

TODAY SHOW

3/11/22

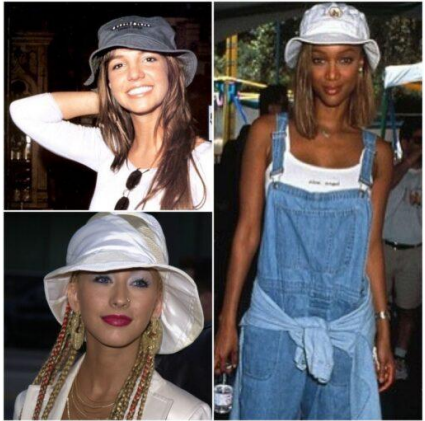
90s Nostalgia

Zanna Roberts Rassi

INTRO NOTES

- 90's nostalgia is real! Walkmans. Mix Tapes. Dial up internet. Pagers!!!
- 90s felt like a golden era, the last cell phone less generation!! Today there is a collective pining for a less plugged in era!
- 90's are naturally influencing some of our most in demand fashion trends..
- Some trends (Pedal Pushers) should be left in the past but there are a few popping we can all jump on!!
- Chances are if you lived through it the first time – you will want to choose a different aesthetic for it this time round. If you didn't....knock yourself out!!
- Fashion often looks back to move forward.

BUCKET HATS - Craig



[Amazon](#) \$15.99



[Kangol](#) - \$70



[Amazon](#) \$14.99



[Urban Outfitters](#) - \$14.99 (on sale)



[Mango](#) - \$25.99

Listens to Wonderwall once!

Rain proof your look!! Hide a bad hair day. Look cool!

Perfect for easy going pursuits kind a hat!! Adding just the just the right amount of Extra without going overboard!

Instant style personality - more so than a cap.

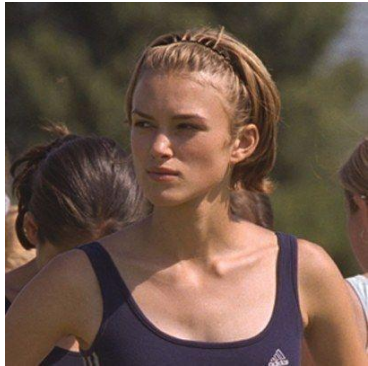
The more fashion forward is the wider brim.

SNAPBACK HATS



- 90's was all about headgear!
- Baseball caps were in.....But always with the adjustable
- Snapback!! Adjustable. Versatile. Breathable!!
- Corduroy, collegiate, and the emergence of the Trucker...
- Wear with anything!!

HEADBANDS



TALKING POINTS

- Every iteration of hairband: padded, zig zag, embellished, thin plastic, printed
- They're a chic, classic, can be style statement accessory. (Great for zoom calls!)
- Beyond practical - pushes every hair out of your face
- Last week - Helen Mirren and Anne Hathaway



[Amazon](#) - \$8.49



[Amazon](#) - \$6.99

[Amazon](#) - \$6.99

SCRUNCHIES



[Amazon](#) \$7.99



[Amazon](#) \$6.99

TALKING POINTS

- **Ref:** Reference: Full House - Madonna - Back in the groove!!
-
- Scrunchies in all colors, patterns, and textures are a must-have.
- Not only do they result in way less hair breakage - but we can all wear them!!
- Kids to school, grown-ups to the gym or to dinner! Hosting a morning TV show....
- Wear them Low and large!! High and tight!
-



CLAW CLIPS



[Amazon](#) -
\$12.99



[Amazon](#) - \$9.99



[Urban Outfitters](#) - \$12



[Urban Outfitters](#) - \$12

TALKING POINTS

Ref: Jen in Friends

The humble claw clip is having a major moment on Tik Tok. Thanks to our street style stars.

- Extremely useful and utilitarian and fixes ANY bad hair day!
- Half up half down - romantic leaving front tendrils
- Slicked back bun
- Reverse french twist!

CHOKERS - Savannah



TALKING POINTS

Ref: Posh Spice + Britney

- We all looked like we were holding our heads on with chokers!!
- Fans today - Riri, Taylor Swift, Kendall (again!)
- Choker has the power to dress even a Tshirt up instantly!
- Saint Laurent + Chanel runway -
- Can find at a fraction of the price...

DO:

- Wear metals if the thick black, lace, satin, dog collars, feel too much!!
- Layer with longer necklaces or other chokers
- Pearl chokers trending

DONT:

- Don't wear it too tight!
- Don't wear with other statement jewelry - Nix the earrings

MINI BAGS



[JW Pei](#) - \$59



[JW Pei](#) - \$89



[Mango](#) - \$29



[& Other Stories](#) - \$59

TALKING POINTS

Ref: Sex and the city's Carrie Bradshaw - wearing the Fendi Baguette

“This isn't a bag, it's a baguette”

- You would be right to question the MICRO bags purpose!!! This was deffo a style over function moment in time!
- So we upsized from Micro - Mini!! Still small but you can actually carry your wallet and keychain and lippy!!
- The bonus: There will be less of the panicked rummaging and you feel completely free and de-cluttered!!
- JW Pei bags are killing it on social right now!! + celeb-approved (Hailey Bieber + Gigi Hadid)
- The Gabbi (black bag) is the IT bag \$89 under \$100.

THE VEST

DYLAN



REFERENCE: 90s ICONS



THE LOOK



TALKING POINTS

REF: Focus here on the VEST!!! A staple of the 90s. Think Julia Roberts, Drew Barrymore, Jennifer Love Hewitt, Cindy C.

WHAT: We are channeling their more minimalist approach that's trending hard (Thanks to Gen Z super models Kendall and Gigi!) It's a sophisticated take on look for today.

HOW TO STYLE IT NOW:

- Focus on the VEST Solo!! As your top as oppose to a layering piece!
- Minimalist and chic.
- Perfect way to wear suiting for an Evening out.
- Versatile piece.
- Off course you can layered over a Tee or a crisp button down turtleneck.
- Stay away from over band Tees — too reminiscent of Angsty 90's teen!!

- Belt for waist shape.

- Combat - If you want to dip your toe in the trend - literally - get a DM. Instant edge for ANY outfit. Works w/ slip dress to a pant suit!

CLUELESS CO-ORDS

SHEINELLE



REFERENCE: CLUELESS



THE LOOK



TALKING POINTS

SONG: Kids in America - The Muffs

IMAGE: Cher and Dionne - Clueless

REF: 1995 - Cult classic!!! Cher and Dionne!?! Who can forget the matching plaid suits!? Like, Only the most iconic fashion moment!!!

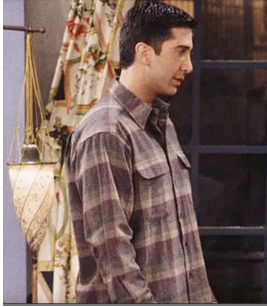
WHAT: Co-Ord skirt suits (dare I say also SKORT suits!!) are back! Good news is - There is no easier way to get dressed than in a co-ord!!

HOW TO STYLE:

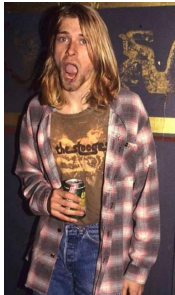
- For those who don't want to go full school girl...Sheinelle shows us how to wear them today in a sophisticated way.
- Mini skirt suit from Mango. Collarless jacket and tweed fabric feels less school girl than the plaid!!
- T shirt (rather than a button down) keeps it fresh and modern.
- Loafer gives it a youthful edge.
- Pass on the knee / thigh length socks! See schoolgirl point!!
- Hemlines are rising for spring!! This mini will be on heavy repeat.

90s GRUNGE

CARSON



REFERENCE: KURT COBAIN



THE LOOK



[Abercrombie & Fitch](#) - \$50



[Chuck Taylors](#) - \$85

[Abercrombie & Fitch](#) - \$78

TALKING POINTS

SONG: 'Smells like teen Spirit!!'

IMAGE: Kurt below.

REF: Can't talk 90s without talking Grunge . Think Kurt Cobain. Eddie Vedder. Beastie Boys!!

Various Seattle rock groups!

WHAT: Flannels are dare I say trend proff!! Taken for granted but it seems everyone has one in their closet at one time or another. Right!? Transcends Gender, generation, size! Your mum to Pharrel Williams or Carson Daly....

HOW TO STYLE:

Jeans. Tee. Chuck Taylors.

Like the 90s but a little more POLISH!

Never buttoned!! T underneath. Make it a crisp one!! No Nirvana band tees pls!

For authentic 90's - the fit should be oversized - 90's were more about effortless laid back silhouettes.

(90's lost all elegance for the guys!)

Chucks. Casual, retro footwear to match! The more beaten up the better then - but I'm a fan of keeping them a little cripier today!!