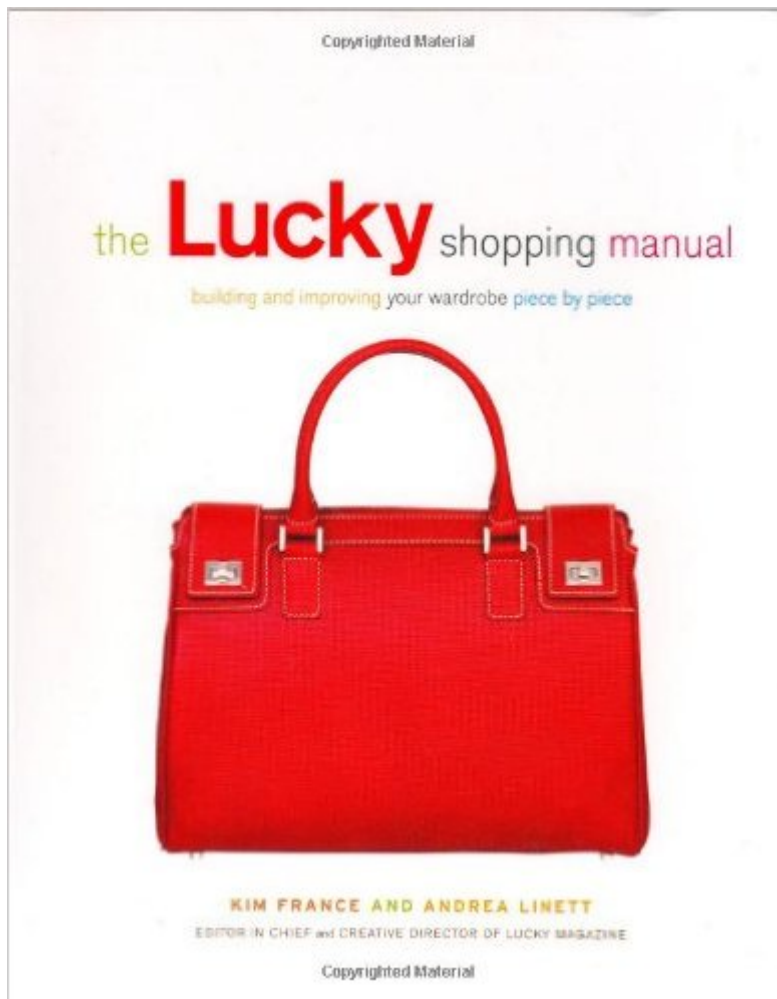


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The Lucky Shopping Manual: Building And Improving Your Wardrobe Piece By Piece



Synopsis

What to wear, how to buy, where and when to spend: These are the topics covered each month by the exceedingly plugged-in staff of Lucky, whose circulation rocketed from 500,000 to 800,000 in just two short years. For Lucky's devoted fans, and anyone devoted to dressing better and shopping smarter, The Lucky Shopping Manual will be the Ãber-find. Finally, there is a book that does away with the inconsequential information in previous fashion books and presents only the most useful tips and imperative information for how to dress better for less. Filled with tips that will appeal to shopaholics and disciplined bargain hunters alike, this enticing guide is packed with over 1,000 full-color photos and illustrations, with a ribbon marker and flexi-cover so women can take it shopping with them. With great advice on every uniquely designed page, The Lucky Shopping Manual includes features such as:

- *Building a wardrobe you love, with cross-referenced sections on everything from skirts, tops, dresses, pants, and suits, to shoes, bags, belts, and what looks best for your body type
- *How to spot great finds at the local flea market or the best boutiques
- *What to spend your money on and where you can scrimp
- *Cool stores coast-to-coast to check out when you're traveling
- *Practical tips for fabric care, shoe maintenance, and stain remedies

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Customer Reviews

This is the book I always wanted to write. The Lucky Shopping Manual, together with "What not to wear", is all a woman will ever need. "What not to wear" will teach you exactly what clothes are right for your body shape and the Lucky Shopping Manual will help you transform this information into a functional wardrobe. The book is written with the same passion for helping women develop their

shopping skills as the magazine. Andrea Linett has an extremely discriminating eye for what looks cool, relaxed, and put together on the street and she generously shares her observations with us. I believe the real value of the book is to demystify sales, over-abundance, and high-end fashion magazines; and to keep your eye, mind, and budget focused on the gaps in your wardrobe and how to close them. Linett and France manage to nail down the essence of cool, sophisticated street dressing into easy-to-get formulas with room for experiments. Every high-end fashion designer that I admire but cannot afford claims that their only goal is to make women look beautiful and desirable -- Linett and France, together with the authors of "What not to wear", fulfil this mission in a smart, street-wise, and sophisticated way; and for every budget.

I learned a lot from this book - basic do's and don't's that really opened my eyes to some of my own fashion faux pas. But the book is really aimed at under 30 girls who are also size 10 or less. I took the book with me on a shopping trip to five of the stores listed in the book. None of them carry clothes for anyone larger than a size 10. I'm 45 and I felt very uncomfortable in all of the stores.

This is a super book, choc o'block with information. The hard decision is not if you should buy it, but which cover you should get. The book comes with several different covers. I hate to admit I stood at the bookstore debating if I wanted the copy with the classic red pocketbook or the trendier camel colored Marc Jacobs bag! Order from and let them decide for you. Inside the book you will find scads of information to help you look great. The authors will show you how just a little tweaking can result in a totally different look. What to look for in fit. How to make your pieces work from one season to the next. And the little details that make a good outfit an exceptional one. The book also includes examples of everyday women and the types of garments they choose and why. It's inspiring to see the special wardrobe favorites of others. Lovely Shoshanna Lonstein shows off her curvy figure and shares what clothing looks best on her. Pictures are shown of her favorites including her fabulous Prada mules, cashmere sweaters and gold vintage bag. Makes me realize why and how much I enjoy the staples in my own closet. Sample chapters include, sweaters, swimwear, undergarments and shoes. What to pack for a 3 day trip, streamline your closet, classics to collect, 20 great pieces worth the expense and more. The back of the book also includes a page of "Lucky Breaks". These are coupons for discounts at benefit, underglam, bluefly. urban outfitters and nine west. Better hurry up though they expire December 31, 2003. (Not sure if future printings will update these). Great fashion resource!

1. No funky-looking women hamming it up in outdated clothes. In fact, all clothing photos feature no people so you can focus on the clothes!2. Specific answers to problem bodies (i.e., what kind of every article to wear based on your body's characteristics--big butt, pear-shaped, slim-hipped, short, love handles, etc.).3. A slough of clothing combinations (even underwear!) to fit any budget or taste: Take a summer dress, for example, and show it with various accessories to make it appropriate for any occasion or attitude. Includes both modern and classic items.4. Common-sense suggestions on what to look for in terms of fit, and what to spend or not spend your clothing dollar on!5. Places to get all the great clothes featured.6. Care tips for clothing.7. Has "what not to wear" type suggestions that are dead-on and not at all snippy or incredulous.8. Love the high-quality color images and almost total lack of text--who needs it?Complaints:1. Nothing to help athletic or tall builds.2. No info about care of fur (and storage facilities are the top issue in this category!).

This book is really written for the under 30 year old woman. It is very detailed and thoughtful but I really couldn't say that I picked up any good fashion ideas for my age group (50+ years). I have bought The Pocket Stylist by Kendall Farr and some of the "What not to wear" series and have found them fantastic and appropriate. I think I will give The Lucky Shopping Manual to my daughter who is 25 years and she will love it.

I have never felt like I had so much direction with shopping and style as I do now. This book has been very helpful to me. I am usually the kind of person that finds one thing that works and can't quit buying the same thing... the 10 Favorite GAP t-shirts in my closet are a testament of that. I have really felt inspired to go out and shop for a variety of things that aren't just a shot in the dark-- they're stylish and lovely and flattering in the fit thanks to the new information I have. I really appreciate that the concepts are presented without highlighting any particular company. I shop at thrift stores, DownEast Outfitters, TJ Max, and very seldom at retail stores since my husband is in school and I'm at home with three children. I've read the opinions of many that this book is only geared toward certain ages/walks of life, but I think that's debatable. Perhaps some styles recommended won't work for everyone, but if you study the concepts and reach inside for your own style and creativity, you can hone each idea to suit your taste. Color schemes and overall fit is are subjects worth studying for any age. Another instance: I am not going to put heels with jeans unless I'm going out with my husband. A flat of some sort works better when your carrying a 3-month old around, tying shoe laces, running errands with children, or whatever. But I look at the style and concept of the heels and look for that in lower shoes for everyday use. I'm very impressed with the

way that exceptions are noted and personal style is respected, too. I expected the "handbag" section to be propaganda for having a handbag for every outfit. Not so. It first asks the question, "Are you a handbag sort of person?" If not, they recommend just having an everyday bag that's versatile, practical, and structured even when filled, in addition to a tote and an evening bag. Anyway, that's it. I love the book. One of the most worthwhile purchases I've made in the past 10 years. Thank you Lucky!!

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