all facets of life, and accepts transition as it comes. She's keenly aware of what works for her—and what doesn't—so she embraces change gracefully. She's willing to try new things, meet new people, and have new experiences. Far from flawless, she works with her limitations, and faces them boldly. And she does it all as every woman should—with confident, individual style.

The cover model for this season's issue, ERINN ANOVA, is that woman. A 40-something, creative, career-driven mom, Erinn's positive energy is infectious. Every bit of a model, her radiant smile befits her laid-back style. Perhaps it's a west coast thing?

After her stunning photo shoot, we sat down with this Los Angeles beauty to find out what the next chapter of her life entails, how she rocks her busy lifestyle, and her keys to living life to the fullest.



Every woman has to establish her own definition of SUCCESS, and organize her priorities around that, even as it changes.

So you just sent your only daughter off to college. If she only remembers three things you've taught her, what do you hope they'll be?

Know yourself, Love yourself, Be yourself.

What advice do you offer women who are trying to balance it all—career, family, and home—and still find time for themselves?

Every woman has to establish her own definition of success, and organize her priorities around that, even as it changes.

I know it's cliché to say, but surrounded by career, family, and home, taking care of ourselves has to be the main priority in creating a successful life. In our culture, it feels counterintuitive to women, especially moms, to put ourselves first. But we have to in order to truly be of service to the people we love and the things we want to accomplish.

Many women who've found success in one career are now considering changing lanes to challenge themselves and find more fulfilling opportunities.

What's next for you?

Writing. I currently have a children's book that I am looking to get published, and then I have a few more projects lined up – a play, a screenplay, and a collection of essays. I also just earned a master's degree in education, and so I intend to eventually turn my love of the arts and education into something meaningful. Creatively, I feel like I am just cracking open the door.

Let's talk about one of our favorite topics—fashion and style. What is your favorite piece in your closet

right now?

A silk, 80's-inspired, tea-length sheath dress by Marc Jacobs. It's sexy, yet conservative.

As a fashionable mom and professional, how do you balance a look that's trendy, but still age appropriate?

ACCESSORIES. They can keep you trendy without breaking the bank. Accessories make it easy to stay age appropriate—it's hard to find a necklace, scarf, or belt that looks too young or old on you.

You are stunning! What are your beauty must-haves?

Thank you! I must have a little MAC concealer, some mascara (Maybelline, the pink and green one), and some gloss. I must have my eyebrows shaped; and for my skin, I must have lots of water and love.

Besides naturally gorgeous genes, what keeps you youthful?

I started meditating 7 years ago. I really thought I would hate it, but it's become my favorite 20 minutes of the day. I try to get my heart rate up for 30 minutes most days, and I do yoga stretches in the morning. Nothing makes me feel more youthful than dancing though. I throw parties in my living room where I'm the only guest AND the DJ.

What woman inspires you?

Any woman that is true to herself. A great example would be Michelle Obama, who, essentially, is a very beautiful and elegant nerd. Also, great moms inspire me. They are changing the world one healthy person at a time.

Contributors



Stefanie Manns is a writer and editor who collaborates with businesses and visionaries to capture their brilliance, and articulate it in a way that lights them up, and the world too.

Simply put, she strings words together that get people to say yes. Stefanie has penned words for several large corporations, non-profits and creative, small businesses. As a result of her work, the world is peppered with more acclaimed blogs, successful books and engaging websites. She is passionate about creating compelling messages that sell and serve, and infinity pools with ocean views. For more about Stefanie visit www.wordsbystef.com //

Twitter: @wordsbystef



Delores Holloway, a wife and mother of three, created "a little bit of whimsy photography" with the idea of capturing visuals that document a moment in time. Delores is extremely passionate about her work and ultimately

it's importance to the clients that step in front of her camera. "Capturing that moment in time that will last a lifetime is fundamental to my business. When this is achieved with honesty and truth, relationships are formed, always. Relationships are important to me, and these deep-rooted connections with my clients are the heartbeat of my business." For more about Delores visit www.alittlebitofwhimsy.com //

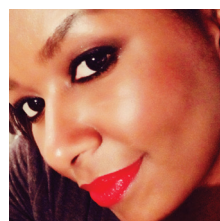
Twitter: @albowhimsyphoto



Elaine Mensah is Founder of creative + strategic fashion firm SVELTE, LLC. She specializes in business + brand consulting and creative campaign development for the fashion

industry. Elaine is the leading contributor to the fashion and creative landscape of Washington, DC. She recently directed and produced DC's first fashion documentary, *The Politics of Fashion: DC Unboxed*. Since 2011, Elaine has appeared on 'The Young and the Guest List'—the capital region's most influential under 40 residents by *Washington Life*. She currently serves as the Regional Director-Elect of Fashion Group International DC. For more about Elaine visit www.sveltellc.com //

Twitter: ElaineMensah | @SVELTELLC

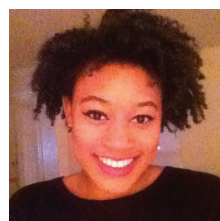


A lover of all things beauty, **Sondra Lewis** is a 15-year veteran makeup artist who lives and works in the Washington, DC area. When she is not wielding her brushes to make women look their most beautiful,

you can find her instructing a beauty novice on the virtues and importance of eyeliner and mascara. Sondra is sought after by many for her honest, yet thoughtful beauty advice. After creating looks as a makeup artist with beauty brands such as Bobbi Brown and Nars Cosmetics, Sondra struck out and created her own successful beauty business, *Sondra Lewis Beauty*. For more about Sondra visit

www.sondralewisbeauty.com //

Twitter: @makeupbysondra



Corynn Johnson is the editorial intern for POLISHED Image and Style. She is also a full-time student at Temple University, majoring in Strategic Communications with a concentration in Public

Relations. When not focusing on her studies, she enjoys exploring different food cultures, going to the movies, and most of all shopping.

The FW 2014

RUNWAY REPORT



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1. *Capes*
 2. *Statement Coats*
 3. *Wide-Leg Slacks*
 4. *Deconstructed Denim Jeans*
 5. *Edgy Abstract Prints*
 6. *Layered-Top Looks*
 7. *Oversized Sweaters*
 8. *Gray and Muted Tones*
 9. *Lace-Up Booties*
 10. *Over-the-Knee Boots*
-



Louise et Cie



Mango



Bottega Veneta



Hugo Boss

COLOR TRENDS



Vivienne Tam



Victor Alfaro



Mara Hoffman

Facing Fall with HAIR AND MAKEUP

By ELAINE MENSAH

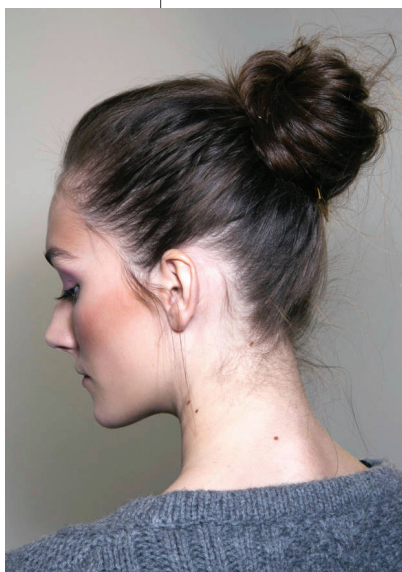
As the air turns mornings brisk and nights cool, and the leaves change to gold and brown, we are reminded that yet another season is upon us.

Fall happens to be my favorite time of the year! There is something about being able to layer up with blazers, scarves, and hats, wear transitional pieces (the ones that can go from cold to hot in the blink of an eye), and still have some remnants of summer days. All of it makes me happy and giddy inside.

For me, fall is a chance to experiment with new beauty looks. The season offers a fresh start, and a chance to try the latest trends. When it comes to hair, will you go long or

short? Bangs or a side part? Waves or bone straight? For makeup, do you prefer soft and dewy, strong and bold, or trendy and of-the-moment? Regardless of which way you decide to go, always push yourself to try something new. As the strong, beautiful, and professional woman you are, you'll be surprised to find that you are more of a canvas than you ever anticipated.

These are my favorite hair, makeup, and beauty trends for fall, straight from the runways of the season's hottest shows. Send me a photo on Twitter or Instagram @ElaineMensah with hashtag #PolishedTrends with your version of these looks!



HAIR

The Ballerina Bun

I am all about simple and sophisticated, yet chic, hair. Nothing screams elegance like a great bun. The lovely thing about the Ballerina bun is that anyone can wear it, regardless of your hair texture. This look accentuates your face, and allows your eyes, makeup, and jewelry to shine. For help in pulling off this look, you can pick up the CONAIR HAIR BUN MAKER SYSTEM.

> SEEN AT DIANE VON FURSTENBERG





EYES

Lashes, Lashes, Lashes

Lashes ruled the runway. This look is easy to achieve and allows your eyes to pop without having to do too much. If you are blessed with thick, full lashes, then a great mascara such as the GIVENCHY NOIR COUTURE 4 IN 1 MASCARA is fantastic. If not, a great set of falsies will do the trick.



> SEEN AT ROCHAS

LIPS

Who Says You Can't Wear Brown?

This fall, the trends for lip colors are berry, red, and nude. My favorite twist on this palette is brown lipstick. I know you are thinking, brown? But trust me, the color is a great way to add some edge and spunk to your makeup without going overboard. Brown is also great for all skin shades. You can use a glossy texture for a brighter look or a matte lipstick for a more subtle approach. To get this look, try the TOM FORD LIP COLOR IN NEGLIGEE.

> SEEN AT RODARTE





The *Brilliant* BRANDING TOOLKIT

By STEFANIE MANNS

As a corporate career climber or enterprising entrepreneur, a stellar personal brand is essential. When potential employers or clients see you in person or online, everything about you should shout credibility and present you as the superstar you are. Establish or revamp your brand with these fundamentals to get noticed, get hired, and open the doors to your next big thing.



*An expert can help you determine the best **COLORS, MATERIALS,** and **SILHOUETTES** for your personal body type, lifestyle, and goals.*

A POLISHED Image

Let's face and embrace it—image rules. Before you even get a chance to dazzle someone with your intellect and wit in a face-to-face conversation, they are sizing you up based on how you look. You have one shot to “wow” them, and it's imperative that you seize it. The right clothing and accessories speak volumes about who you are.

Start with a defined, individual image. No clue where to start? Seek help from a professional image consultant. An expert can help you determine the best colors, materials, and silhouettes for your personal body type, lifestyle, and goals.

The insight is worth its weight in gold—you'll save time, money, and be ready to step up to any opportunity that comes your way. When a stylish, confident, and capable woman saunters into an interview or an initial consultation with a new client, that job or contract is hers for the taking.

The Spectacular Headshot

Now that you've updated your image and you look amazing, it's time to showcase your best self in photos. Selfies are fun for social media friends, but a great, professional headshot is a must-have for a standout online presence. Potential employers and clients want to see the woman behind the resume or logo, so when they take a peek, you want to put your best face forward.

Find a professional photographer with an editorial eye who specializes in business portraits best suited to your industry, be it corporate or creative. For your shoot, enlist your glam squad—favorite hair stylist, professional makeup artist (a little lash goes a long way), and your new image consultant to ensure your look is on point. A top-notch photographer should also help you choose locations and even props to portray your brand the right way.

The end result is a collection of high-resolution, high-impact images for your professional social media profiles, website, and marketing materials.

A Powerhouse Bio

A basic rundown of what you've done and where you've worked? Yawn. To uplevel your personal brand, you need a well-written narrative that concisely captures your brilliance, credentials, and accolades, and radiates professionalism. It has to sizzle. It has to sell.

When your bio is doing its job, it should instantly engage the reader, pique their interest, and prompt them to want to know more about you. Most importantly, your bio should make it clear why you're exceptional and the ideal job candidate, the indispensable consultant, or the inspirational speaker for that next conference.

With these three essentials, you're set to take the world by storm. Go get it!

Define Your Professional STYLE STATEMENT

By ROBIN FISHER

*What MESSAGE
am I currently
sending to the
world with the
way I dress and
groom daily?*

*What does a
successful YOU
look like?*

Every single person you see in the world is visually telling a story with their presence without even speaking. Having a strong individual style has the power to communicate confidence and success without you saying a single word.

When I hear people say, "I don't care about my clothes," or "I'm not concerned about being judged on how I look," I immediately see a need to help them understand that first impressions count! Professionally, my life changed the day I put on a business suit. I quickly went from sitting behind a desk every day in San Francisco to traveling the world representing the company I worked for. You see, it does not matter if you are walking into a store, a classroom, or a boardroom, the way you present yourself directly impacts the goals that you set out to achieve. You never know who is watching you.

Look in the mirror and ask yourself, "What message am I currently sending to the world with the way I dress and groom daily?" Is that message consistent with your current goals, or does it conflict? What does a successful YOU look like? Are you walking the walk, and talking the talk that's going to get you noticed and closer to your goals?

Developing a **Professional Style Statement** will provide you with the focus, power, and confidence you need to achieve your personal and professional goals. Reflect on it daily as you get dressed and prepare for your successful day.

So as you start to think about your **Professional Style Statement** think about the words that truly define who you are, and who you are striving to become!

Circle the words below that define and resonate with who you are, and who you wish to become:

Accomplished	Clear	Excellent	Innovative	Prosperous	Smart
Active	Clever	Exceptional	Inspiring	Proud	Strong
Admirable	Competent	Flattering	Intelligent	Qualified	Successful
Affluent	Complete	Flourishing	Interesting	Quick	Talented
Amazing	Confident	Friendly	Intuitive	Radiant	Tenacious
Artistic	Connected	Fun	Irresistible	Refined	Thankful
Astounding	Conscious	Generous	Lively	Refreshing	Thriving
Astute	Considerate	Genuine	Miraculous	Relaxed	Trailblazer
Attentive	Courageous	Gifted	Motivated	Reliable	Trusting
Authentic	Creative	Gracious	Natural	Remarkable	Ultimate
Aware	Daring	Great	Neat	Respected	Unique
Bold	Delightful	Happy	Perfect	Robust	Updated
Brilliant	Determined	Harmonious	Pioneer	Secure	Valuable
Calm	Diligent	Honest	Playful	Self-Reliant	Versatile
Capable	Dynamic	Imaginative	Positive	Sensational	Vibrant
Centered	Efficient	Impressive	Powerful	Sensible	Victorious
Charming	Eloquent	Individual	Prepared	Sensitive	Vivacious
Cheerful	Energetic	Industrious	Productive	Serene	Warm
Classic	Enthusiastic	Ingenious	Profound	Skillful	Whole

Feel free to add any words that I may have missed:

NOW IT'S TIME TO DEFINE YOUR PERSONAL STYLE STATEMENT...

Step 1:

Review your list of words above, and choose your favorites. They should speak to your personal style and the future you envision for yourself.

WORDS:

Step 2:

Start combining your words together so they make sense for you and nobody else!
(I suggest using 3 to 4 words)

Step 3:

Define and Execute!

MY PERSONAL STYLE STATEMENT IS:

Congratulations!

*You are now empowered to transform your style and image and take your life to the next level with a purpose.
GO FOR IT!*

sm

Stefanie Manns

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