



Nicola Richie

20 Best

SHOPPING

Browse and buy like a pro with these savvy wardrobe-building ideas

1. Ask yourself...
“Where am I wearing this? If you don’t have a place in mind, there’s no reason to buy it. For instance, you don’t need a cocktail dress if you don’t go to cocktail parties!”

—George Kotsiopoulos, *El Fashion Police*

2. Build a wardrobe that’s 70% classics “Invest in pieces you’ll wear a ton like great blazers, pumps and trousers. In terms of everything else in your closet, make sure you like it and it fits. The goal is to have a functioning closet where everything is game.” —Sara Rogers, *trend specialist, Mall of America*

3. See what you’re actually wearing “Turn all the hangers in your closet hook facing out. After

you wear something, replace it hook facing in. This will help you see what you wear—and don’t wear!—and identify favorite styles worth buying more of, as well as gaps in your wardrobe.” —Amanda Sheppard, *cofounder of Coup De Coeur Shopping Concierge*

4. Buy into a trend one piece at a time “A common shopping mistake is overdoing a trend. You don’t need a gazillion Peter Pan collars! Instead, buy one piece and wear it all the time, mixing and matching it with other items in your closet.” —Sara Rogers

5. Don’t be seduced by the store display “Clothes are often organized by color and trend, which make you feel good and draw you in. But before you fall into the buying trap, think: ‘Do I have something at home to wear with this new piece?’ Or will I need to buy four other things to make it work?” —Sara Rogers

6. Avoid shopping when you’re stressed “When you’re really hungry, you shouldn’t go to the grocery store—so when you’re stressed, don’t go shopping! You’ll end up making bad buying decisions because you can’t remember your own closet. Shop your closet or a friend’s closet instead.” —Alexa von Tobel, *founder of Learnvest.com*



adds instant luxe to any outfit!

7.

Have fun with statement jewelry

“It can instantly change an LBD, a basic tee or even a sweatshirt! To get the most bang for your buck, think big: chandelier earrings, a bib necklace, a chunky cuff, a stack of bangles or a cocktail ring. You can buy them for cheap at places like Forever 21 and J.Crew!”

—Lucia Tait, *cofounder of Coup De Coeur Shopping Concierge*

TIPS FOR...

We asked celeb stylists, fashion insiders and other pros for their no-fail shopping, fashion and \$\$\$-saving tricks!

STYLE

KEEP YOUR LOOK FRESH WITH THIS GAME-CHANGING FASHION ADVICE

8. Break the rules “These days, anything goes. Wear white after Labor Day, mix prints—why not? Work combos that aren’t supposed to ‘work.’” —Mariel Haenn, *celeb stylist*

9. Know your size “Wearing the correct size in everything from undergarments to jeans will make you look slimmer and more polished!” —Amanda Sheppard

10. Invest in flattering ankle booties “They’re a fashion secret weapon! Try pairing a black leather or suede platform heel with tights or cigarette pants—they lengthen your silhouette and work for day or night.” —Lucia Tait

11. Experiment with your wardrobe “Spend a few hours putting different looks together. Take pictures or make notes and you’ll have amazing ideas ready to go.” —Sara Rogers

12. Try nude fishnets “If you’re self-conscious about going bare-legged, fishnets will not only cover legs, but are a chic alternative to nude stockings.” —George Kotsiopoulos

13. Find a good tailor “You can be wearing the coolest new trends and designers, but if your clothing doesn’t fit right, it’s a waste. The tailoring can be as simple as cinching the waist of a dress or hemming a pair of pants.” —Mariel Haenn

14. Recharge your look with fresh updates “Pointy nude heels are sexy and can go with anything. Leather pants are another great piece for fall. They’re timeless yet cool with a sheer tee and chain accessories.” —Rob Zangardi, *celeb stylist*



15.

Use beauty products as fashion fixes

“Try a spritz of Hair spray on the soles of your shoes to make them nonslip, and nail polish to cover up scuffed heels or even metallic polish to give small, inexpensive jewelry a makeover.” —George Kotsiopoulos

SAVINGS

Stay fashionable without breaking the bank with strategies from Alexa von Tobel, founder of Learnvest.com

16.

Remember the 4% rule
“That’s your yearly wardrobe budget: 4% (or less!) of what you take home. Know it and stick to it.”

17. Figure out the cost-per-wear
 “Think about the number of times you can wear something. If you can’t get the per-wear cost down to \$2, you might want to reconsider the purchase.”

18. Work with your credit-card style “If you’re responsible with your cards and have one that gives you rewards or cash back, always use it! But if you’re in debt, try to just shop with cash.”

19. Buy off-season “If you can wait, it’s the best time to shop! Get sundresses and bikinis in November or holiday dresses in January—just stick to classic, timeless styles.”

20. Don’t go too long without shopping “It’s like dieting—if you deprive yourself for a long period of time, you’ll end up bingeing the next time you’re in a store. It’s good to know what’s out there, even if that means just window shopping.”