

ISSUE ONE

AUTUMN 24 FEBRUARY/MARCH

EFFORTLESS

lifestyle



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BROOK STRIPE KNIT
AU: \$119.95 NZ: \$129.95





EFFORTLESS LIFESTYLE
EDITION #1

editor's NOTE

Welcome to the inaugural edition of Elm Lifestyle's Effortless magazine—a curated source of inspiration designed to be your quick, go-to companion for effortlessly enhancing your daily life.

Edition #1 takes you on a panoramic adventure through the breathtaking landscapes of Queenstown, New Zealand, captured during our exclusive editorial photoshoot. Immerse yourself in the natural beauty that is the backdrop for these pages' effortless fashion and lifestyle.

In this edition, we delve into colour trends, offering you insights into the hues that will dominate the upcoming season. Discover how to infuse these palettes into your daily life.

Fashion takes centre stage as we guide you through the art of wearing stunning Autumn styles. From cosy knits to versatile layering, our fashion experts provide tips and tricks to elevate your wardrobe and embrace the changing seasons.

Effortless is not just a magazine—it's a lifestyle guide to make your daily routines seamlessly stylish. We've compiled quick, actionable pointers that promise to enhance your life effortlessly, inspiring you to embrace the extraordinary in the ordinary.

So, flip through these pages, absorb the visual feast, and let Elm Lifestyle's Effortless be your companion to a world where style meets simplicity, and every day is an opportunity to elevate your life effortlessly!

TO TWIN IS IN



In the ever-evolving world of fashion, trends come and go. One such trend has taken the fashion scene by storm recently, and we're here to say we love it! The resurgence of matching sets featuring coordinated shirts and pants or tops and skirts. This season, everyone is embracing the art of coordination, and here's why matching sets are stealing the spotlight.

THE POWER OF CO-ORDINATION

Effortless Elegance

Gone are the days when creating a chic outfit required hours of mixing and matching. Matching sets take the guesswork out of styling, offering a quick and easy solution for those who crave a touch of style without the hassle. Whether it's a flowing shirt paired with some relaxed pants or a relaxed tee with a matching pair of lounge pants, the coordinated look exudes a sense of effortless that resonates with the modern, on-the-go lifestyle.

Versatility Redefined

One of the key reasons behind the resurgence of matching sets is their versatility. While they create a cohesive look when worn together, each piece of the set can also be mixed and matched with other wardrobe staples. This versatility adds value to the investment and allows you to express your creativity by combining different wardrobe elements.

Celebrity Stamp of Approval

From red carpets to street style, celebrities worldwide have been spotted embracing the matching set trend. Influential fashion icons like Meghan Markle, Zendaya, and Harry Styles have all been photographed effortlessly, rocking coordinated ensembles, contributing to the trend's widespread popularity and proving that matching sets are suitable for various occasions.

A Considered Choice

Matching sets present a more sustainable solution as the fashion industry increasingly shifts towards sustainability. Coordinating ensembles encourages consumers to think consciously about their wardrobe choices, as investing in a set means less time spent on finding complementary pieces and reduces the overall number of items needed in a wardrobe.

AUTUMN 24 TWIN SETS

On the Go
SWEAT &
PANT



Vetiver
SHIRT & PANT



Valley
SHIRT & PANT





FENNEL SHIRT
AU: \$99.95 NZ: \$109.95

ADA STRAIGHT LEG JEANS
AU: \$119.95 NZ: \$129.95

A word from OUR HEAD DESIGNER



Libby

My Journey at Elm

I've been crafting designs at Elm for five years, stepping into the role of Head Designer in March 2022. Before Elm, I worked with another successful Stage II brand, All About Eve. This journey has been a personal evolution, leading me to the leadership role I proudly hold today.

Personal Favourites

The Autumn 24 collection shines with the Vetiver patchwork print. My personal favourite, the Vetiver Jacket, exudes warmth and cosiness and adds a unique touch to any outfit. Another standout is the versatile Fennel Shirt, adorned with beautiful detailing that can be layered in various ways throughout the season.

Championing Diversity

What makes Elm truly exceptional is our dedication to catering to all body shapes and sizes, infused with a playful burst of colour. My passion lies in this commitment, making Elm a brand that resonates with a diverse audience.

Customer Preferences

Elm customers are currently smitten with our comfortable and easy-to-wear denim styles, forming the cornerstone of any wardrobe. The timeless appeal of a check coat remains a popular choice, effortlessly elevating cold-weather ensembles.

Autumn 24: Embracing Nature

The inspiration for the Autumn 24 range comes from the tranquillity of outdoor moments, surrounded by nature's beauty. This vision came alive during our captivating photoshoot in Queenstown, capturing the calmness and splendour of the natural world.

Trends for the Cooler Months

Looking ahead, anticipate a collection of beautiful knitwear. From hard-wearing cotton knits in lightweight and chunky textures to soft, fluffy yarns, Elm promises a cosy and stylish winter wardrobe. Checks will make a statement in jackets and coats, while woven tops and dresses will add a touch of sophistication.

I like to think I bring a fresh perspective to the fashion world, combining a love for diversity with a deep appreciation for nature. The Autumn 24 range reflects this passion, offering a collection that is not only stylish but also embraces the unique beauty in every individual. Elm promises to keep you warm and fashionable with our carefully crafted designs as we transition into the cooler months.

HOW TO WEAR *Elsie Denim Trench*



Elevate your autumn style with the elsie denim trench coat, a contemporary take on the timeless trench design.

Embracing style and versatility, this coat is crafted from high-quality denim, making it a wardrobe essential for the season. To effortlessly flaunt this new Autumn style, pair the Elsie Denim Trench Coat with tailored trousers and ankle boots for a sophisticated look suitable for both casual outings and more formal occasions. The beauty of denim lies in its adaptability – easily dress it up with a sleek dress or keep it casual with your favourite pair of jeans. Whatever the occasion, the Elsie Denim Trench Coat is the epitome of style, offering a fresh perspective on the classic trench coat silhouette.



Easy Peasy CARBONARA

INGREDIENTS

2 tsp olive oil
200g sliced pancetta, roughly chopped
3 garlic cloves, crushed
2 egg yolks
2 eggs
1/2 cup thickened cream
75g parmesan cheese, finely grated

METHOD

STEP 1

Heat oil in a large, non-stick frying pan over medium heat. Add pancetta and garlic. Cook, stirring, for 5 minutes or until pancetta is crisp. Drain on a paper towel.

STEP 2

Whisk egg yolks, eggs, cream and three-quarters of the parmesan together in a bowl. Season with salt and pepper.

STEP 3

Add egg mixture and pancetta mixture to pasta. Season with salt and pepper. Toss over low heat until well combined. Serve with remaining parmesan.

3 ways



COVE CHECK COAT



Transeasonal Style

Cove Check Coat
Crystal Ribbed L/S Tee
Bramble Knit Vest
Clara Bootleg Jeans



Work Warmth

Cove Check Coat
Lucinda Denim Dress



Weekend Wonder

Cove Check Coat
Verity Vee Neck Knit
Izzy Wide Leg Jeans



We're Following EMELIA MORRIS



“
STYLE ISN'T
EXPENSIVE,
NOT KNOWING
WHAT YOUR
STYLE, IS!
”

Meet Emelia, our new go-to Personal Stylist for ambitious women, busy mums, and individuals from all walks of life.

Emelia's philosophy; Style isn't expensive, not knowing what your style is!

In her quest to empower women, Emelia has made it her mission to help women look and feel their absolute best. Drawing from personal experiences, she understands the daunting challenges of navigating the ever-evolving fashion landscape while striving to define your unique style.

Last year she embarked on the transformative journey of motherhood that left her encountering moments of uncertainty and self-doubt when it came to styling clothing, even with all her experience. It's the triumph over these obstacles that she brings to her social media channel that makes her a pure joy for us to tune in to.

She has a distinctive style that showcases the power and beauty of women and the inner strength we all have.

We highly recommend checking out Emelias' style inspo!

Connect with Emelia. Follow her at

[@emeliamorristylist](#) or www.emeliamorristylist.com



LUCINDA DENIM SHIRT DRESS
AU: \$159.95 NZ: \$169.95



3 ways

CEDAR CHECK BLOUSE



Outdoor Days
Cedar Check Blouse
Scarlett Wide Leg Pant
Tamsin Coat

Simplicity & Style
Cedar Check Blouse
Izzy Wide Leg Jeans

Effortless Elegance
Cedar Check Blouse
Izzy Wide Leg Jeans
Tamsin Coat

PANORAMA

The team from Elm Lifestyle embarked on an exhilarating journey to Queenstown, New Zealand, to capture the essence of their Autumn 24 clothing range. The Remarkables' snowy peaks, Arrowtown's rolling hills, and Lake Wakatipu's serene shores presented a symphony of textures and colours that perfectly complemented the collection's aesthetic and provided the perfect backdrop for Elm to showcase our latest collection in a way that seamlessly blended nature, style, and comfort.

FULL STORY NEXT PAGE →

ON LOCATION

Autumn 2024 Range

The team set out to celebrate the Autumn 24 range against the breathtaking panoramas that Queenstown is famous for. The collection was aptly named "Panorama," reflecting the expansive and awe-inspiring vistas that would serve as the canvas for Elm Lifestyle's Autumn 24 apparel stories.

Tranquility Base, another collection segment, drew inspiration from Queenstown's serene and peaceful surroundings. The garments were designed to evoke a sense of calm and relaxation, aligning perfectly with the tranquil lakes, snow-capped mountains, and lush greenery that characterises the New Zealand landscape.

As the team explored different locations, they discovered a spot that seemed almost ethereal, aptly named "Cloud 9." This became the muse for the third component of the collection. Cloud 9 showcases light, airy, and effortlessly stylish pieces, mirroring the dreamlike quality of the location.

The journey wasn't merely about capturing beautiful visuals and telling the story behind each piece of clothing. Elm Lifestyle aimed to convey a lifestyle through its apparel, and Queenstown served as the ultimate setting to narrate these fashion stories. The team carefully curated the looks and scenes to convey the aesthetic appeal of the garments and the emotions and experiences they represented.

The team embraced the challenge of working in unpredictable weather conditions throughout the trip, leveraging the changing autumn colours to enhance the visual narrative. The combination of vibrant foliage, clear blue skies, and a few freezing icy mornings provided a dynamic backdrop for the diverse range of clothing in the Autumn 24 collection.

Elm Lifestyle's journey to Queenstown wasn't just a photoshoot; it was an immersive experience that allowed the team to connect with the natural beauty of the surroundings and infuse that energy into their designs. The resulting visuals and stories showcased the Autumn 24 collection and conveyed the brand's commitment to quality, style, and a lifestyle that resonates with their inspiring customers.

Elm Team xx



We LOVE New Zealand



Stunning



Kune kune Pig



Nothing gets in our way



WOW. Just Wow!



Getting the best angle



HYDRANGEA

Effortless Colour Of The Season

Hydrangea, a captivating colour reminiscent of a tranquil summer sky, gracefully enters the winter wardrobe, offering warmth and charm. This stunning shade effortlessly fuses a luscious blue with a delicate pink hue, creating an enchanting combination that evokes a sense of serenity and romance.

Picture a winter coat or a cosy scarf bathed in the soothing tones of Hydrangea, invoking the peaceful ambience of a clear summer day. The subtle interplay of blue and pink adds a touch of delicacy to the winter palette, infusing the apparel with a serene allure. As the temperature drops, this elegant colour provides a visual escape to warmer days and brings a sense of romance and sophistication to the winter fashion landscape, making it an ideal choice for those seeking both comfort and style during the colder months.

Whether you accentuate your favourite pair of jeans with a touch of Hydrangea or wrap yourself entirely in this romantic hue, rest assured it will add sophistication and serenity to both you and your wardrobe!



Applique Sweat
AU: \$89.95 NZ: \$99.95



Panorama Dress
AU: \$149.95 NZ: \$159.95



Hallie Stripe Knit
AU: \$99.95 NZ: \$109.95



Cove Coat
AU: \$199.95 NZ: \$199.95



Brunch Pant
AU: \$69.95 NZ: \$79.95



Longline Puffer Jacket
AU: \$149.95 NZ: \$159.95

VETIVER PATCHWORK JACKET
AU: \$159.95 NZ: \$169.95



HOW TO WEAR

Bramble Knit Vest



The Bramble Knit Vest by Elm Lifestyle offers a perfect blend of style and versatility, making it a must-have in any wardrobe.

This chic vest can be worn in various ways, whether on its own for a casual yet polished look, layered over a shirt for added warmth, or underneath a jacket to combat cooler weather. The beautiful blue hydrangea colour adds a touch of sophistication to any outfit, making it a versatile piece for different occasions. The classic cable knit design provides a timeless appeal and ensures that you'll stay in style season after season. Embrace the comfort and charm of the Bramble Knit Vest, allowing you to elevate your style effortlessly with this wardrobe essential.

JUNGLE GREEN

Uplifting Colour Of The Season



PANTONE
17 - 0235 TCX

Jungle Green, a lush and vibrant hue reminiscent of the luxuriant foliage found in tropical jungles, breathes new life into the traditional autumnal colour scheme, infusing vibrancy and vitality into this season's seasonal palette.

Elm designers believe Jungle Green apparel is a refreshing and uplifting choice as the leaves transition to warm tones. This vivid green not only contrasts with the earthy tones of autumn but also adds a dynamic burst of energy to your wardrobe. Jungle Green is a delightful departure from the typical autumn hues, transforming the clothing range into a lively and captivating ensemble that mirrors the beauty of a lush jungle in the heart of the season.

Whether you add a splash of green atop your favourite pair of black pants or dress from top to toe in this vibrant colour, we guarantee it'll uplift and provide new vitality to you and your wardrobe!



Mazie Sweat

AU: \$69.95 NZ: \$74.95



Fig Mixed Knit

AU: \$99.95 NZ: \$109.95



Misty Vee Fleece

AU: \$99.95 NZ: \$109.95



Larissa Pant

AU: \$99.95 NZ: \$109.95



Idyll Floral Shirt

AU: \$99.95 NZ: \$109.95



River Dress

AU: \$139.95 NZ: \$149.95

3 ways

LARISSA PANT



Out & About

Larissa Pant
Sophie Shirt
Jordan Coat

Sporty Saturday

Larissa Pant
Phoenix Knit

Ladies Lunch

Larissa Pant
Rowan Shirt

Positive
THINKING *will*
let you do
EVERYTHING
better THAN
NEGATIVE
thinking WILL.

Zig Ziglar

SIMPLY BETTER BASICS

With Fundamentals

Elm Fundamental pieces are the ultimate mix-and-match wonders, perfect for layering or wearing by themselves. Say goodbye to wardrobe woes and hello to effortless fun with Elm Fundamentals!



BRILLIANT *Brunch*



**Get ready to elevate your everyday style
with Elm Fundamentals!**

A collection of lounge pants, skirts, tops, dresses, and jumpers that'll keep you fashionably comfy all year long. Elm Fundamental pieces are the ultimate mix-and-match wonders, perfect for layering or wearing by themselves. Say goodbye to wardrobe woes and hello to effortless fun with Elm Fundamentals!

MAPLE KNIT DRESS AU: \$129.95 NZ: \$139.95



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