

real people

Tsholo buries her head in shame upon being reprimanded by Fred for using damaging wire hangers.



help!

I've got nothing to wear

Make the most of your wardrobe and revamp your look without spending a fortune. Fashion designer Fred Eboka shows three professional women how it's done. By Jo Lennox. Photography: Jackie Meiring.

“attitude is the most important element of dressing,” says Cape Town designer Fred Eboka. “You can look fabulous, but without the right attitude you won't be able to pull off a look. That's why it's important that you wake up in the morning feeling good about yourself. If you're angry with your body, you will feel like you have nothing to wear. Remember — it's unrealistic for all women to try to be a size 32 or 34; a woman who fits into a size 36 or 38 can still be beautiful!

“The key to creating a consistent wardrobe is paying attention to your body structure: what is the balance of your shoulders to your hips and waist? Don't try to look like someone else — it's so much better to make your own individual looks work for you.”

style savvy tips from fred

1. If you haven't worn anything for three years, give it to someone who will, or throw it out.
2. A full-length mirror in your bedroom will ensure that you know exactly how you look before you go out. You may look great from the front, but awful from the back!
3. Some garments should be aired out or steamed rather than frequently washed. Prolong their life with

dry cleaning, and keep them neatly lined up.

5. Copy your favourite garments which have become worn.

6. Take care of your clothes by regularly mending loose threads, buttons and hemlines.

7. Even on a limited clothing budget, it's better to save up for something of quality than to buy a lot of inexpensive, but inferior, clothes.

8. Your size shouldn't deprive you of the pleasure of a great wardrobe. You can look great and wear the latest fashions by adapting the latest trends to your body shape and style.

9. Colour code your wardrobe to create an attractive visual when you open your cupboard — this should make you feel happy in the morning. When your wardrobe is well organised you can get dressed quickly.

tsholo matseke, 24 tv news presenter/actress

“I have a busy lifestyle and generally wear casual clothes like jeans and T-shirts, but I would like to move away from this. I have a small selection of clothes because I only keep what I wear, and what I have is a bit dull — black, white and brown predominate; I hardly ever wear bright colours. I never experiment, and although my personal style has changed a lot over the last few years, my wardrobe has stayed pretty much the same.”

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above: Fred advises Tsholo to wear sophisticated clothes with simple lines.



Sharon's wardrobe, with its well coordinated shoe collection (left), needs little improvement, says Fred, but for a new twist, she should mix frilly skirts with modern shirts.



right, says fred

"The first things that have to go are the wire hangers! They spoil the construction of garments, create unsightly bulges, and generally spell disaster, especially for jackets, which need special care. Tsholo should replace them with plastic hangers.

"Tsholo's wardrobe is very scant. She has a few nice pieces of clothing, but very little mixes and matches which means that she doesn't get the most out of what she's got. She needs to take stock of what she has, and buy clothes to complement her existing items.

"She should start by buying a few black basics — black pants, a skirt and a black jacket (I was amazed that she doesn't have that wardrobe essential, the black jacket) — as these can be worn with different tops to create different looks. She should avoid clothes with motifs, sticking to plain colours which blend well, and she should add some bright, electric colours to her wardrobe to accentuate her perfect skin.

"Another basic item which is missing from her wardrobe is a classic smart blouse. Investing in these items will save her money in the long-run as

they are great building blocks.

"Tsholo's a public figure, and projecting the right image is important to her career. She says that she wants to move away from her casual look and I agree that her profession requires this. Her most recent purchase — a black and white striped jacket — shows that her taste has matured, and she should build on this.

"She has a great body which means that she can get away with various styles. For evening wear, she should stick to simple styles, like the long, black figure-hugging dress that I found in her cupboard. Jewellery adds sophistication, but, when it comes to accessories, she's a minimalist. To create a different look without jewellery, she should experiment with different hairstyles."

sharon sager, 42 interior designer

"My wardrobe is quite varied, but I favour simple and classical styles in plain colours. I love clothes

that can be draped, and often go for the layered look. I also like tailored clothes — as long as I feel comfortable — but I tend to be a bit boring when it comes to colour. I have lots of black and white clothes, and should probably experiment more. I wear what I like rather than the latest fashions."

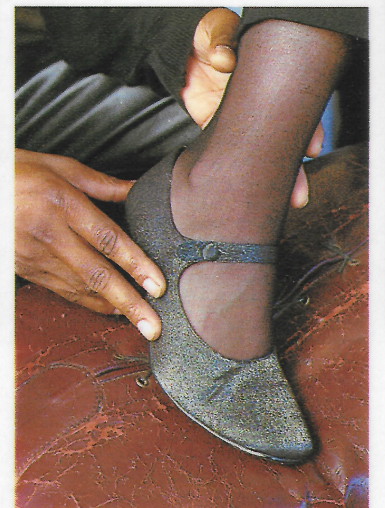
right, says fred

"Sharon's cupboard is very well ordered: her clothes are colour-coded with matching shoes arranged below, and she has a bank of mirrors to ensure that she always looks good. Her wardrobe has evolved with her lifestyle and includes a wonderful mix of pieces. Hers is a perfect example of a well coordinated wardrobe, and there's very little advice I can offer.

"Sharon has a very individual style and her clothes are versatile and different. While some of her clothes are classic, she creates surprise by combining them with others. The gypsy look of layered clothing, mixed textures and scarves works well for her, and, although she says that



"The shoes must go," says Fred, advising Antonia to keep only those which she wears often and which match most of her wardrobe, like those pictured below.



“Sharon should fine-tune her style by creating a twist — combining the gypsy look with a modern feel.”

she's worried about getting too old for it, the Bohemian style transcends age. Other people might appear sloppy in this style, but with clever combining and accessorising, she manages to create a sophisticated look.

"I do recommend that she experiments more by combining the old jewellery and clothing she loves with modern pieces. She could also create a twist by combining the gypsy look with a clean, modern feel — wearing a frilly or layered skirt with a simple, modern shirt. She has a good selection of jewellery, which can be used to create different looks, always ensuring that it complements rather than competes with clothing — bold items for plain outfits; simple pieces for her gypsy clothes.

"An addition to her wardrobe which I strongly advise is shoulder pads — not bulky ones, just a natural fit — as Sharon is petite with a small upper body and these would balance her shoulders with her hips.

"She feels that she should experiment more with colour, but the natural colours she chooses are an excellent base, and suit her profession — which involves surrounding herself with colour."

**antonia ashton, 31
publicist**

"My wardrobe is very business-orientated and I mostly wear tailored suits. I have a lot of basic shirts and jackets and I use scarves to add a bit of flair. My cupboard is very full and I have a thin and fat wardrobe. About once a year I get rid of the old and worn items which I no longer wear, but then I need to replace them, and I don't feel comfortable in most of the latest trends. I'd like to create a look that will encourage people to identify with me."

right, says fred

"Antonia decides what she is going to wear the night before, which is a good short-term approach and one which I advise, but she also needs long-term wardrobe planning. Her wardrobe needs to be both comfortable and elegant to accommodate her working life.

"Although Antonia's cupboard is well organised, a lot of things need to go. She has an abundant range of shoes and clearly doesn't wear half of them; she should select those that go with most of her wardrobe and get rid of the rest. A number of her jackets are worn and should also be thrown

out or revamped — replacing old buttons can give a shirt or jacket a whole new look.

"Like most women, especially those who are fair, Antonia's convinced that she can't wear certain colours, but she can find a way to make colour work for her, by adding accents or choosing the right shades. She has some bright blue and red garments which look great on her.

"She makes clever use of scarves to add sophistication to jeans or to add glamour to a plain black outfit, and she can update her wardrobe with even more exciting scarves. I discovered a great shawl in her closet. A shawl is a very powerful and versatile accessory, well-suited to a professional, confident woman. She could go to work in a plain black outfit and drape the shawl over her shoulders when she attends a function that evening.

"In her line of work, Antonia is always marketing herself, and a great wardrobe is an investment in her career — she should be equipped to meet a potential client in her dressing gown or her ballgown!"

For a professional style consultation, call Fred Eboka on (021) 683 0541.

