



# maïse

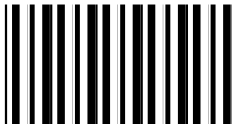
fashion et al

HELLO  
SUMMER

sandals & shorts



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**COUNTRY ROAD**  
SUMMER 07/08

maise  
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*all photos and content by Porsha Marais*



## FROM THE EDITOR

Summer has arrived and with it we welcome our beautiful new magazine Maise, for everything fashion. This month we are looking at the beautiful clothes on offer this summer and the accessories you will need to get you through. We also take a look at the rise of the influential fashion citizen in Diaries of Style. Who doesn't have a fashion muse who lives down the street or works at the local mall. We see how this trend has spread onto the internet - where anybody is able to post up their daily outfits and influence somebody in the world with their style.

The mercury is rising and with it comes a complete overhaul of your wardrobe. Gone are the skinny jeans and wool dresses of winter past - say hello to beach, sun and heat friendly cottons, silks and denims. Hemlines have risen, but this summer play friendly shorts will be your best friend. Opt for up-market fabrics and splash out on a handful of key pieces, for the best effect. If you only buy a few things this summer, make sure it is a beautiful tan bag, some beautiful jeweled leather sandals and some well tailored cream shorts! These will be sure to get you through the heat.

Chloé Bourgeois - editor



"... I always have a camera on me to snap influential outfits..."

## IN THE BAG

resident fashion editor, Anouk Lestyle, empties her bag for us to take a peek.

"I try to reduce clutter in my bag, but I always have a camera on me to snap influential outfits, a snack to keep me going and book read while I have tea."



# HELLO SUMMER

Summer has arrived and there is no better time of year for beautiful natural fabrics than now! This season, silk and cotton blends reign supreme. Textures go au natural after a winter of ribbed and studded - think soft flowing fabrics, loose fitted apparel and wooden and gold touches to add an ethereal 'goddess of the beach' look to you wardrobe. Beige is big this summer, and rightly so as nothing goes better with a summer glow than an array of natural light browns. To spice it up, blue is the bright hue summer. Add a blue camisole, handbag or shoes to an outfit to feel like you are on a tropical beach.

Hemlines have risen this summer - short skirts and short shorts are back in a big way, but make sure you keep them high-waisted to look très chic. Keep you shirts and camisoles tucked in to define your feminine shape. But remember, the summer season is about fun, so make it your own!



**BEIGE ALERT** : keep the palette natural and neutral for a refreshing summer look.

*Country Road* camisole \$69.00, *CUE safari bubble skirt* \$129.95, *vintage wooden bangles* \$10.00 each, *Novo leather sandals* \$79.00



**ELEGANTLY WAISTED** : high waisted shorts with a camisole tucked in show off your figure.

*Forever New silk camisole* \$49.95, *Free Fusion by Target denim shorts* \$39.95, *Target leather tie up sandals* \$19.99, *Vintage sunglasses* \$10.00



**LIGHT-WIEGHT BLOUSE** : offset a loose and light summer blouse with a slim fitting skirt.

*Barkins silk cotton blouse* \$69.95, *Witchery denim skirt* \$79.95, *Target gold belt* \$12.99, *Witchery maximus leather sandals* \$89.95



## THE ONLINE CLOSET

*The growing influence of ordinary people on our styles has sky rocketed since the launch of the online community [mystylediary.net](http://mystylediary.net) - where anybody can post pictures of the clothes in their closet and anybody can be influenced by it.*

by Porsha Marais

When prompted, any fashionista will admit that she is inspired by somebody's fashion sense. Many people will name a celebrity as their inspiration, however it is becoming more common for one to refer to a local or even an online style blog from anywhere in the world. Technology has taken over every corner of our lives and now it has broken the banks of the fashion world too. Style blogs are essentially a photo diary of your daily outfits. Style bloggers have the tech-assistance of online communities like [mystylediary.net](http://mystylediary.net) - a place where anybody in the world can get a free account and immediately start documenting their daily apparel. Style diary users can even list their favourite dressers; a way of giving a bit of

kudos to other style bloggers they respect. Style bloggers have even started to gain respect from the big wigs in the industry as credible fashion influencers being written about in French Vogue and US Harper's Bazaar. This fall a handful of fashion bloggers were also invited to attend many of the main shows at Paris fashion week – a special invitation normally only reserved for magazine editors. So how does one gain this kind of credibility in the fashion world? The style bloggers currently getting snaps for their dress sense did not start out to become famous – they simply started to document their daily outfits. Regular readers on Vogue Forums Australia ([forums.vogue.com.au](http://forums.vogue.com.au)) comment daily



*Above: My Style Diary Trial - Five days of documenting my daily apparel.*

on other users outfits - giving kudos and styling tips. The environment encourages one to be more aware of what they were each day – whether to work or a lecture! Peoples style is not just being influenced by

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local trends, it is bringing international and interstate trends to new areas. Dressing has become more globalised. This globalisation also encourages one to search far beyond their local scope of designers and stores. People now source clothing they would never otherwise know about.

### MY STYLE DIARY TRIAL

Given the success of the Style blog, I decided to road test the idea, so armed with a camera and my full-length mirror I documented a weeks worth of outfits. I personally found it really fascinating to see what I had worn for a week, and in retrospect realised that I tend to be quite repetitive with my apparel. I also made you think a little more about what you would be wearing, seeing as the whole world was going to see you in it! I am quite sure that I will continue to document my daily fashion and even put it up for the world to see. You never know, maybe I will be invited to Paris fashion week due to my future global influence on women far abroad. One can only dream! 📸



## BUCKLE UP

*This season, finish off your outfit with a beautiful belt.*

*Stick to natural browns or spice it up with some metallic. Cinch in your waist or sling low on your hips for casual cool.*

*from top to bottom:  
vintage leather belt \$2.00, target belt \$12.99, vintage calf skin belt \$3.99, Country Road rope belt \$59*



## BINGO BANGLE

*Bangle your arms this season in gold and wooden adornments. Stack an assortment up your arm for dramatic effect*

*from top to bottom: witchery gold bangle \$19.95, equip gold and wooden bangle \$9.95, vintage wooden bangle \$5.00, Sportsgirl woven bangle \$3.99, vintage wooden bangle \$4.00*



**PRADA**