



I texted my big sister in a wave of panic. “Am I the crazy red girl?!?” She replied: “NO! You have a brand!”
That made me feel better, for real.

(But also the worst boy I ever crushed on in a past life was constantly talking about the importance of a personal brand. The concept of reducing a whole human into a catchy personal bio line and an Instagram aesthetic made me want to vomit. So trust me, I’m not telling you you need to have a brand.)

So let’s REBRAND my sister’s statement to “NO! You have personal style.”

I saw a TikTok the other day where the creator said something along the lines of, “Nothing kills personal style faster than constant clothing hauls. Personal style is born in *repetition* and *restraint*.”

And that STUCK WITH ME. (Unfortunately her name did not, so I can’t give her proper credit.)

I’ve been thinking a lot about the two pieces of this personal style equation.

First, let's talk repetition.



I do not think any of us came out of the “Lizzie McGuire, you are an outfit repeater!” episode unscathed as kids. I’m sure the message of the episode was something uplifting, but the only thing that remained in my young brain was Kate Sander’s iconic line. My take-away for years?

It’s embarrassing to repeat your clothes too much.

What I failed to remember was Lizzie’s even more iconic response.

“I may be an outfit repeater, but you are an outfit rememberer!”

And guess what. People **will** remember your outfits if they are cool enough.

And what emblazons the idea of who you are into someone’s mind is repeated exposure! Why not be remembered by something that you feel like really represents who you are!?

My sister (geez, I sure do talk about her a lot) has this concept of the “Cartoon Character” outfit. My favorite sweater of all time (purchased 2017) is what inspired the color theme of my website, this newsletter, etc. I have worn this sweater so much that my sister says it is what I would be wearing if I was a cartoon character. (Her cartoon character outfit would be a green dress with puff sleeves and girly flats.)

Now, to restraint.

We are absolutely inundated with “haul” videos. The endless TikTokers who buy the entire Abercrombie new arrival section and then try to sell it to you through their links. (Here’s a fun fact: They are returning it ALL.) And I think we all fall victim to the desire for NEW! But you can’t link shop your way into personal style. My goal this year has been to be an intentional shopper. Instead of buying all the things I think are cute, I try to analyze how each purchase would fit into my existing wardrobe and my personal style. And it has been a GAME. CHANGER. I have never felt more like myself in my closet than I have since I have really started working on practicing restraint.

In Conclusion!

You don’t need to hop on every trend. Dabble in the ones that speak to you. Because what is going to make you memorable are the things that you wear year after year. The through lines of your outfits, the cuts or colors or styles that you wear again and again, will become your trademark- And people will ADMIRE you for it.

FALL TRENDS ALERT:

Even though I basically just told you to ignore trends

Actually, what I really said was to enjoy them in moderation. The ones that speak to you. (A reminder that trends are like the toppings at a frozen yogurt bar. You get to pick your favorites! But if you take them all, you will end up with a bad mix of flavors and a stomach ache.)

Okay now that we have THAT out of the way, let’s jump into the shopping, shall we?!

So what are the trends we are seeing this season?!

Suede. Barn Jackets. Chocolate Brown. The Classics!



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*The crop?
The plaid?
The colorway?!
Perfection!*

*Cozy and chic
silk trousers in
a warm brown?!
An autumn
dream.*

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*A faux-suede
trench, for those of
us not looking to
spend \$800 on the
real deal.*

*Fall fashion
doesn't have to
be all about
neutrals!*

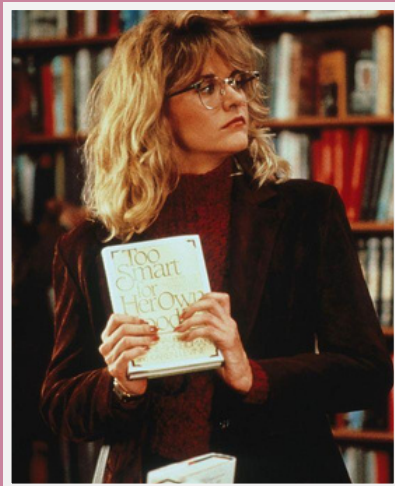
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*My search for the
perfect chocolate
brown boot might
end here!*

The lucky thing about the trends we are seeing this fall is that they are truly the classics. So much so that there is a great TikTok discourse where one half is declaring that these “trends” aren’t really trends at all and everyone is so stupid for thinking so. It’s really giving “Florals? For spring? Groundbreaking.” energy. (Except none of them have the authority to be talking like they are Miranda Priestly.)



Frankly, I don’t care how they are classified. The fact that these “trends” that are things that always come back around (or never leave!) make me feel safer in participating in them. If Meg Ryan rocked it, SO WILL I. And the fact that they are classics makes it much easier to thrift for them! (There are hundreds of vintage suede jackets on Ebay! Save a penny!)

However, even classic pieces can have trendy elements. A suede jacket with fringe, for example. A riding boot with a buckle. A silk brown trouser rather than a cotton one. So if you crave some edge to your fits, there are always variations on the classics that make them more of-the-moment.

So there is room for the classic and the trend obsessed- however you choose to participate this fall!



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A suede belt is a perfect way to incorporate some spice into your outfit!

The slouchiness of this chocolate brown bag makes my heart swoon!

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The fringe on this suede jacket is the perfect special touch.

The clasps?! The swingy shape?! I could die.

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These brown loafers have been a work horse in my wardrobe in every season.

It’s site-wide sale season, baby. There are so many fall sales happening right now! Here are a few off the top of my head:

SALES

Banana Republic: 40% off site-wide

Madewell: 25% off site-wide

J.Crew: Extra 30% off sale

PIECES I'M LOVING:

Here are some other pieces that are sitting in my cart around the internet, where sadly, most of them will just have to collect dust. It is simply not responsible to my wallet, my New York City sized closet, or the planet for me to indulge in every new arrival I love. But these are so good- someone out there should buy them. (After careful consideration of the benefit they will be able to receive from said item, weighed carefully against the economic, geopolitical, and environmental impacts of their purchase.)



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Everyone on insta knows I've been searching for brown boots. but secretly... I'm also looking for black

The problem is... Which black boots?! Here's another style I'm considering.

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[SHOP NOW](#)

A menswear inspired comfortable pant that I can wear to work?! Yes Please.

Certainly I couldn't post a whole newsletter without something red. could I?!

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[SHOP NOW](#)

It's too early to shop for the holidays. right? WRONG.

STUDENT OF THE MONTH: Annie Kate

Annie Kate is the definition of FUN and it reads through her style. We had the best time honing in on what made her feel most like herself. What we landed on? Girly vibes with a pop of edginess. Big collars, prints, and colors that express her sweet-as-pie personality. Annie Kate wins the award for laughing at me more than any other client, and that makes me love her even more!



KKS

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