

The Look

June, 2013



Patterns
Carmel Studio
Creative Design
Sewing Seminars
Fabric
Notions

What is your brand?

We are not talking about brands of cereal, lipstick, or floor cleaner!

If you are into marketing, you are more than aware of the “branding “ concept. A business needs to have a brand which sets them apart stating who they are and what they do.

Loes Hinse Design/Studio as well as Casual Elegance have identified our brand. Am sure you know what it is! We produce classic, timeless fashions as well as patterns and fabric for you to create garments that are in that category.

Recently reading a book (for the fourth time and learning new things every time), the subject of a person's *individual* brand was discussed. That concept was attention getting!

What about one's personal brand? What is that?

Think about your acquaintances. Immediately, does a person come to mind? Or maybe it is yourself! You identify that person as the one who always looks “_____.” You fill in the blank. She always presents that image. That is her brand! Perhaps she always looks put together and stands out in a crowd. She is consistent in presenting the same image. Or the person who always wears bright colors and prints and can pull it off. Or the person who looks dowdy most of the time. Those are personal brands.

What do you want your brand to be? Or, hopefully, you already have a brand.

We have talked before about how much your appearance affects who you are and how people respond to you. Think about it! Have you ever gone into a business looking like you just woke up? You may not have had a good reception from the store's employees. Or you enter the same store

dressed in a way that makes you feel comfortable with yourself. You know you look good. You present that image. That time, you have a different response from the business employees. It makes a difference!

Our “brand’s goal” is to provide you with fabric and pattern resources that are easy to create, great to wear, and make you feel wonderful and confident! The beauty of our brand is anyone can adapt it to their own personal preferences ... sophisticated, casual ... your brand.

Another plus, you don’t have to spend tons of money to attain the look of this brand. Because of the timeless, classic nature of Loes’ design and fabric choices, you do not have to have a ton of garments. A few pieces working together does the job! Check out her combinations for suggestions.

You think you may not know what to do. If you have ever been fortunate enough to visit Loes’ Studio in Carmel, you got a visual treat. Fabulous clothes and jewelry accessorize the clothing making her brand very apparent. In our publications, we include as many photographs of her studio with her garments as possible to share that experience. We know that seeing her garments provides motivation for you to attain your look. Many of you have said how much you appreciate that and ask for MORE!! We are attempting to give you that. Our goal is to help you recognize our brand resulting in your incorporating this into your brand ... how you look and who you are.

So, here we go ... onto “branding” ourselves! Enjoy the publication!

On the next three pages, you will see garments from Loes’ Studio....her brand!

Please note, some of the fabrics appearing in Studio photos are no longer available.

Seeing the grouping of garments and showcasing Loes’ brand is our intent.

You will see two jackets in this publication. Please note the pattern information.

When checking for fabric online, use fabric name and compare photo/swatches.

Please come in ... to Loes' Studio!



LEFT TO RIGHT:

White w/Black stripe tee (barely there)

Ivory Tank Top

Black Cardigan

Another Ivory Tank

Black Skirt

Black Pants

Dark Teal Bianca

More black Pants

Aqua w/Ivory Dots Biancas

Black Tank Tops

Floral Print Skirts (Casual Elegance does not have this rayon. Substitute any of our new rayon prints.

Another rack in her Studio



LEFT TO RIGHT:

Long cardigans

Dark brown pants

Tan Heather Long Sleeve Bianca's

Ivory "Tuscan Tweak" blouses

Blue/Gray Short Sleeve Bianca's

Black Pants

Nude Jersey Tanks

Nude Jersey long sleeve Bianca's

Mocha Tencel Gab Jackets

Dark Brown Long Sleeve Bianca's

More Ivory "Tuscan Tweak" Blouses

Black Skirts

Ivory Rib Knit Cardigans (how to in this edition)

Looking at more of Loes' brand!



Black Bianca's

Ivory w/Black Stripe Jersey Short
Sleeved Bianca's

Black Jackets

Ivory Tanks

More Black Bianca's

Black Pants

Dark Teal Bianca

More Black Pants

Aqua w/Ivory Dots Jersey Bianca w/
Elbow Length Sleeves

Black tanks

Floral Print Skirts (fabric not avail-
able—substitute one of our rayon
prints)

Long Black Knit Cardigans

Birth of an incredible jacket!

From swatches to garment!

Loes goes fabric shopping in Los Angeles where she has purchased the bulk of her fabric from one vendor ... well, forever!

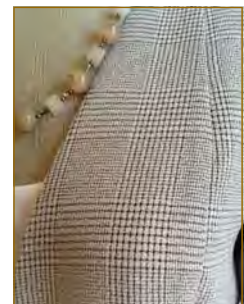
Did you know Loes had a boutique in Santa Monica (Los Angeles area) for many years? Before that she worked creating clothing in the entertainment business. So, she knows how and where to shop for fabric! And she knows which fabric works for her designs...her brand!



Walking around an incredibly HUGE warehouse bursting with rolls and rolls of fabric, Loes begins the process cutting swatches. After collecting a large amount of them, she groups the swatches as she is already thinking specific garments and garment combinations. Then the swatches are culled down to what works and what doesn't. The above photo of the Tan/Darkest Charcoal Plaid and the Oatmeal Pointelle knit became a group during this process. These work well together. However, when she started creating her mixes, she substituted an ivory jersey tank. The jacket is versatile!

When the warm breeze turns cool, or you work where the air conditioning provides shivering temperatures, this is your go-to jacket!

Wear with just about every color—tans (in photo), brown, dark gray, black. Great with the “Baked Bean Brown Gab. The Mocha Tencel Gab is another great choice. Or this is a great jacket to wear with your jeans! It goes everywhere and with everything.



*This pattern is a “seminar pattern” called the “Toledo Jacket.”
Substituting the Mallorca, Biarritz, or Garbo are Loes’ recommendations.*

Note from Loes: This fabric is easy to sew but don't use a pattern with a collar such as the Paris Jacket. When cutting out garment, lay ALL jacket body and sleeve pattern pieces with the bottom on the SAME horizontal line found in the plaid. This will ensure the plaids match. This fabric also works well for pants. Again, line up bottom of pattern pieces on the SAME line in the plaid.



**Another evolution from
swatch to ... cardigan**

The newest
Ivory Rib Knit
in Loes'
gorgeous
cardigan



Cardigan close ups for a better view



How to from Loes:

To determine yardage requirement, use yardage guide on pattern adding 2" each for body length and sleeve length. This fabric shrinks both in length and width. Be sure to get adequate yardage as the fabric is narrow.

Cut a length of fabric for the body including the added amount for shrinkage. Repeat for sleeves.

Using lots of steam, press thoroughly each fabric piece. It will shrink more in width than length. The fabric becomes more puckered in appearance. (See photos.) This is not a dramatic change, but does make the ribs more apparent.

Cut out pattern. Sew garment per pattern instructions.

The fabric is easy to sew. Button holes are easy to make.

To launder, use delicate cycle and cold water. Drip dry or lay flat.

It may be hot outside, but are the temps in your office just a little too cool for bare arms?

This is your jacket!

Ivory Poly Blend Jacket
Fabric

Oatmeal Pointelle Knit
Bianca

Black Microfiber Pants

This jacket is so versatile
you will wear it with
everything!
Great travel jacket.



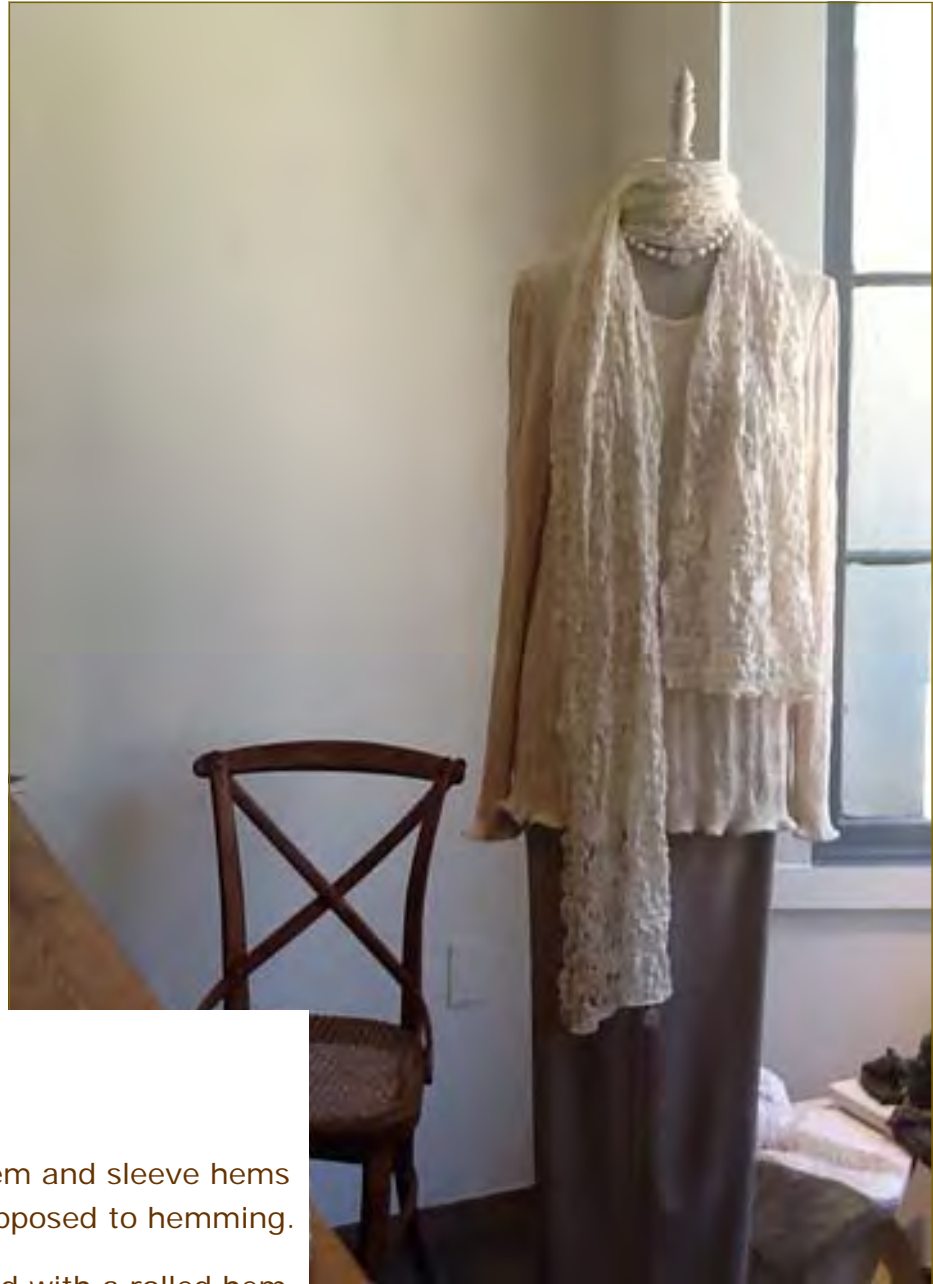
Note from Loes:

This jacket is a "Seminar Only" pattern, the Toledo Jacket.

Substitute the Mallorca or Garbo Jacket patterns.

Close up of the
Oatmeal
Pointelle knit
Bianca worn
under jacket on
previous page

A beautiful Ivory
Lace Scarf gives
the tee top a
different look.



Note the Bianca hem and sleeve hems
are roll edged as opposed to hemming.

Scarf is also finished with a rolled hem.

Pants are Mocha Tencel Gab.
This sweater knit and scarf work
with most colors.

Great for warm weather, this pointelle
sweater knit is very lightweight
with some see-through.



Bianca

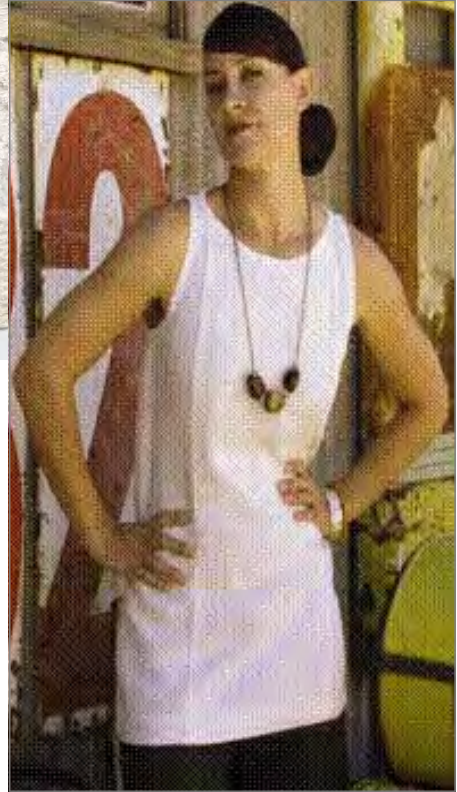


Ivory Lace Options

Long Sleeve Bianca

Sicilian Tank

Scarf



Sicilian Tank

Scarf

Lace is a basic with Loes' brand.

It can be with your brand also.

If your brand is sophisticated,

lace is a go-to fabric.

If you are casual, you can't beat lace.

It works for everyone.

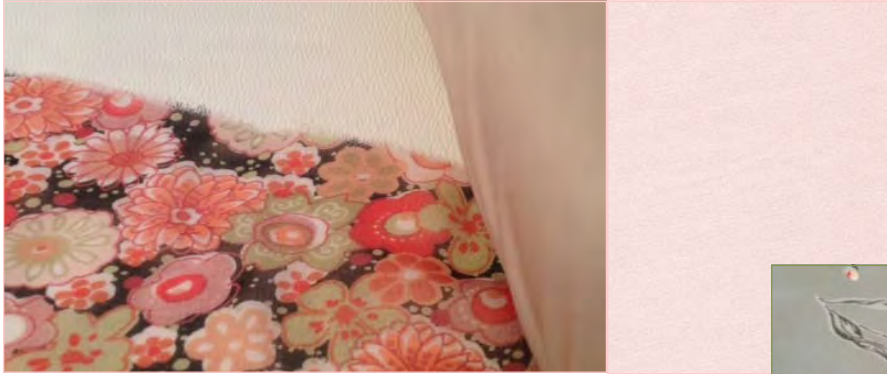
The current Ivory Lace is puckery and stretchy.

A great choice for your garment!



Rayon Prints are always a great choice.

Shown below is a new rayon chiffon floral print. Great worn with the new Palest Muted Peach Rayon Jersey or the Soft Pink Rayon Jersey. Also shown with the Ivory Midweight Textured Rayon in background.



This soft green print rayon would make a fabulous dress—any of Loes' dress patterns. Or wear the peach jersey with this print made into a fabulous skirt. Limited yardage available.



A great Brown and ivory print rayon. See website for photo with tape measure. This is a large print

Make a dress or a skirt or tank.

Mix it with the Ivory Textured Rayon or ivory knit.

Two more great
rayon prints



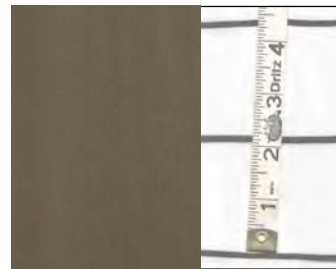
O.K. You know what your brand looks like!

Let's put it all together.



Ivory with Black Stripes Jersey in short sleeve Bianca worn over Taupe Tencel Pants.

Loes' great necklace creates added interest.



Worn with the same taupe tencel pants, add a top—tank or tee made from the Taupe with Black Stripe Jersey.

Note: Sew all stripes down going one direction before sewing garment pieces together. Makes sewing easier. Garment looks better with stripes looking the same.

Now add black pants (cropped or long or both). This is a great start. You might want to think about a black cardigan to top it all when the breezes are cool. Any of our black knits work well.



Another swatch to garment...

Grayed aqua with ivory dots jersey in an elbow length Bianca

Worn with black skirt—
pattern/black fabric of your choice.

And Loes ties it all together with a
slim black chiffon scarf.



The grayed aqua dot jersey also blends beautifully with the Ivory Medium Textured Rayon from our previous Seminar Fabric Collection. See photo below.

This textured rayon makes just about everything—pants, tank, skirt, lightweight jacket. Talk about versatile fabric.

Another Tee Top choice for the same color scheme is the Ivory with Aqua Floral Print Jersey.
(Top of photo)

And there is that Ivory Lace.
(Bottom of photo)

Works great with this group!



And speaking of options ...This black with ivory dots and squiggly line rayon is just too great!



There is a story behind this rayon!

Loes had to fight for it.
And she won!
And she got it just for
us ...“home sewers!”

Loes did not use it in her Studio. However, her recommendations are:

Tank top—Tank Top Dress pattern or Sicilian Tank, Tank Dress as a dress, any of her dress patterns, skirt, and even cropped pants!

Versatility abounds with this rayon if made into separates.

Wear together a tank and cropped pants or skirt for a dress look.

Wear skirt or pants with black knit top

Wear with the Ivory Textured Rayon on previous page.

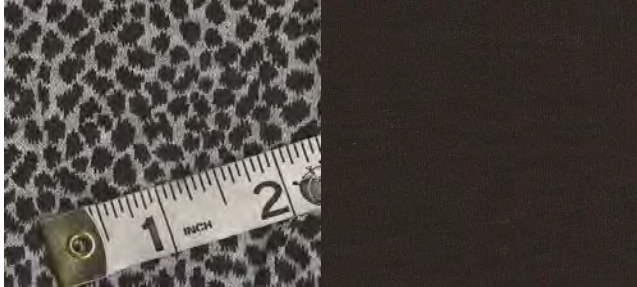
Wear with an ivory jersey top.

Or wear it with black.

Whatever your personal brand is, this is a great addition!

And just because we couldn't quit....

Taupe Tencel, Ivory Textured Midweight Rayon (or any ivory).
and the Ivory Lace.



Gray/Black Animal Print Jersey
Black Microfiber

Pink Heather Sweater Knit in a Bianca
or Perfect Tee

OR....Pink Heather cardigan worn with the
Soft Pink Jersey tank or tee. Wear over
Ivory Midweight Textured Rayon Pants.
And don't forget your Ivory Lace Scarf!



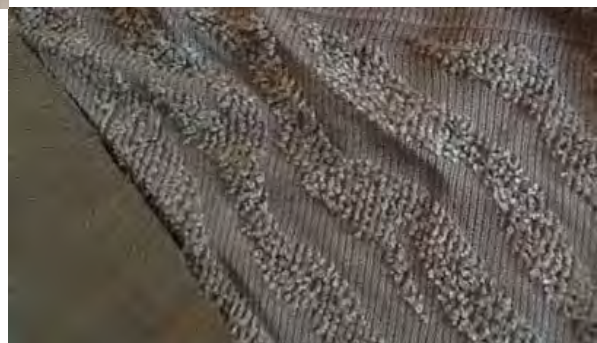
White on white is so popular.

How about an Ivory Lace Top
Worn over Ivory Midweight
Textured Rayon Pants?

For the Southern Hemisphere residents ...

Taupey Brown Textured Knit Tee or
Cardigan worn over
Baked Bean Brown Tencel Gab Pants.

O.K. You can buy it if you live
in the "north" !



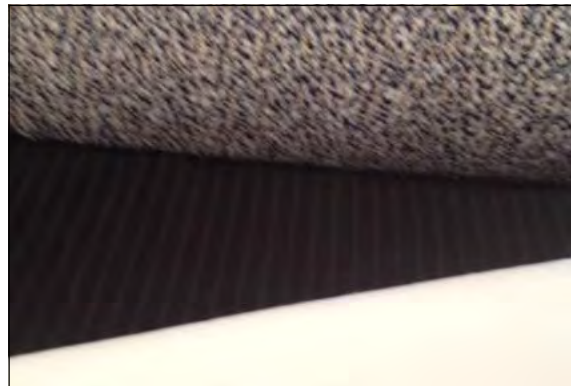
More Southern Hemisphere Ideas ...

We don't want you to be left out! And besides, not everyone in the northern hemisphere lives in a hot climate!



Slate Gray Ivory Heather Knit Bianca Top
Black Microfiber Pants (Skirt) and any ivory to mix in.

Navy/Cream Heather Sweater Knit
(The navy blends w/black.)
Black Narrow Pinstripe Rayon Poly Blend
Ivory Knit

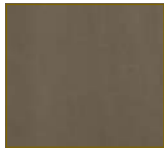


Fabric featured on cover

Dove Gray Rayon

Palest Mocha Lace

Last but not least...a few more ideas



Tan/Brown/Grayed Blue Animal Print Jersey
Tank or Tee



Taupe Tencel Gab Pants
Or Baked Bean Brown Tencel Gab Pants

Or ... Your jeans!

Jerseys to wear with **black**



Black/Ivory Animal
Print Rayon w/Lycra Jersey



Ethnic Print Rayon Jersey



Dark Teal Jersey



The Look

**A simple, classic look derived from
Loes Hinse's philosophy and techniques.**

That's our brand!

ALL PATTERNS PRESENTED IN "THE LOOK"
ARE EXCLUSIVE TO LOES HINSE.

ALL FABRIC, CHOSEN BY LOES, IS INTENDED TO ENABLE
THE SEWIST AN OPPORTUNITY TO DUPLICATE
SUCCESSFULLY LOES' CLOTHING.

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ALL FABRICS AND PATTERNS ARE AVAILABLE AT

casualelegancefabric.com

To order click on Fabric.

Or click on the fabric type...Woven, Fabric Remnants, Sale Priced, etc.

Confused about the amounts on your

Casual Elegance Order Form?

It is confusing. But as they say, "It is the way it is."

We'll blame our host company!

On Sales Receipts listed under "Quantity," a different amount appears

from what was ordered. And the "Price" is different.

WHAT IS THAT ABOUT??

For figuring shipping costs, fabric is broken down into 1/8 yard increments. Each 1/8 yard is weighed and assigned a weight. Items, such as patterns, are weighed per item.

The website then figures how many 1/8's there are in the yardage ordered.

That is the number under "Quantity" on the Sales Receipt. As an example, if the "Quantity" is 16, that means there are 16 — 1/8 yards in the order or 2 yards.

The "Price" per yard is also divided into eighths. Multiply the "Price" by 8, and you will have the price of the fabric ordered.

Shipping on Remnants is figured per remnant.

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