

FASHION

INZIDE

BUSINESS





Mayer, CEO of Yahoo!; Stacey Cartwright of Harvey Nichols; Angela Ahrendts of Burberry: Inga Beale, the new CEO of Lloyd's; Duffle bag, £1,210, by Saint Laurent; matchesfashion.com



hat does female executive power look like in 2014? I ask because the appointment of women to Britain's boardrooms is rising, with 20% of FTSE 100 board members now female, which three months, the number of women being Harvey Nichols are the latest top-flight recruits.

also a well-dressed bunch. Beale's style is similar to sculptural pieces translate from day to night. the Borgen look: neat, dark tailored blazers and dresses all topped off with an immaculate bob. Cartwright, the feisty new CEO at Harvey Nichols, says: "My go-to brands for boardroom dressing are wear a lot of tailoring, for which McQueen is new generation of high-tech people," he said. perfect. The cut of the jackets and skirts is really flattering, and they work well as two-piece suits or separates." Dresses by Alaïa, Erdem and Reed Krakoff are also favourites, the latter's designs, she adamant about one thing: it's not what you look (She's against boardroom quotas, saying: "It undermines the value of getting a job. For me, it's always about putting in the best person for the they must still dress the part.

business clients to the top also make them smart multiples and investing in quality. Job done. &

shoppers: "They are very strong women who have a clear identity and know what they want." That means McOueen, Stella McCartney and Saint Laurent for brilliant tailored dresses that can go from day to night, and smart, versatile tailored separates in navy, sounds low but is actually a record. In the past grey and black, When it comes to bags, they zero in on grown-up styles, with Balenciaga's Le Dix and promoted to chief executive positions has doubled Saint Laurent's Duffle proving the most popular. At compared with the previous three-month period; night, executive women express themselves with Inga Beale at Lloyd's and Stacey Cartwright at structured statement pieces by Mary Katrantzou and Giambattista Valli Couture, and for bonus-time treats, Determination, professionalism and strategic fine jewellery is their indulgence - Elise Dray's smarts got these women to the top, but they are contemporary diamonds or Ileana Makri's spirited

The ultimate "because I'm worth it" buy is haute couture. In January, Dior's CEO, Sidney Toledano, described how female tech-preneurs from America and Asia are among the new couture customers. Burberry, Alexander McQueen, Alaïa and Lanvin. I "People are appreciating the savoir-faire, even the

The poster woman for couture-clad tech execs is Marissa Mayer of Yahoo!, who posed for American Vogue last year in a cobalt-blue Michael Kors pencil dress. As a rule she doesn't wear black, and Kors says, "look great, but are comfortable, which is key and Oscar de la Renta feature heavily in her when you are working a long day". However, she is working wardrobe. She favours the dress-pluscardigan uniform, in her case a de la Renta like, but how you perform that sets you apart. cashmere bolero, which she has in ivory, navy, black, hot pink, teal, red and royal blue, adding more new colours every season.

Executive women are too busy to have a wardrobe job.") No woman at board level wants fashion to be crisis every morning, and they need clothes that used as a means of questioning her authority, yet will take them from day to night and through different time zones. Boardroom dressing in 2014 Holly Rosenberg, the E-shop manager at Matches is not a tale of extreme flair or fashion high jinks. Fashion, says the qualities that get her high-powered it's about figuring out your uniform, buying in

LATTICE RINGS

LET US COUNT THE WAYS ...

Bluer and zirconia ring, \$345, by Pandora. Rose-gold and diamond-mesh ring. \$3.990, by Diane Kordas; matchesfashion.com

A lace or lattice design is elegant while covering a lot of finger. It gives serious ring for your money.

plenty of skin showing through

the bling. It's great with a tan.

This ring is versatile: it's subtle enough to work dressed down for day, but has enough sparkle to shine at night too.

There's a lightness to the look, with

A graphic, clean and modern alternative to the solitaire, it's the type of ring you'd buy for yourself

