

OMITTING THE 'OCCASION'

21 Jun 2019



HOW TO
WEAR
WITHOUT A
'WHERE'

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"I love it, it fits great, but I would never wear it."

"It's beautiful, it's fun but...I don't get out as much anymore, I don't need stuff like this."

"It does feel great, but I feel like it's too cool for me."

PAUSE. Cut those sentences in half and take a look at the first part. You love it. It fits. It's beautiful. It makes you feel sexy / powerful / polished / cool - all the things that you deserve to feel every time you get dressed.

Many people regard 'feeling like a million bucks' in your outfit as an occasional indulgence. One where you're willing to search + spend on a piece that gives you butterflies when you see yourself rockin' it in the mirror. We are here to tell you that you're entitled to feel that way every single day. *You don't have to wait on these mythical special events to permit yourself to invest in you.*

With **Cost Per Wear** in mind, we specifically sell clothing that is versatile and easy to style so that it may stay in your life for years to come. On our website you'll find many of our dresses pop up under more than one of our subcategories - casual, cocktail, and formal - and that's no error. These pieces work on all these levels.

One of our multi-category pieces is the 19/91 SORA dress (\$348) is a minimal black dress carefully constructed by hand in Italy.

'SORA' KNIT DRESS

+

'FEELING' SANDAL

+

ESCAPE FROM PARIS

NECKLACE

(IN STORE ONLY)



Here, we've styled the dress casually with a flat sandal and artistic statement necklace. It's a simple black dress that transcends the 'occasion' label because its appeal resides in the impeccable details + quality.

Our sleek new 'GLASS DRESS' (\$118) goes from ballroom to brunch with nothing more than a clean, white trainer + a minimal wire earring.



'GLASS DRESS'
+
'REQUEST EARRING'
+
WHITE SNEAKER

This combo yields maximum comfort with its sporty + feminine contrast and cool, summer-friendly cut-outs.

And fellas - menswear works just the same. A fitted woven shirt can double as a light layering piece with the right tee + jeans.

'SUMMER LINEN' SHIRT
+
'LOVE TO FCUK' TEE
+
IGGY SKINNY DENIM



Using basics to balance out the perceived 'dressiness' of a piece can double the use you get out of it. The power of a well-kept sneaker can transform what one may dismiss as a dressy trouser into a sleek alternative to denim, adding a stylish edge to casual tees and button-downs.

Here at The Art of Style we use our talents to show people how buying the *right* garments can impact their everyday lives for the better. We want to change the thinking patterns that prevent people from finding + loving themselves through clothing. **If it makes you feel good, it has a place in your everyday life** - even if you're just wearing it to the grocery store.

Whether you need a full styling consultation or just a bit of inspiration, we've got your back. It's time to start looking + feeling good all day, every day.

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DRESS LIKE IT'S YOUR LAST DAY ON EARTH.

27 Mar 2020



WHAT'S MISSING FROM YOUR STYLE SUBSCRIPTION SERVICE

20 Feb 2020

...

All of us are working to get through this - taking it day by day and looking for little things that may restore a sense of balance and normalcy. Many are left wondering if it is "okay" to go shopping ...

Why the seemingly perfect solution to your wardrobe woes often ends up feeling stale....

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MENS

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