

# Five fabulous fashionistas talk fashion



**ZOE BOOMER**

**1. What's your job?**

Fashion Designer

**2. Describe your personal style?**

Quite simple and easy to wear, practical but yet dressy.

**3. What is your favourite trend this season?**

I'm loving colourful prints after such a dull, dreary long winter. The more colourful, the better. Prints can bring an outfit to life and this season they look expensive and super stylish.

**4. What is your favourite piece in your wardrobe?**

I would have to say my silk chiffon feather cardigan. Each season I bring out a new version of the Zoe Boomer Feather Cardigan.

The silk chiffon one is AMAZING when you can't find anything to wear but you need to make the effort.

**5. Best bargain ever?**

A mixed mohair jacket that I picked up for £60 in a designer sample sale in Brick Lane, London. It was originally over £300 and I still wear it all the time.

**6. Most expensive purchase ever?**

My Matthew Williamson cashmere zip up cardigan. I actually thought the price tag said £45 and it was such a bargain, what I hadn't seen though was the zero on the end. I only found out as I got to the checkout but I had to have it!

**7. Favourite fashion/accessories shop in Northern Ireland?**

Candy Plum in Hillsborough. It is the perfect girly boutique stocking such great labels, and I always find something I can't live without.

**8. Favourite city to shop?**

London is amazing for boutiques and stores, and Stockholm is great too, especially for more unusual casual clothes.

**9. Best style tip you ever received?**

Play with clothes, in other words don't just wear it the way it's been designed to wear.

**10. Own essential style rule?**

Do some research on what suits your body shape, just because something is in fashion it may not suit you.



**JUDI GRAHAM**

**1. What's your job?**

Victoria Square Personal Stylist

**2. Describe your personal style?**

As a stylist I like to experiment with lots of different looks, however I'd say my favourite look follows fashion greats like Audrey Hepburn and more recently, style queen Victoria Beckham.

I like to keep it simple but sexy with dresses that flatter the figure, and love to accessorise, especially with a pair of killer heels.

**3. What is your favourite trend this season?**

Rainbow Nation. It's bold and daring, and I love that we're breaking traditional colour trends and putting vibrant clashing colours together to make a fabulous look.

**4. What is your favourite piece in your wardrobe?**

My Vivienne Westwood tartan skirt, I love it because it's fun and can be so easily dressed up or down.

**5. Best bargain ever?**

A pair of tan Prada wedges purchased in Cruise reduced from £400 to £108.

**6. Most expensive item ever purchased?**

Chloe Paddington bag, the large one!

**7. Favourite fashion/accessories shop in Northern Ireland?**

Cruise in Victoria Square, they have exclusive brands and great service, and I think it's really exciting to have stores like that in Belfast.

**8. Favourite city to shop?**

I'd say Paris. I love shopping on the Champs-Élysées, the most beautiful avenue in the world where you can find everything from Zara to Louis Vuitton.

**9. Best style tip you ever received?**

Looking good isn't about money, it's about style, and style never goes out of fashion.

**10. Own essential style rule?**

Be glamorous every day!



**SARAH-JANE KNOX**

**1. What's your job?**

I own my own boutique in Magherafelt — SJ Boutique.

**2. Describe your personal style?**

It depends on my mood, a bit mixed up I'd say, but I like to buy pieces I can wear time and time again.

**3. What is your favourite trend this season?**

Colour. The colour blocking trend is a bright and easy way to update your wardrobe. A key piece in a single, strong colour such as orange, red, emerald or fuchsia is all you need, or even try combining two blocks of colour in one outfit.

Forget traditional ideas about colour co-ordination, this look breaks the rules and is brilliantly bold and confident.

**4. What is your favourite piece in your wardrobe?**

My Christian Louboutin heels.

**5. Best bargain ever?**

A Joseph coat from Brown Thomas, Dublin.

**6. Most expensive purchase ever?**

My Louis Vuitton shopper and scarf.

**7. Favourite fashion/accessories shop in Northern Ireland?**

My own shop, it's so tempting with new stock arriving daily! SJ Boutique definitely provides individuality for the fashion conscious and provides ladies with the opportunity to look gorgeous and stand out from the crowd.

**8. Favourite city to shop?**

I have to say NYC. I love it to pieces.

**9. Best style tip you ever received?**

Keep it simple

**10. Own essential style rule?**

Killer heels and dresses suit every occasion



**RACHEL HAMILTON**

**1. What's your job?**

Assistant buyer for Brazil and BT9.

**2. Describe your personal style?**

Eclectic, urban and chic. I always like to mix it up and don't feel you should pigeonhole yourself into a particular look.

**3. What is your favourite trend this season?**

Colour blocking. I love the mix of bright citrus palettes, worn together to create a striking look bursting with colour.

Orla Kiely works this trend magnificently with her cleverly crafted shift dresses and cardigans which simultaneously works this season sixties trend.

**4. What is your favourite piece in your wardrobe?**

I love my Malene Birger black blazer that goes with almost everything, my Vivienne Westwood Melissa shoes and of course my Orla Kiely dress and matching bag.

**5. Best bargain ever?**

A beautiful red shift dress I bought in a vintage shop in London.

**6. Most expensive purchase ever?**

I treated myself to a Fendi bag.

**7. Favourite fashion/accessories shop in Northern Ireland?**

My favourite shop has to be Brazil/ Bt9 for its mix of designer and affordable brands.

**8. Favourite city to shop?**

I love shopping in Paris when I am over there on buying trips.

**9. Best style tip you ever received?**

Always dress for your shape.

**10. Own essential style rule?**

Always, always accessorise!



**LYNNE JONES**

**1. What's your job?**

I own One Clothing, a small shop in Ballyclare selling ladies and men's denim and street brands with a selection of footwear.

**2. Describe your personal style?**

I've always been a label lover, following brands like Firetrap and Miss Sixty. I'm casual but quirky, layering up denim basics with seasonal must haves. I believe style should be simple.

**3. What is your favourite trend this season?**

It has to be the array of printed maxi skirts on offer, complemented with a fitted graphic vest and brogues.

**4. What is your favourite piece in your wardrobe?**

I absolutely love my Miss Sixty Magic Bum Lift jeans!

**5. Best bargain ever?**

I got a great blue Juicy Couture Baby bag very reduced when my son was born.

**6. Most expensive purchase ever?**

My Chanel J12 watch.

**7. Favourite fashion/accessories shop in Northern Ireland?**

Oh it has to be One Clothing!

**8. Favourite city to shop?**

I am a local shopper, you can definitely find individual pieces in small towns.

**9. Best style tip you ever received?**

Recycle your wardrobe, mix old and new.

**10. Own essential style rule?**

Step outside your comfort zone and try something different.