DARLING

the art of being a woman





WINTER BASICS

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Anyone who has ever spent any amount of time in New York City knows that there is a tangible energy pulsing through the streets. Whether that fact motivates you or terrifies you (or perhaps a little of both), there's no denying that it's what makes NYC special. The reason for this invisible yet deeply felt electricity is that the majority of New Yorkers came here for a purpose. None of us chose this city randomly; no New Yorker pointed at a map and decided to move here on a whim. No—we were all drawn to this place because of its magnetic pull. Whether we were chasing a dream or simply longing for inspiration, living in NYC was no accident. We decided to make New York our home because it is the mecca for digital marketing, and there are incredible talent and bountiful resources available. Everything relating to the industry seemed to first happen here, so it seemed like the next natural step in our career after having lived in London.

You could even say that New York City is the Paris of America. It's one of the major fashion capitals of the world, home to some of the most renowned designers, models and artists. There's a sense of sophistication and style here that doesn't even always stem directly from the thriving fashion industry in NYC.

New Yorkers work tirelessly to live here. The majority of us have aspirations that we are constantly working toward. We know what we want and that we have to work to get it, and that sometimes, first impressions are everything. Additionally (and somewhat dauntingly), we are surrounded by creative people, a melting pot of cultures, and inspiration at every turn. This undoubtedly influences our fashion choices, and makes NYC one of the most fashionable places in the world. Bottom line: New Yorkers dress to impress.

And that's certainly not always easy, given the incredibly harsh winters and humid summers that New Yorkers endure year after year. This isn't California where the weather hovers around a pleasant 70 degrees all year round; we deal with blizzards, ice storms, 90 percent humidity, and subway cars with no air conditioning. The indecisive climate can put a real damper on our fashion choices, and now that winter is right around the corner, a girl's got to be prepared. It's difficult to look our best when ice-cold winds refuse to let up, or a snowstorm prevents us from wearing our favorite suede boots.

But over the years, we've curated a list of our essential items for surviving the harsh winters of New York City—or any other cold city where you might reside. These pieces are classic go-tos that immediately add flair to any outfit, and more importantly, keep us ready for anything the unpredictable winter season might throw at us.

Here are our 10 staple items for surviving winter in NYC:

- 1. JACKETS: An aviator, bomber jacket or even a blazer with patches or embroidery is a great way to show your individuality in a sea of bundled up New Yorkers. We love to layer over high-waisted jeans and a flannel for a more casual look. A cropped jacket is great for anything high-waisted!
- 2. SHOES: Velvet over-the-knee boots or sneakers add instant drama and sophistication to any ensemble. We like to pair them with a miniskirt or dress, sometimes going monochromatic with the rest of the outfit, so all the attention is on the shoes.
- 3. KNITS: We love to wear cut-out sweaters in the wintertime for a bit of cheeky flair. Oversized knits in general are great for the colder seasons. When layered over a skirt or dress with a great pair of boots, knits can create an incredibly stylish yet completely cozy look! But be careful—pairing an oversized knit with similarly loose fitting clothing can look sloppy rather than chic. It's important to layer your knits over

- contrasting, more streamlined pieces for a more put-together look.
- 4. JEANS: When it comes to winter denim, we usually prefer to wear midrise jeans with some slight rips. It's a classic wardrobe piece that pairs easily with a cashmere sweater or jacket when we're on the go. When it's really chilly out and ripped jeans aren't quite warm enough, we always love to opt for skinny jeans paired with booties and an oversized shirt.
- 5. TOPS: Blouses with bell sleeves are a great way to incorporate the flowy, summery styles we love into our winter wardrobe. In the wintertime, we love to layer knits over blouses; our favorites are usually blends of cashmere and wool.
- **6. TRENCH COATS:** A classic trench coat is simply a must-have for every closet during the winter season. They're so easy to throw on without distracting from the rest of an outfit composed of trendy pieces.
- **7. STATEMENT NECKLACES:** If we decide to go with a more neutral look, a bold necklace is the perfect way to add a bit of drama and elegance. We often like to wear them with jumpsuits or other monochromatic looks.
- 8. SCARVES: Who says you can't be bundled up and still stylish during the winter? Scarves are a huge part of our wardrobe during the winter, and they're becoming trendier every year. We love to layer a big, neutral-colored scarf over any outfit.
- 9. FLOPPY HATS: Hats add instant style to even the simplest of outfits. Plus, in the wintertime, we'll take all the warmth we can get. We've been loving wide-brimmed or floppy hats to accentuate our cold weather looks.
- 10. PENCIL SKIRTS: A pencil skirt is a wardrobe staple that can truly never go wrong. We like to mix it up a little by choosing a faux leather for a unique spin on a classic. You can even pair it with sneakers for a more casual, everyday look.

A FEW LAST THOUGHTS AS YOU SHOP ...

When it comes to shopping our staple pieces, we love to combine luxury pieces with high street brands. We will usually splurge for luxury items when it comes to things like handbags and shoes—pieces that will last us a long time and that we will get the most use out of. For us, clothing items that have a high turnover rate are not worth splurging on. We'd rather invest our money in good, sturdy pieces that will get a decent amount of mileage.

We also love nothing more than digging up one-of-a-kind items at vintage or thrift stores. It's in these types of shops where we usually find our most unique pieces. After all, you never want to look like a mannequin or every other girl walking down the street—you want to look like your unique self. In New York, especially, we want to stand out and express our individual style every single day. We love knowing that these items had a life before us, and are being given new purpose in our closets and in our lives. They also make excellent conversation starters!

To us, our clothes aren't just something we throw on every day. We value each and every piece, whether we purchased it from a luxury brand or a thrift store. Each item tells a story, and has its own unique purpose in our wardrobe. We're also aware of the fact that trends and styles are constantly changing; maintaining staples items like these in your closet provides an excellent foundation to build from, despite everevolving (and sometimes hard to keep up with) trends. It's also a great way to battle indecisiveness when getting ready every day!

With the 10 staple items we mentioned for this winter, you'll be all set to take the city by storm, no matter what the runways or Mother Nature might throw at you.









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