

**HOW NOT TO LOOK OLD**  
**FAST AND EFFORTLESS WAYS TO LOOK**  
**10 YEARS YOUNGER, 10 POUNDS LIGHTER, 10 TIMES BETTER**

By Charla Krupp, "Veteran Beauty Editor and Style Expert of NBC's Today show." (Copyright 2008)

"If you...spot a woman dressed head to toe in a designer outfit with shoes and bag to match, you can bet she's over sixty. She might look perfectly polished, but she doesn't look young and hip (**Y&H**).... Effortlessly chic is Y&H. Trying too hard is old lady (**OL**)....Before you can embrace the new rules of fashion, you must erase the old ones from your memory. We're talking old rules such as 'Match your shoes to your handbag and everything else,' along with 'Don't wear white after Labor Day.'" (p. 107)

[Other examples of] **The Old vs. The New Rules**

Old: Jeans are for daytime only.      New: Jeans [dark denim] are hot and sexy for evening – with heels.

Old: Stockings should be flesh toned.      New: Shoes should be flesh toned, legs bare.

Old: Don't wear costume jewelry.      New: Faux can be fabulous." (p. 108)

"The modern way to dress is to look a little less 'sprayed'....Dress less finished, and you'll look younger....When you're more mature, imperfection looks so much better. For some women it's very hard not to be perfect, not to have every hair in place, not to have too much makeup on! ....It's important to fight the desire to overdress....The goal is to look casual, but appropriately casual." (p. 109...see p. 110 for picture)

**Learn to Love Classics – With a Twist**

"Dressing effortlessly chic makes great use of classic shapes...think cardigans, V-necks, a sheath, a peacoat, a trench coat....To keep them from being classically boring, make sure they have some kind of a 'twist' [such as fashionable accessories]....Jacqueline Kennedy Onassis, who was the picture of ageless chic throughout her life, seldom strayed from the classics. A simple cashmere turtleneck sweater, a pretty twinset, a black sheath dress, fitted tweed trousers, and designer pumps kept her looking positively girlish – and effortlessly chic – well into her sixties." (p. 111)

**Y&H Effortlessly Chic Accessory Essentials**

"Gold hoop earrings [show Hoopla, Circles of Love], Diamond stud earrings [show Anniversary], Chunky bangle bracelets [show Deco], Chunky-chain necklaces" [show Eugenia, Sophia] (p. 111)

**Mix Designer and Nondesigner, or Luxe and Less**

"Sharon Stone made fashion history the day she paired a Vera Wang skirt with a black Gap T-shirt and wore it to the Oscars....The press she got for being so clever was off the charts! The French women have been doing the mix for years. When they wear classy black basics and toss in a fun plastic bracelet...no one is going to suspect that the bracelet cost 2 Euros. That's because the rest of the package is presented so elegantly....It doesn't matter what it costs anymore; it just matters that it looks great on you....When stores such as Target, JC Penney...and Kohl's are hiring big-name designers...the shopper wins!" (p. 115)

**Everyday Diamonds**

"It's much more Y&H to wear your jewelry every day. Diamonds with jeans, for instance, looks modern. Besides, what are you saving this stuff for? ....If you're going to wear a necklace, wear one that makes a statement. Much better a bold, spectacular fake than a teeny, tiny diamond solitaire that gets lost on your neck....Again, better to wear a two-carat authentic-looking fake than a real diamond chip....[The bracelet] is one of those pieces where styles change nearly every season. If chunky is in [it is], opt for one dramatic cuff or a couple of big bangles. Read the fashion magazines, and you'll know." (p. 141-3)