

FALL '11
EDITION

SHOP *like a* FASHION EDITOR *(no matter your budget)*

Three *InStyle* staffers give us the lowdown on what they're craving for fall. The catch? Each one has a limited amount to spend (\$400, \$2,000, \$4,000). Over the next four months, you'll see just how they strategize to round out their wardrobes. **BY MEGAN DEEM**

1st in a
4-PART
SERIES!

Jill Stuart

Ann Taylor

Michael Kors



Shop It!

Meet the Editors!

When plotting a shopping strategy, these style-setters mull over their burning obsessions, then figure out what they can afford to buy within their budgets



Wendy Wallace

Senior Market Editor

TOTAL BUDGET
\$400

"Fall is by far my favorite season. I like getting cozy in jeans, sweaters, boots, and socks. And autumnal hues are easy to work with."



Erin Sumwalt

Market Director

TOTAL BUDGET
\$2,000

"My style is girly and romantic. I'm attracted to vintage items with feminine shapes and anything with a dreamlike quality."



Dana Avidan-Cohn

Market Editor

TOTAL BUDGET
\$4,000

"For me this season is about luxurious fabrics—substantial knits and leather accents—but in slim silhouettes."

My Fall Inspirations

1 "I loved the layering at the **Haider Ackermann** show—and the colors, especially this dark peacock blue."

2 "One of my best friends lives in Turkey, and I'm dying to visit her again. I can't wait to search for **kilims in the Istanbul markets**."



3 "I'm just so into birds and feathers right now. I'm searching for a **taxidermy peacock** for my apartment. They're so beautiful and regal."



My Fall Inspirations



1 "I've had this film still of **Anouk Aimée in Lola** on my office wall forever. I've been obsessed with her since I was 18."



2 "I took this picture of a **carousel in Paris** on my way to a fashion show last season. I always stop when I see a carousel. Vintage ones have such a magical quality."

3 "With her soft pink clothes and jeweled headpiece, this **Nina Ricci model** could have walked straight out of a fairy tale."

My Fall Inspirations

1 "Even though this **Derek Lam** outfit layers so many textures, it appears very neat because the lines are so clean."

2 "I find that the thing I'm attracted to for my home, I also want in my wardrobe. I'll be looking for clothing with the same rich colors as these **John Robshaw pillows**."



3 "Barcelona's **Park Güell** was designed by one of Spain's most influential architects, Antoni Gaudí. Everything is covered in mosaic tile. It looks like a fluid print."



See their first month's purchases



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Wendy's September Budget

\$100

My Strategy "I get all my 'fashiony' pieces at the beginning of a season. I'm searching for clothes and accessories now that make the biggest statement but that I can also wear throughout the fall."

TOTAL FALL BUDGET	\$400
SPENT THIS MONTH	\$98
AMOUNT REMAINING	\$302

"The dark beauty of the Alexander McQueen exhibit at the Metropolitan Museum of Art blew me away."



\$80

"These leggings look like leather and fit like a glove. I'll wear them under dresses instead of tights on cold days."
Faux-leather leggings, Gap; gap.com.



\$18

"What a bang for your buck! You'd expect a necklace with this much visual impact to cost a lot more."
Metal necklace, Aldo; aldoshoes.com.





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Erin's September Budget

\$500

My Strategy "I think of the clothes in my closet as a collection that I'm cultivating over time, as opposed to something that needs replacing every season. I add pieces with interesting embellishments or patterns that work with what I already have."

TOTAL FALL BUDGET	\$2,000
SPENT THIS MONTH	\$468
AMOUNT REMAINING	\$1,532



\$15

"This is a brooch, but I will use bobby pins to attach it in my hair as a barrette."
Crystal and silver-plated brooch, Spring Street; springstreetdesign.com.

\$365

"This sweaterdress is the perfect transition weight for early fall. And you don't often find one with such romantic detailing."

Cashmere dress with lace, Rebecca Taylor; 212-243-2600.



\$88

"I've been the lingerie editor here for years. I wish women would think of undergarments as more than simply bras and underwear. I'd use this bodysuit under a semisheer blouse."

Mesh and lace bodysuit, Blush; thelittleflirt.com.



"This photo of Gloria Swanson by Edward Steichen is like an image you'd remember waking up from a dream."



Shop It!



Dana's September Budget **\$1,000**

My Strategy "One thousand dollars is a substantial bit of money, but it's easy to blow it on a lot of little things and have nothing satisfying to show for your spend. I want to buy investment items that I can use again and again."

TOTAL FALL BUDGET	\$4,000
SPENT THIS MONTH	− \$1,035
AMOUNT REMAINING	= \$2,965

\$590

"I usually associate tribal patterns with summer. But since this dress is in black and white, it feels seasonless. Layer with a blazer or sweater, and you can wear it all year."

Silk dress, Thakoon; at Barneys New York.



"This photo of **Audrey Hepburn** is exactly how I dress with prints—just one element, with the rest of the outfit clean."

\$445

"I always want to have on at least one really unique piece of jewelry that everyone asks about. This cuff fits the bill." Swarovski-crystal, turquoise, and oxidized brass cuff, Dannijo; dannijo.com.

