



The image and style consultant, Natalia H. Saba, makes us aware of how to be faithful to personal style and gives tips when choosing an outfit.

## How to incorporate 2018 fashion trends without falling into fashion

by Natalia H. Saba

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Nothing is funnier than walking down the street, stopping in front of that window that seems to call us by name and imagine us dressed head to toe with what the mannequin wears.

It does not matter if the orange synthetic leather coat gives us rhinitis, the divine swedish shoes take out blisters and the high draft jean enlarges our waist. The important thing is to get on - as it were - to the trend.

Stop! Let's rewind. Fashion is not about that, to dress like influencers or fashionists who receive our "likes" in Instagram. On the contrary, it is about adding to personal style, some detail of that trend and feeling comfortable with ourselves. It is true that fashion sometimes makes us feel "uncomfortable", but it is essential to apply a criterion when dressing.



Cómo incorporar las tendencias de moda 2018 sin caer en el fashionismo

Natalia H. Saba, is an Image and Style Consultant, trained in the Fashion Institute of Technology of New York, city where she lives. She was invited by Midermus, leading brand of milking creams, to bring women the Autumn - Winter 2018 trends and above all, to empower them to look comfortable with their image, making conscious decisions when choosing an outfit.

"My role is to help women to discover their personal style, and then apply the trends to that style, clothing is a non-verbal communication of each person, I help to dress real women, so they feel comfortable and happy, and know well what they want to convey to others. "

Celebrating its 20 years in the market, Midermus made its own change of look. more modern and practical, it maintains its original formula. Do not miss its new "Ultra Fluid" emulsion, which allows a fast absorption leaving the skin soft and fresh.

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## STYLE AND TRENDS 2018

What lifestyle do I have? What brands do I like? What do I want to project? These are the three questions that women must ask themselves to define their personal style. To respond to them, the stylist guided us with 7 universal styles that are summarized as casual, natural, traditional, elegant, romantic, seductive, dramatic and creative.

The truth is that no style is better than another; it is inherent to every woman. "While the trend is the relationship with the outside - media, social networks - the personal style is linked to the interior," says the stylist. Based on this basis, the specialist highlighted the must of this season that will adjust to each one.

- \* Red and violet are the colors of autumn - winter 2018
- \* Prince of Wales or Scottish print, in dresses, pants and blazers.
- \* White, short cane and lollipop boots
- \* Velvet in cheerful tones.
- \* Jeans on jeans. The jeans are worn frayed, medium or high shot, to the ankle.
- \* Sportive look.
- \* Colored synthetic leather.

- \* Plastic accessories, translucent.



### TIPS TO KEEP IN MIND AT TIME OF DRESSING

Since the idea is not to pay homage to the look book of the brand that you love, by applying these tips you will go up to the 2018 trends, respecting your personal style. Try colors that suit you best according to your skin tone. I wore a garment with cold base colors, such as light blue, white, silver, gray; or those with a warm base such as red, orange or pink. You will notice which gives more light to your face, disguises your lines of expression and, in short, you look more cheerful.

- \* If the colorful velvet does not convince you, try a hair tie in this style.
- \* If red or violet is too striking on your clothes, use them on a matte lipstick, nails or a handkerchief.
- \* Do not use bags that are bigger than you. Use those that accompany your body structure.
- \* If you dare to jeans over jeans, I chose those that combine the washes.

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