

BUTTON DOWN



COS £69



Next £32



COS £59



TOAST £115



Next £30

New power generation

After the months, nay years, of resorting to leisurewear, something new and fresh had to eventually rise from the ashes of COVID fashion and it has finally arrived... Get ready for Power Casual.

POWER CASUAL IS THE GROWN-UP, better-dressed big sister of Smart Casual. It's all about beautifully cut separates in dreamy fabrics with ample wearability plus effortless sophistication. And the secret to nailing the Power Casual aesthetic? To strike the balance of looking not too polished, and feeling confident with comfort. Still with me? Good! It's also about building the perfect wearable wardrobe for all seasons and unpredictable weather, so once we've got this down we're sartorially sorted. Hopefully once and for all...

COS



COS



COS £19



COS £39



DUNE £45

Tu at Sainsbury's £20



River Island £35

ACCESSORIES



Strathberry £545



COS £89

KNITWEAR



COS £135



COS £59



Next £36



River Island £43

COS



Like all fashion movements we need a few celebrity style icons to help lead the way. Enter Sofia Coppola, Katie Holmes, Olivia Palermo and Sienna Miller. Each of these women has the innate ability to look the coolest in the room while making everyone else look incredibly overdressed.

Edinburgh-based personal stylist Emma Offord is a fan of the Power Casual look. "Two years ago the vibe was casual with a utility influence; today it's more about elevated pieces with a twist." The twist is where you stamp your own individuality on the look. A vintage silk scarf, statement earrings, bold glasses. But what are the elevated basics we all need?

The likes of Sofia Coppola rarely put a polished brogue wrong in the style stakes (let's sweep over Ms Holmes' recent attempt to bring back the Y2K dress over jeans combo) with daytime Power Casual staples that include; cashmere sweaters (and bras), timeless jeans, tailored pants, button down shirts, silk blouses, wool coats, striped tops, ballet flats, white sneakers, Chelsea boots, the classic trench, pea coats, tea dresses, crossbody bags, and roomy totes. Offord reveals the benefit of this fashion foundation is always having something to wear. 'I always spend time talking to a client before any personal styling session to nail their style



TOAST £145



Next £58



COS £69

DENIM



River Island £49



River Island £45



COS

goals so to speak. “Effortless style” and “relaxed chic” are key buzzwords and often the client will tell me that while their style game, comfort and wearability remain important factors. A well-curated wardrobe should work effortlessly for you, while adding your own quirks and a unique stamp can really inject power to your everyday style.’

For evening, Power Casual women are really quite modest and demure. You might catch a glimpse of a shoulder, back or wrist but it’s more about the juxtaposition of bolder or more sensual pieces with lo-fi ones. Think Palermo’s wedding outfit of a Carolina Herrera cashmere sweater twinned with a delicate lace skirt overlay. Or Holmes’ internet-breaking white suit (yup those were ski pants) and pink kitten heels. Coppola rarely wears anything other than black on the red carpet, which allows for her accessories to be picked up beautifully. And Miller almost always adds a touch of the unexpected to her red carpet attire.

The aim of the game is simple, add a casual element to every ensemble whether it be for day or night. Personal stylist, Hayley Charles from Aberdeen predicts the blazer is here to stay, ‘Once an office staple, the blazer continues to be a hit this year with designers such as Saint Laurent keeping them front and centre. To keep it casual, opt for an oversized silhouette and loose lapel detail favoured by Holmes or try a more boxy shape in tweed or boucle which is a Coppola classic.’

Melissa Ash, personal shopper at Harvey Nichols, loves the idea of teaming something classic with the unexpected, ‘A crisp white shirt with a sequin midi skirt, an oversized wool coat or blazer over a delicate slip dress, or a pair of sneakers with a tailored suit. A feeling of nonchalance gives women supreme power in what they wear. This is achieved by keeping looks refined and simple so they can be easily transitioned for each occasion with a switch of a clutch or heel.’

FOLLOW THE EXPERTS ON INSTAGRAM

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OUTERWEAR



TREWS

