

THE
STYLE
STORY

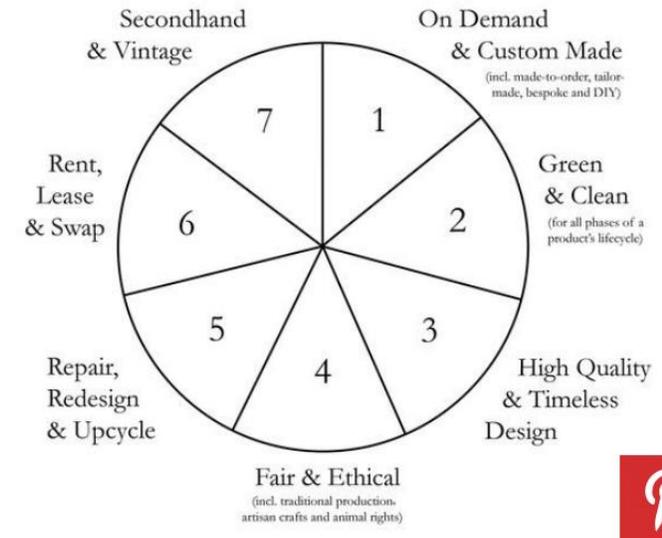
About Me

- Studied Fashion & Textile Management at university
- Worked in Buying for over 10 years at Debenhams and Jane Norman
- Have 3 children at primary school
- Set up The Style Story in 2018 to help people with all of their styling needs



How Can We Be More Sustainable?

- Buying preloved or vintage
- Renting / lending
- Swapping peer to peer
- Buying organic cotton & sustainable fabrics
- Using recycled fabrics
- Upcycling / Reworking
- Shopping from transparent sellers
- Making your fashion world circular
- Slowing down how you were previously shopping



The seven forms of sustainable fashion, as seen in Vestiaire Collective's online guide and conceived by Dr Anna Brismar

Buying Preloved or Vintage

- Charity shops
- eBay
- Depop
- Vestiaire Collective



Vinted



Retold.

Manifesto Woman

your pre-loved
STORIES



RADISH

Re
Fashion

Refashion
guide.com

Renting Clothes

The Air BnB of clothes.

Better for the environment than buying new, but it's also a way to enjoy the brands you love for a fraction of the price.

HURR
COLLECTIVE

Our Closet

R BY ROTATION

MY WARDROBE HQ

HIRESTREET

LOANHOOD

wardrobe hire.

TAITE RO.

ONLOAN^{BETA}

HURR
COLLECTIVE

- This Self Portrait dress was rented through Hurr for a black tie event



nuw.

- This Whistles dress was borrowed through Nuw for a 40th birthday party





Spring Summer 2023

Trend Presentation

Florals



Sheer



Fringing



Denim



Sunset Ombre



Utility



Soft Shade Tailoring



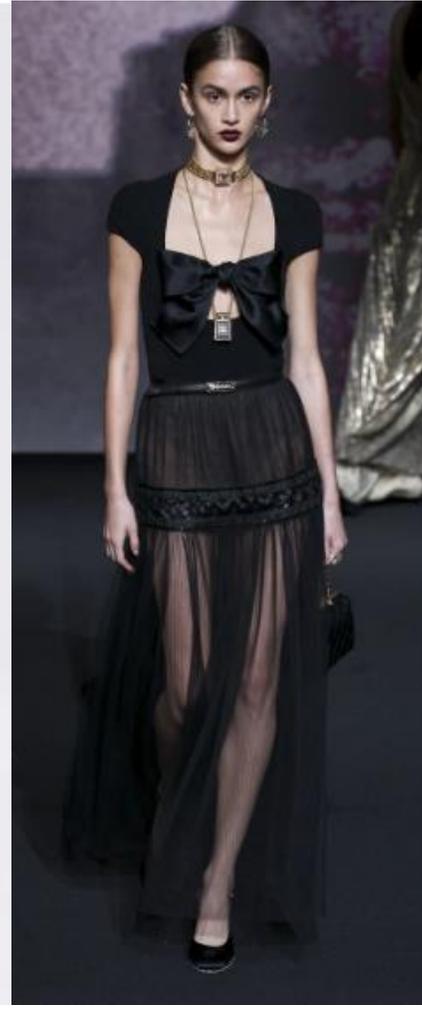
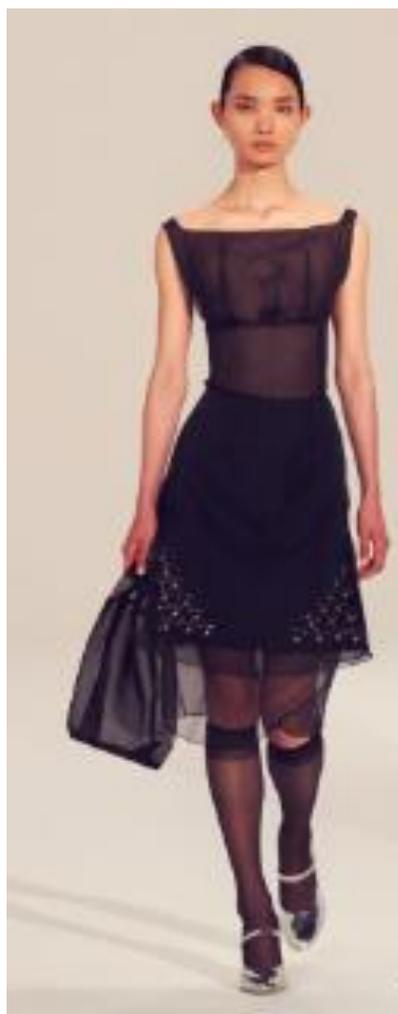
Hearts



Sparkle



Boudoir Detailing



Low Rise Waist



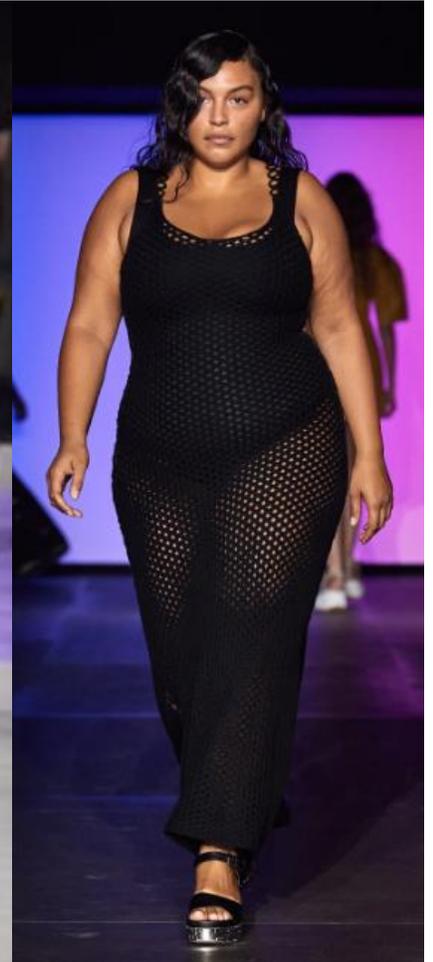
Cobalt Blue



Pastel Pink



Black



Silver Linings



THE
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Spring Summer 2022

Key Items

Cargo Pant



Satin Skirt



Trench



Bomber



THE
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Spring Summer 2022

Accessories

Accessories

Footwear

- Wedge
 - Ballet Pump
 - Mary Jane
 - Platforms
 - Fine Strap
- Detailing



Accessories

Handbags

- Large Tote Bag
- Denim
- Utility Waist Bag
- Top Handle



Accessories

Hats

- Large hat



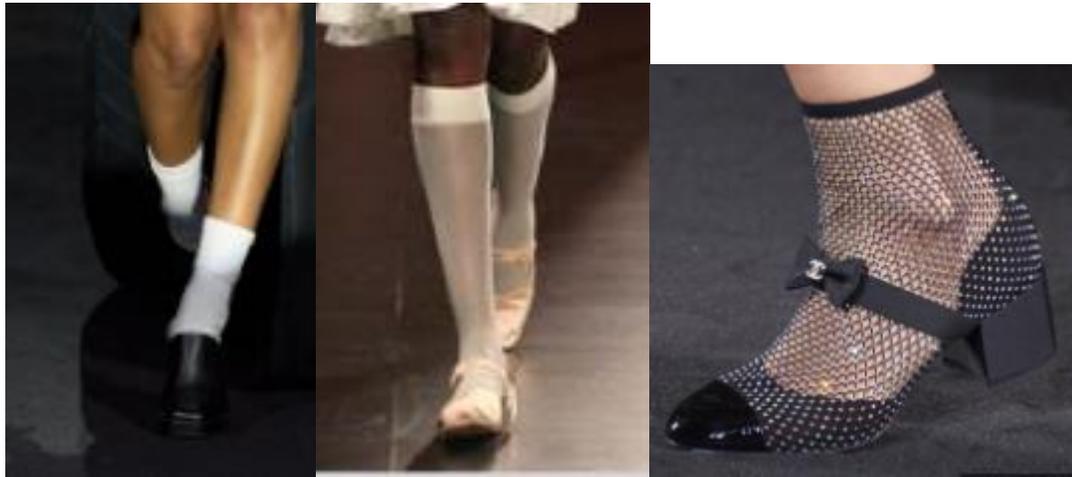
- Scarf



Accessories

Extras

- Gloves
- Socks





Services

Wardrobe Edits

Online Shopping

Personal Shopping

Virtual Shopping

Photoshoot Styling

Gift Vouchers

Special Events

Private Trend Evenings

For more information please visit:

www.thestylestory.co.uk



Thank you for attending!

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