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**From Your Regional Director**

Dear Fellow FGI Members—and all of you who love fashion,

Houston—You have out-done yourself!

“And the Good News Is . . .” We Will Survive

The message at this year’s Fashion Group Regional Directors Conference was support and knowledge, aspirations into the unknown, flexibility, and embracing what might be different so that we can move forward.

And move forward, WE DID! At a dinner at the Cosmopolitan Club, New York City, the Houston region was presented with three awards. (See pages 5-6)



In the last newsletter, I thanked you for your dedication and contributions, but to be recognized on an international level, was an amazing feeling. Josephine Gough, your Regional Director-Elect, and I attended the conference, and we were so proud of our Region.

Last year when I attended the International Conference in Sydney, Australia, I asked Margaret Hayes, President of FGI, Inc., why she always referred to Dallas when referring to Texas. Her answer was, “You have to earn it.” - AND WE DID!

Where do we go from here? On page 12 of this newsletter, I would like to share with you what lies ahead for 2010.

If you are a current Fashion Group member, you already have the “vision” for Houston. If you are not yet a member, we would love to share our vision with you.

With warmest wishes,

Jeanette Coon, AICI, Regional Director, FGI-Houston

*Know, first, who you are; and then adorn yourself accordingly.*

**Epictetus**

## 2009 BOARD OF DIRECTORS

### **Regional Director**

Jeanette Coon, AICI  
President, Professional Polish  
Style Partners, Inc.

### **Regional Director Elect Student Membership Chair**

Josephine Gough  
Owner, UZO Umbrellas

### **Treasurer**

Patsy Flowers  
Retired Director of Public Relations  
Houston Community College

### **Secretary**

Susan Fruit, ASID, CGR  
President/CEO—Susan Fruit Interiors

### **Director of Membership**

Kathy Ellis  
Owner, The Business Lab (marketing)/  
Leifers

### **Honorary Membership Chair**

Eva Prappas

### **Affiliate Membership Chair**

Molly Johnson  
Account Manager  
Houston Modern Luxury Magazine

### **Director of Programming**

Stephanie Talafuse

### **Programming—Informal Programs/ Networking**

Shandolyn Arline-Johnson  
(Fashion Marketing & Promotions—  
Transfer from Orlando, Florida)

### **Programming—Informal Programs/ Networking**

Kara Times  
Area Sales Manager  
Dillard's Department Store

### **Trends Event Chair—Fashion & Trends**

Cathy Fitzpatrick Cleary  
Cathy Fitzpatrick Cleary & Associates,  
Image Consultants

### **Director of Marketing**

Kamran Mansoury  
KamGen Consulting

### **Newsletter Editor**

Andrea Bonner  
Style On Demand  
Image Consultant

### **Communications Chair**

### **Delegate to the Federation of Professional Women**

Heather McLeskey  
Executive Vice President, Elaine Turner

### **Career Day**

Gloria Pearson  
Designer and Owner, Glorious

### **Sunshine Chairman**

Di Manning  
President/Designer, Flunké Flopz

### **Member-At-Large Membership/Fashion**

Dr. Alyssa Adomaitis  
Professor of Social Psychology of Dress  
The University of Houston

## WHO'S WHO IN FGI HOUSTON

### 2008-2009 FGI Advisory Council

#### Geraldine Gill

President  
The Current Event

#### Sylvia Forsythe

Public Relations and Fashion Director  
Sak's Fifth Avenue

#### Kay King

Fashion & Interior Design Department Chair  
Houston Community College

#### Linda S. Kuykendall

Sr. Reg. Manager – E.E. & Tourism  
Macy's South

#### Leisa Holland Nelson

President/COO  
Content Active

#### Roz Pactor

Owner  
The Pactor Group

#### Joy Sewing

Fashion Editor  
The Houston Chronicle

#### Stacey Swift

Manager of Public Relations

### Andrea Bonner

#### FGI Newsletter Editor

Andrea Bonner is the owner of Style On Demand, a Houston based, image consulting and personal shopping firm. Andrea assists her clients with improving their personal image and also provides personal shopper and stylist services. She conducts workshops on topics such as *Shopping On a Budget*, *Dressing for the Workplace*, and *High School to College Transitional Dressing*. In her spare time, she works effortlessly as a volunteer for several agencies such as Dress For Success, Aids Foundation Houston, and serves on the board for the Alpha Kappa Alpha Omega chapter of Alpha Kappa Alpha Sorority, Inc. Andrea currently writes the *Style Tip of the Quarter* newsletter for her own company, in addition to serving as a free-lance fashion writer. Currently the Editor to *FGI News*, she is also the Editor of the *South Central Regional Reporter*, quarterly newsletter. A graduate of the University of North Texas, Andrea holds a Bachelors degree in Business Administration.



## FGI Newsletter Correspondents

### Interior Design Correspondent

#### Marie Scanlin

Cierra Interiors—Home Furnishings

### Beauty Correspondent

#### Tree Vaello

Tree Vaello—Freelance Hair & Make-Up Artist

### Fashion Correspondent

There is a Guest Correspondent each issue

### Newsletter Contributors Welcome

If you would like to submit an article for our FGI News, please contact Andrea Bonner, FGI Newsletter Editor, at :

[style\\_personalshopper@yahoo.com](mailto:style_personalshopper@yahoo.com)

## WHO'S WHO IN FGI HOUSTON

### FGI HONORARY MEMBERS

We appreciate the interest support of our honorary members.

**Kelley Bailey**

**Suzy Bergner**

**Julia Frankel**

**Victoria Veldekens Roubal**

**Harriet Selnau**

### FGI 2009 WOMAN OF EXCELLENCE

**Stephanie Talafuse**



Stephanie will be honored at the Women of Excellence Awards Gala on September 19th. If you would like to attend the Gala, please contact Susan Fruit, ASID, CGR, at [susan@susanfruitinteriors.com](mailto:susan@susanfruitinteriors.com).

### FGI Business 2 Business Program

Introduce your product or service to the region's top businesses, and take advantage of the exclusive benefits that are offered to you as a Fashion Group (FGI) Member.

By offering exclusive incentives to Fashion Group Members, you not only support The Fashion Groups efforts, but the local economy as well. Buy Houston!

#### How It works

- Free to all Fashion Group Members
- Provide exclusive business incentives to other Members
- Company listing on the FGI website

#### The Payoff

- Increased sales potential
- Improved access to the region's top businesses
- Unique marketing opportunities

To participate in this program, please submit a completed **FORM** to [b2b@fgihouston.org](mailto:b2b@fgihouston.org).



**Josephine Gough, Regional Director Elect  
Jeanette Coon, Houston Regional Director**

## **Regional Directors Conference 2009**

**New York City**

**May 7, 8, 9, 2009**

### **“And the Good News Is ...”**

We Will Survive.

The message of the conference was support and knowledge, aspirations into the unknown, flexibility, and embracing what might be different so that we can move forward.

This is a message of encouragement and happiness . . . Looking forward to the future and embracing

### **New things**

I am happy to share with you the excellent report from the FGI Seattle region on the Regional Directors Conference 2009.

[Regional Directors Conference 2009](#)

[FGI Seattle](#)

*The secret of success is consistency of purpose.*

**Benjamin Disraeli**

# Houston Receives Awards

At a dinner at the Cosmopolitan Club, New York City,  
The Houston region of The Fashion Group International, Inc.  
Was presented with three awards.

## MEMBERSHIP AWARD

Awarded for membership growth, for successful strategies implemented to target  
Candidates for executive and associate membership, and for events and/or  
Initiatives that were specifically geared toward creating “added value” to the  
Retention of membership

## PROGRAMMING

Honorable Mention Award for our Home Trends  
Event



## WEB SITE DEVELOPMENT

Special Recognition Award for Best Efforts in Website  
Improvement

## Fall/Winter 2009 Trends\*

### FASHION IN DENIAL

There might be gloom and doom in the economy, but with the exception of a lot of black clothes, the runways are filled with fashion in denial. Rocks in a rocky economy? Stone-encrusted clothes appear in all fashion capitals.

**THE 80'S**—For many designers, the recession stands for receding to the '80's. Look for:

- Shoulder Pads—Some designers draw attention to shoulders by dusting them with jewels!
- Power Suits
- Poufs and Peplums
- Draping

**THE DRESS**—the dress of record is the circumspect sheath—especially the sleeveless sheath, often in black. It's fashion's new Obama factor.

The mini looks new—and more wearable by more—worn over the item of the season: tights/leggings/opaque hose. You'll see the new legwear in black, colors, patterns, prints, and for evening, bejeweled.

**THE BLOUSE**—The white blouse takes center stage.

**THE SUIT—LADIES AND GENTLEMEN**—You could call the new male/female duality retro-sexual. It's a look back at the days of "ladies" (hats and gloves), and "gentlemen" (the clothes adopted from a man of manners). The feminine side is more chic than cheek. Look, for easy, yet structured, and often, belted suits. The masculine side of tomorrow's woman is defined by impeccable tailoring and a kind of bespoke reverence for precision cuts. Other clothes from the gentlemanly gender include tailored pantsuits, most with narrow or tapered pant legs, wrap coats, secured with self belts, and variations of the pea coat.

**LEATHER**—Black leather pants, leggings and bomber/motorcycle/aviator jackets are major.

**COATS AND CAPES**—The cape may turn out to be the perfect cover for '80s-shouldered suits. In coats look for:

- The "bathrobe coat" belted
- The Trench
- The Pea Coat
- 4 and 6 buttoned coats
- "Lady Coat" (hidden closures)
- "The Puffer"

**EVENING**—From shorts to pants to the mini, with over-the-knee boots, there's a new post-ball gown look for night. The Tuxedo, and all its variations, is still smoking hot 43 years after Yves Saint Laurent introduced it for women! Also look for cocktail suits, cocktail dresses, and beaded pants.

**FUR**—We wore furs to express our prosperity. Now we're asked to wear furs to ignore our austerity! Fur will be everywhere—the stole is back—fur-fronted sweaters—fur vests—and colored furs!

## Fall/Winter 2009 Trends\*

### FASHION IN DENIAL

**FABRICS**—Cotton is the fabric of record for all the white shirts that abound. Other material goods include satin, velvet, lace, matelassé, metallics and wools, especially Lanvin's bias-cut wools. Some of the knits for fall are exceptional. Noteworthy patterns include graphics, houndstooths, geometric checks and squares, plaids and stripes.

**COLOR** — Black is number one, followed by black and white. Just as it did in the '80s, purple reigns in the '80s replays. Pales are also important.

From lips to hips—red is the color to bet your last red cent on for fall. It's everywhere.

Other colors seen on the runways: neon brights, winter white, highlighter hues, lime green, saffron, shocking pink, muted pink, claret, gray, mid-tone hues and mystical mixes of teal green with camel and pumpkin.

**CONTEMPORARY**—With prices a step down from designer and a consumer with a willing fashion appetite, the contemporary market looks especially intriguing. Major trends here include vagabond looks, the white shirt, the sequined top, leather legs and message Ts, the item skirt, shorts-plus and Goth light.

#### ACCESSORIES:

**SHOES**—The pumps return, with and without platforms. Straps of insteps and ankles look snappy. Heels go from spikes and spindles to surreal curves. The shoe boot is re-booted. Over-the-knee and thigh-high boots make minis look believable.

**PURSES**—The newest handle for the handbag is the chain. Other notable shapes for fall: the clutch, the hobo, the tote and round bags.

**GLOVES**—Gloves now appear both fingerless and hand-less.

**SCARVES**—Scarves are must-haves.

**BELTS**—Belts go from the skinny belt to the very wide.

**LEGWEAR**—Legwear makes the old look new and the new looks newer.

**JEWELRY**—"If I'm going down, I'm going down sparkling!"

Jewels are a signature of the season, beginning with:

- Shoulder Dusting
- A touch of glass
- Glitter
- Spangles
- Sequins
- Studs
- Jeweled legs

## Fall/Winter 2009 Trends\*

### FASHION IN DENIAL

While the necklace continues, with metals challenging stones and crystals, the bracelet/cuff/bangle looks like the best bet, especially with all the sleeveless Michelle Obama sheaths.

**HAIR**—Hair-raising '80s hair: textured and teased. Instant Look Changers: wigs and spray-on hair color.

**MAKEUP**—Red lips and red hair

**Red Lip Rescue:** When a woman has lost her job, her lover, her 401K; when the bill collectors are calling, red lipstick changes everything! For one moment, the twist-up stick becomes the “red badge of courage”.

Makeup is one of two extremes: the full-on '80s face or the “erased face”.

Chosen as the **BEST BETS**—from The Fashion Group Committee

- Structured Jacket
- Little Black Dress—One Shouldered
- Peplum Jacket
- Leggings/Tights
- Leather Pants
- Leather Motorcycle Jacket
- The Draped Dress
- Something Purple
- Something Red
- Red Lips
- The Pump
- The Lady
- The Gentleman

\*Taken from *Trend Overview* by Marylou Luther, The Fashion Group International, Inc.

\*Interpretations by Jeanette Coon, AICI

### ★ NIGHT OF STARS ★



**Cesar Galindo**  
Our Celebrity Commentator

#### HONOREES

Gayla Bentley  
Chloe Dao  
Pat Dahnke  
Mary Denney  
Jane Carlton Hall  
Linda Segal  
Sally Templeton

# INTERIOR DESIGN

## DEFINING YOUR DECORATIVE STYLE\*

Most of us have no trouble identifying our fashion style but may struggle with identifying our home décor style. Unless you have a budget to furnish a home from scratch, most home décor changes and additions evolve as finances allow. It's a good idea to determine your style before you purchase to avoid mistakes. Here's an easy way to help name your style.

Look for ideas in magazines and tear out pages. Collect images whenever they strike you. Collect color references and start a file. Look for themes in the images you have collected. Take stock of your collection and notice the trends in your choices. Are you drawn to patterns or solids, dark or light wood, textures or smooth surfaces, vintage or modern? What colors do you see repeated in your images? Eliminate any images you don't really love. Study the remaining images and try to attach words to them such as: feminine, bohemian, bold, edgy, Zen, dramatic, seductive, minimalist, tailored, earthy, masculine, clean, witty, old world, traditional, hand-made, or cozy. Naming your style helps you filter out what you don't like and zone in on what is "really you".

Some of the more popular styles of the day are described below. Do any of them describe you?

**CLASSIC AMERICAN:** A relaxed traditional approach with an inventive spirit. A mix of old and new using sunny colors, floral patterns, plaids, denim and quilts that remind us of cozy winter mornings or sun-drenched beach days. Ralph Lauren meets Pottery Barn.

**URBAN CLASSIC:** Upholstery and furniture with clean, straight lines, trendy influences, with a focus on strong color, texture and shape. Art and sculptural elements are important as well as a minimalistic feel.

**SHABBY CHIC:** Casual romantic feel created with distressed, pale, painted French or cottage style furniture mixed with vintage flea market finds, soft floral fabrics, lace tablecloths and crystal chandeliers.

**TUSCAN:** Rustic style inspired by elements of nature, featuring strong, sun-drenched colors in vibrant combinations, marble flooring, rustic wooden furniture, stone fireplaces, wrought iron, floor candelabras and handcrafted accessories.

**RUSTIC ELEGANCE:** Refined rustic furniture mixed with distressed woods pieces, wrought iron and stone accents. All colors are earth tones. This style features leather upholstery, kilim rugs, chunky wood or copper tables, animal furs, iron and crystal chandeliers..... Robert Redford meets the Texas Hill country. This style is easy and earthy. Add Native American art and desert colors and you move into *Santa Fe* style.

**RICH HIPPIE:** A mix of accumulated finds and global influences that reflect love of other cultures. This style showcases nature as art, features hand-woven textiles, tribal rugs, and folk art. The furniture can be contemporary or ethnic as long as the accessories are eclectic, offbeat and exotic.

\*By Marie Scanlin, FGI News - Home Correspondent

## Fall/Winter 2009 Beauty Trends\*

### RAISING THE BAR

*JK Soul Salts unveils an organic collection of skin & soul nourishing soaps that sap summer parched skin with moisture leaving only that "After-the-Vacation Glow"!*

Lather up - naturally!

EVERYONE has been asking me about what to do with their "after summer skin"! I have all of my brides, pageant girls, and gala-attendees adding this to their beauty ritual. I found **JK Soul Salts'** all-new collection of **Organic Shea Butter Herb Soaps** that are skin-nourishing - bar none! For those of you that know me personally, you know that I am a raw-loving fashionista. I am also a "handcrafted" artisan! All the celebs are maintaining their flawless facials with this skin-loving collection of healing, raw, organic shea butter, dead sea salt, and wildly fragrant herbs blended with exquisite organic essential oils.



Organic shea butter herb soaps provide gentle cleansing and exfoliation, while silkening the skin after summer vacations. Ultra-moisturizing, each soap is gorgeously wrapped in hand-made paper and is beautifully displayed with an inspirational and uplifting mantra or positive affirmation beautifully displayed on the outside of the packaging.

The Organic Collection includes:

**Lavender** - reverses insomnia and skin sensitivity

**Orange Blossom** - orange blossom gem helps to stimulate cell replacement, heals broken capillaries, and is beneficial in soothing dry skin

**Sweet Grapefruit** - improves oily complexion and congested skin. Its sweet, tart fragrance also works to revive the spirit

**Rosemary** - A century-old herb, rosemary has been known to help strengthen brain and memory. Truly invigorating, it's also been proven to effectively ease pain.

**Tahitian Vanilla** - **EDITOR'S CHOICE!!**

An aphrodisiac, this intoxicating blend of vanilla, chocolate and spice is a sensual, nerve stimulant



#### Product Perks:

All JK Soul Salts products are handmade in small batches to ensure the freshest, most enriching products possible. company's goal is to offer only blissfully effective, 100 percent natural, organic bath and body treatments. an unwavering commitment to purity, quality and ecological responsibility, the complete JK Soul Salts collection includes 6 signature scents found in body scrubs, bath salts, dryer sachets, shea melts, shaving oils, tub teas, bath oils, bath crystals, body butters, herbal soaps and massage bars.

(continued on page 12)

## LOOKING AHEAD TO 2010

**Houston has accomplished so much in recent years. Where do we go from here?**

### What lies ahead for 2010 !

- You will have a new and enthusiastic Board of Directors, whose vision for the future of fashion in Houston is amazing.
- So far in 2009, we have added 29 new members (See [FGI website](#) to learn about them.).
- We have begun an Ambassador Program, which will give each new member a “personal Ambassador” for 6 months.
- We have an Honorary Membership Program in place (See [FGI website](#) for details.), which gives those not actively working in the fashion industry, an opportunity to be part of our fabulous organization.
- We have a B2B program, which allows you to promote your business and offer discounts to FGI members. Participating stores will have our logo in their window. (See [FGI website](#) for details.)
- An on-line professional newsletter will appear in 2010 under the director of our NEW Creating Director . This will have a new fresh look. At a later date, we hope to print 2,000 copies of the FGI Houston newsletter to distribute throughout Houston.
- Our programs get better and better under the leadership of Stephanie Talafuse, our Director of Programming. We want to help you and your business flourish and our goal is always to give you the type of programs that you ask for, whether it be networking events or business-building programs.
- We hope to have a Houston Fashion Week in 2010 and plans are underway to see how we can make that happen.
- Beginning in 2010 we will have an Annual Rising Star Gala, which will recognize and support new talent in fashion, interior design, beauty—and related fields.
- Our [FGI Website](#) is looking great. Ultimately, we want this to be your major resource for fashion news.
- Always—we have you in mind—and we want to promote you, our valued members.

### 2009 Beauty Trends (continued from page 11)

#### Celebrity Followers:

Cher

Prince

Madonna

Michael J. Fox

Montel Williams

[www.jksoulsalts.com](http://www.jksoulsalts.com)

\*Tree Vaello, Beauty Correspondent

[info@treevaello.com](mailto:info@treevaello.com)

## 2009 CALENDAR OF EVENTS

- February 3** ..... ***From Runway To Reality—Spring Trends***  
Saks Fifth Avenue
- March** ..... **Career Day**
- April 22** ..... **Mix & Mingle**  
Blvd 610 Lounge
- June 9th** ..... ***From Runway To Reality—Fall Trends***  
Lot 8 Boutique
- July 15th** ..... **Business Building Event**  
***Marketing Luxury in Today's Economy***
- July 27** ..... **Federation of Houston Professional Women**  
***Quarterly Meeting***  
***Presenting Women of Excellence***  
H.E.S.S. Building, 5430 Westheimer
- August 13** ..... **Mix & Mingle**  
Pravada Club
- September 12** ..... **Board of Directors Retreat**  
FGI Members welcome with reservation  
Home of Carla Kay
- September 19** ..... **Women of Excellence Awards Gala**  
Recognizing Stephanie Talafuse
- September 30** ..... **Business Building Event**  
***Effective Business Marketing Through Media***
- November 3** ..... **Night of Stars**  
The Junior League
- December 8** ..... ***FGI Holiday Party and Annual Meeting***  
Awards

*Please see details of all events on FGI website*

[www.fgihouston.org](http://www.fgihouston.org)

Jeanette Coon  
Regional Director—  
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## **HOW WE BEGAN**

Founded in the 1930s the first non-profit fashion organization established by and for women. The Fashion Group International today offers membership to men and women alike. Elizabeth Arden, Edna Woolman Chase, Lily Daché, Edith Head, Claire McCardell, Virginia Pope, Eleanor Roosevelt and Carmel Snow were among the founding members; legendary figures who left an indelible print on the American Fashion landscape.

## **WHO WE ARE**

The Fashion Group International is a global, non-profit organization of dynamic professionals, men and women of achievement and influence in all areas of the fashion and design related industries: apparel, accessories, beauty and home.

## **WHAT WE DO**

The FGI mission is to be the preeminent authority on the business of fashion and design, and to help its members become more effective in their professional lives. FGI offers insights on major trends in person, online and in print; hosts programs and business symposiums; provides access to industry leaders and peers.

FGI raises money to support a range of philanthropic causes that benefit and improve the Fashion and Lifestyle industries and our community.

## **AS A MEMBER**

**Publications:** The International Membership Directory, an invaluable resource, lists all FGI members around the world. The Members' Bulletin reports regularly on the latest trends and industry issues that help members market and manage their businesses while it updates readers on member related news. The RTW Trend Report publishes twice-yearly straight-from-the-runway commentary.

**Website:** The FGI online community includes comprehensive news, event information, fashion and business reports 24/7. Updated daily, the members-only Fashion Access Network features members' profiles. Executive Job Bank, forums and more.

**Chapter Events:** Our member only industry events (retail trends, informational seminars, and panels designed for decision makers, CEOs, etc.) keep you informed.

**Our Networking Opportunities** are limitless. Use our directory to maximize business trips by networking with potential clients, suppliers, and manufacturers among the FGI membership worldwide.