

LAURA FALL 2009 TREND REPORT



THE JACKET

The CEO of any sharply groomed closet, an updated jacket sets the style agenda for the season. Seal the style deal with important details including notch and shirt collars as well as button treatments. New silhouettes on the scene include sharply tailored boyfriend and redingote interpretations. Adding an opulent touch, fabric directions move to brocades and jacquards, in addition to faux suedes and faux leathers.

THE LAYERING ITEM

Tag team your wardrobe with the season's newest knits for a strong style statement! Layer up a luxurious cowl or drape neck sweater under a jacket or pair a discreet knit top with a longer length cardigan. Vests, whether in shorter or tunic length styles, add a subtle collegiate twist and look fresh in preppy argyle patterns, while sumptuous cocooning knits will have you snuggling into fall in no time.

THE FAUX LEATHER JACKET

Whether you opt to dress it up or down, a sumptuous faux leather jacket gives any outfit an urban edge. Sleek selections include faux lamb or faux snakeskin in deep fall tones ranging from merlot to chocolate brown, teal, bordeaux, mauve and peacock blue.



THE HEAD-TO-TOE SUIT

It's time to suit up or ship out! Meet the season's fashion mandate for polished, sophisticated dressing by investing in head-to-toe suiting. Choose speckled tweeds, chalk stripe, end on end and herringbone patterns or opt for luxurious gabardines. Navy makes its mark as an important colour, along with black, charcoal, brown and bordeaux.



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THE MUST-HAVE TOP



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From feminine, cascade ruffled blouses, floaty blouson styling or dramatic kimono sleeve options, a top with personality is a key fall essential. Fresh details include cowl necks and elastic banding while animal, multi-directional, oversize and abstract flower prints reinforce its got-to-have-it status.

THE ESSENTIAL CARDIGAN



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Warm up to autumn in a cozy knit cardigan. Both work and play appropriate, new style options allow the cardigan to effortlessly take you from boardroom to Sunday brunch. Slip into a roomy boyfriend cardigan, a sleek bolero or tunic style, while experimenting with layering shirts, knits and blouses.

THE SLIM SKIRT



Reincarnated in the season's country-chic bias plaids, the slim skirt is your wardrobe chameleon, changing from day-to-night appeal with the switch of a top!

THE TAILORED PANT

The perennial dress pant strides into the season with a menswear inspired feel and deep, solid colours, including black, navy, warm brown and neutral latte variations. Smart glen check and herringbone options heighten its reputation as the practical but forever stylish closet staple.

THE COLOR FACTOR



This season, empower all your favourite outfits with a shot of bold colour. Knits, tops and jackets saturated in purple, magenta, mustard yellow, berry, wine, scarlet and peacock blue define the season's confident mood.



THE CAPELET

A bold statement making capelet in a wool or knit variation moves your wardrobe into high gear. Speed into the fashion fast lane by teaming it with jeans, skirts, dresses or pants.

THE DRESS

Whatever your style, a dress offers a fool-proof fashion formula for achieving an easy, pulled-together look. This season shimmy into sleek sheath dresses with bolero jackets, tunic styles in graphic and floral prints, flattering tiered options, or knockout dresses in Victorian inspired black lace. For a little bit of flirty fun, consider a full-skirted party dress and get ready to fox-trot into the season in glorious fall style!



THE ACCESSORIES

NECKLACES

This season chains will do anything but tie-down your personal style. Whether single, multi-strand or prettied up with pearls or flowers, the only rule on how to wear them is this: layer, layer, layer and wear them with absolutely everything!



SCARVES

Need a style-fix with no time to spare? A scarf delivers the perfect style solution in ladylike prints, houndstooth patterns, ruffled and playful elastic insert interpretations.

PURPLE

Ramp up your regal side in flattering shades of purple! From amethyst to eggplant, this wearable colour delivers the crowning style touch to ponchos, ruanas, gloves, handbags, scarves and jewellery.



THE ACCESSORIES

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PURSES

Complete any outfit with a stunning handbag! Explore fall's fresh picks including clutches, slouchy hobos, bowling bag and double-handle options. Pop your look with a bag in red or purple patent leather or go on a style safari with faux croco, python, leopard and patchwork faux skin combinations.

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HATS

Be part of the 'head set' this fall by topping off your favorite looks with this season's selection of spirited pageboys, conductor hats and slouchy knit beanies. Look for them in head turning plaids, tweeds and lurex threaded fabrics.

Product Information

Cover page :

File name: laura-sports2-054932.jpg. Purple faux-leather jacket, \$175.00. Black wide leg pants, \$90.00. Purple faux animal and paisley print top, \$75.00. Rhodium hoop earrings, \$10.00. Purple, grey and black faux-croco satchel, \$45.00. Epoxy flower ring, \$14.00. Available at select Laura stores.

Images-

1. File name: laura_sports1-054732.jpg. Red diagonal twill jacket with sleeve tab accents, \$175.00. Black pant with tummy control feature, \$90.00. Black cowl neck sweater, \$55.00. Black patent satchel, \$42.00. Rhodium twisted hoop earrings, \$14.00. Black feather brooch, \$14.00. Jet domed ring, \$20.00. Available at select Laura stores.
2. File name: laura-sports2-054932.jpg. Purple faux-leather jacket, \$175.00. Black wide leg pants, \$90.00. Purple animal and paisley print top, \$75.00. Rhodium hoop earrings, \$10.00. Purple, grey and black faux-croco satchel, \$45.00. Epoxy flower ring, \$14.00. Available at select Laura stores.
3. File name: pet_sports_5-056446.jpg. Navy jacket with notch collar, \$185.00. Matching navy pants, \$95.00. Navy, grey and white abstract print top, \$75.00. Double strand navy and teal bead necklace with filigree pendant detail, \$30.00. Available at select Laura Petites stores.
4. File name: PLUS_SPORTS6-057304.jpg. Brown and taupe animal print blouse with ruffle detail, \$95.00. Brown pants with extended tab detail, \$115.00. Brown faux python clutch with rhinestone detail, \$40.00. Rhodium double oval earrings, \$14.00. Available at select Laura Plus stores.
5. File name: PLUS_SPORTS5-057344.JPG. Peacock blue knit cardigan with ruffle trim, \$90.00. Blue and grey bias plaid skirt, \$100.00. Peacock blue top, \$49.99. Silver, grey and jet chain and bead necklace, \$28.00. Available at select Laura Plus stores.
6. File name: laura_sports4-055162.jpg. Black scoop neck top, \$75.00. Grey and black bias plaid skirt, \$95.00. Pewter and black reversible faux croco belt, \$30.00. Navy, teal and red paisley print satin scarf, \$36.00. Available at select Laura stores.
7. File name: PLUS_sports1-056860.jpg. Yellow twill jacket with portrait collar detail, \$195.00. Black contour waist pant, \$100.00. Black tote with double pocket detail, \$52.00. Black and rhodium wide epoxy bracelet, \$16.00. Jet epoxy earrings, \$16.00. Available at select Laura Plus stores.

Product Information

Images-

8. File name: laura_dress1-055531.jpg. Black tiered dress with gold lace strap and bust detail, \$210.00. Hematite and pearl dangle earrings with filigree bead detail, \$16.00. Available at select Laura stores.
9. File name: laura_coat-055470.jpg. Black and white glen plaid capelet, \$125.00. Red turtleneck, \$50.00. Black contour waist pants, \$90.00. Rhodium dangle earrings, \$18.00. Available at select Laura stores.
10. File name: pet_sports3-056070.jpg. Brown mock neck top with burnout detail, \$85.00. Multi-row gold chain necklace, \$40.00. Long single strand cream faux pearl necklace, \$25.00. Faux pearl and gold chain necklace, \$20.00. Available at select Laura Petites stores.
11. File name: Laura_PRODUIT-055682.jpg. Black and white elastic insert houndstooth scarf, \$50.00. Available at select Laura, Laura Petites and Laura Plus stores.
12. File name: laura_poncho-054863.jpg. Purple knit ruana, \$62.00. Black tummy control pant, \$90.00. Black suede gloves with toggle clasp closure, \$36.00. Available at select Laura stores.
13. File name: PLUS_SPORTS3-057577.jpg. Ivory smock neck top, \$80.00. Black paneled skirt, \$155.00. Black elasticized belt with epoxy closure, \$26.00. Black and charcoal faux leopard patent tote, \$48.00. Antiqued silver and hematite oval earrings, \$14.00. Available at select Laura Plus stores.
14. File name: PET_COAT-056551.jpg. Purple belted coat, \$195.00. Plum pageboy hat with buckle detail, \$20.00. Black ruched leather gloves, \$40.00. Available at select Laura Petites stores.

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