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# The Cool Factor: A Guide To Achieving Effortless Style, With Secrets From The Women Who Have It



## Synopsis

“An excellent idea for a book. . . . Next time I spend more than \$40 on an article of clothing, I’ll run it by Linett first.” —The New York Times Book Review

In a culture where trends are born and die every minute, maintaining style and effortlessness at every age requires that little extra something—the cool factor. Being “cool” isn’t about chasing trends or defying age but about following a few key guidelines. Yes, the cool factor is a skill that can be learned! In this photo-packed guide, Andrea Linett, a famed personal stylist and founding creative director of Lucky magazine, offers easy-to-implement, actionable tips that will change the way women dress. The tips are modeled by real-life style icons like Kim Gordon of Sonic Youth and Christene Barberich, founder of Refinery29, as Andrea highlights the ingenious ways in which they skillfully pile on layers, or dress up denim for work or a party. The book is organized into chapters that include wardrobe classics, denim, leather, suits, dressing up, and accessories, and features style hacks that turn an outfit into a masterpiece (choosing shoes that instantly slim you, combining tough and feminine pieces, and accessorizing a day-to-night look). Packed with useful lists and examples, this guide is the would-be stylish woman’s best friend.

## Book Information

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## Customer Reviews

What can I say? I’m definitely uncool, unlike so many of my friends in high school I always felt lost in the wardrobe and “what should I wear” department. I didn’t think it was fun, it just made me annoyed because I always felt I couldn’t get it right. I never knew if I was making the right clothes choices for me, or, at least for the ‘me’ I wanted to be. But, I have to say, after reading and looking at this

photo-packed book, and spending some time with it I felt like there was indeed hope for me and my own brand of fashion un-coolness. Because this is a cool book. In fact, it's way cool, it's fun, approachable (for a fashion book), and I thoroughly enjoyed it. Come to think of it, it's basically a fashion textbook but without the icky being graded part. I think, at least for me and my needs, it is the fact that there are so many great photos here so you can actually see how these women (and Andrea I suppose) have put their outfits together. You can look at the images and study them, the proportions, the shapes, the color combos, the styles, and the fabrics along with the women themselves. The images are clear and understandable; they're shot in color and they're not murky or arty but just straight forward and understandable, and the women look totally engaged with what they're doing and wearing and it all seems, well, - so real. The pictures actually make great visual reference points for the ideas (fashion concepts?) that Andrea wants to get across just as much as her text does. I thought the selection of women throughout the book was very refreshing as well. These are people you feel like you might know - working in fashion - or not, and they're appealing without coming across as overpowering or in your face, and they're unusual (some) without the dreaded weird factor.

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