5 MASSIVE FASHION MISTAKES

THAT MAKE YOU LOOK TOO OLD (OR TOO YOUNG) AND HOW TO GET IT JUST RIGHT

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How Would You Like to Look Absolutely Fabulous at 40, 50, 60 and Beyond?

Sounds like a fantasy, right? Well it’s not. You can look stylish, vibrant, chic and feel like a million dollars, no matter what your age or stage in life. I specialize in helping midlife women like you Tweak Your Chic®, and I can’t wait to show you how.

To look fabulous you need to have confidence. You need to trust your judgment, grow, learn what is working for you and what isn’t, and adjust.

Most women go their whole lives without ever developing confidence about their style, or if they do, they quickly lose it once midlife rolls around. Insecurity creeps in and they become discouraged about the way they look. Confused about how to dress for this new phase of their lives, they give up on fashion and on themselves, and fall into a frumpy rut. Can you relate? You may not be happy about this, but like most women, you probably feel like you lack the guidance, resources and knowledge needed to make a change.

I want to take you to that confident place now. In no time I can get you back on the fashion track to help you discover who you are and how to dress for the rest of your life. Let me teach you everything you need to know about the elements of Fabulous style and how to create a signature look that is authentic, classy and age appropriate at 40, 50, 60 and beyond.

So why haven’t you been able to do this for yourself?

There are many reasons, but the main one is that you probably just haven’t made looking and feeling Fabulous the priority it should be. You’ve been so busy being a devoted wife, mother, daughter, cook, chauffeur and working professional that your needs have fallen to the bottom of the pile. Let me tell you Glam Gal, the time for you is NOW!

When you look great, you feel great and life is so much more fun. And don’t you deserve some fun in your life? You’ve worked hard. Now you need to enjoy! Midlife is a time of reflection and reinvention. You may have talked to your friends about wanting to make a change, to take better care of yourself, and to up-level your style, but you’ve likely never actively tried a different solution.

If any of this pushes a button, keep reading because this may be one of the most important days of your life. In this special report you’ll discover:

- The 5 massive mistakes that are keeping you from being your stylish self
- Easy solutions to help you “Dump the Frump”, for good.
- Fabulous resources I’ve made available to help you Tweak Your Chic® and look Age-Amazing!™

If you find this whole what to wear after 40+ thing overwhelming and exhausting, you’re absolutely right. Many women find it so taxing they don’t ever try. Others stop and start a million times trying to find their way. Consider the obstacles:

Our midlife bodies get rounder, softer and heavier making dressing a big challenge, a shift in lifestyle leaves us perplexed about what to wear for the new life we are leading, role models we’ve always relied
on disappear – look in any magazine or fashion ad and all you’ll find are anorexic teens and skinny twenty-some-things (where are the women who look like us?), and to boot, there’s nobody out there designing clothes for real women our age, which makes shopping an absolute nightmare.

It can get you down, right? It’s truly amazing how any woman manages to look Fabulous after 40, but some do. And when you see a woman who has somehow learned how to put it all together, isn’t she inspiring? Don’t you want to be like her?

These Fabulous women are rare, but they’re out there. I call them Age-Amazing™ (amazing for their age).

You’ve got to believe they arrived at such a fabulous place through focus and continual tweaking, until they achieved the success they wanted. Sure, they felt the frustration of trying to figure out how to look stylish after a certain age, but be darned if they were going to give up and just let themselves go just because of a silly number.

So, if you ever feel frustrated, confused and downright frumpy, don’t worry. Everyone feels this way sometimes. The good news is that the answers to your struggles are just around the corner.

With “5 Massive Fashion Mistakes that Make You Look Too Old (or Too Young) and How to Get it Just Right”, I’ve identified the most common style issues faced by thousands of women just like you. Once you identify and get coached through these mistakes, it’s like a cloud lifting, allowing possibility to shine through!

Enjoy my special report and let the Fabulous new you begin, Glam Gal!
Massive Fashion Mistake # 1

Wearing Big, Baggy Clothes

Okay, so you don’t have the body you used to have. That’s natural. You’ve gained some weight and it’s harder than heck to shed those extra pounds with all the crazy midlife hormones kicking in. You feel heavier than you want to at the moment, and sure that’s annoying, but hiding your body under big, loose, baggy clothing will only make things worse.

You know what I’m talking about, right? Maybe you’re not guilty of dressing like a giant blanket 24/7, but we’ve all had those days when we’re so fed up with our changing shape that we throw our hands up in the air, reach into our closet to grab the nearest sloppy sweatshirt or baggy t-shirt, and pull on a pair of oversized track pants or baggy jeans.

We schlep around the house like a frump figuring, no one will see us. Then we realize we need to run out for a few groceries, but can’t be bothered changing or putting on make-up. No one will see us, right?

But they do, and how embarrassing that is!! When you run into someone and you look a sloppy mess, the message you are communicating is, “I’ve given up on myself.”

And yes, let’s be honest, you have, and this obvious lack attention to your appearance does make you look old, frumpy and fat!

The worst part is you feel it. You’ve let yourself down and that’s depressing.

Trying to hide out from the world in your big, baggy, “frump uniform” is not the answer. Instead of camouflaging the problem, you are actually accentuating it by making yourself look bigger than you really are. If you want to look Fabulous after 40, 50, 60 and beyond then you must pay attention to the fit of your clothing.

The Solution:

Instead of walking around wearing a tent, you need to accept your body the way it is at this moment and give yourself a break. Glam Gal, we’re all feeling the changes and you can’t let extra pounds rob you of ever looking fab again!
The weight, you can work on slowly, comfortably over time. Meanwhile, you need to get out to the stores and buy some clothes that will showcase your body at its best. Regardless of the size of your waist hips, bust and thighs, you can look slimmer by wearing clothes that flatter the figure you have. When you wear fitted clothes, you look slimmer and leaner.

Now, notice I’m not saying wear tighter clothing. I’m saying wear more fitted clothing. There’s a big difference. I’m talking about tops, and dresses that skim your body and follow your natural silhouette, shirts with darts, jackets that nip in at the waist and clothing with some stretch and shape. Pants (which are always tricky) need to fit well in the waist and fall straight down from your hips for the most flattering look.

Buying clothes that fit well will feel odd at first because you are so used to wearing oversized garb. However, give it a few days and you’ll feel totally comfy, especially when the compliments come rolling in. If you find some clothes that fit better, but they still aren’t perfect, don’t hesitate to visit a seamstress. Men use tailors all the time to get the perfect fit, why shouldn’t you Glam Gal? So, goodbye baggy, hello slim and fitted, and hello Age-Amazing™!

**Massive Fashion Mistake #2**

**Not Wearing Your Wow Colors**

Who doesn’t love black? It's chic and sexy; it makes you look thin, and you can wear it anywhere. But when it comes to looking Fabulous after 40, are you stuck in a “black” hole?

You could be! Abundant Black Disorder (ABD) is a common wardrobe dysfunction that fashionistas rarely speak about. It can occur anytime in a woman’s life, but usually peaks at midlife. The symptoms: a closet full of black clothing and accessories, the irresistible urge to “buy it in black”, no matter what other colors it comes in, and the feeling of being too fat or too visible if you wear anything other than black, black, black.

Unfortunately women with ABD fail to realize that an abundance of black seriously cramps your style, and after 40, makes you look old. How? Black is a strong color that absorbs light. It is notorious for draining the color from fragile, aging skin and hair. Worn close to a mature face, black often looks harsh, emphasizing every wrinkle line and dark shadow. Black also hides your fabulous 40+ personality, while constantly dressing in black signals, “I'm old. Don't notice me.” That’s sad!

How can you cure ABD so you can start looking and feeling more vibrant and youthful? If you are serious about perking up your looks and livening up your soul then promise yourself to stop buying black, no matter what, and start adding color into your current colorless wardrobe.

**The Solution:**

Going from mucho black (or dark dreary shades) to an endless rainbow of colors can be scary because wearing color takes confidence. The easiest way to get comfortable with color is to start peppering in a dash here or there to your existing wardrobe. For example, try a fuchsia silk blouse with an elegant black pencil skirt. Cobalt blue shoes or a stylish red bag will make a dark suit pop, and bright, festive costume jewelry against a simple black neckline will perk up your face and make you appear more energetic and youthful.
If you haven’t already, it’s time to discover your personal “wow” colors. We all have certain shades that are more flattering on us than others, depending on our skin tone, hair and eye color. This is the basis of color analysis. The key to looking fabulous at any age is to pinpoint your “wow” colors and make them the anchor of your personal style.

Why is this important? Wearing the wrong colors, particularly up by your face, will highlight dark circles and shadows, make your skin look pale and pasty, make your eyes and hair look dull, and make your jaw line look loose and jowly. The wrong colors will make you look tired and old.

Wearing the right colors will make you skin look smooth, evenly toned and bright, it will make your eyes sparkle and your hair look shiny, plus, your jawline will look firmer and stronger, giving you a fresher and more youthful look.

To find out more about how to banish black and bring on the color to look happy, healthy and 10 years younger check out my eBook, “Color Me Fabulous: The Colors You Need to Wear to Make You Look Age-Awesomely!” at: http://www.fabulousafter40.com/ebooks/color-me-fabulous.

**Fashion Mistake # 3**

**Dressing Like a Trendy Teenager**

Your teenage daughter looks cute and hip, and ready to have lots of fun. Boy, do you miss that carefree feeling and want it back, and that’s where the problem begins. You decide to borrow one of her trendy style ideas, or maybe even a funky piece of clothing from her closet. Before you know it you wind up shopping in the junior’s department or at some discount teen chain store buying the most ridiculous outfits! Glam Gal, stop right there!

Cute and trendy is not how a grown up woman wants to look. Do you really want to be seen as that middle-aged mom who thinks she looks totally cool, but in reality looks like she is dressed for Halloween as the latest teenage pop star? No wonder your 16-year-old says she is embarrassed!

Shredded faded jeans, neon pink minis, clunky furry clogs, tiny designer logo bags, and enormous dangly earrings or anything bubble gum pink is not the way to go. Your teen is experimenting with whatever comes along, and that’s all part of being young and finding yourself. But, as a grown woman, buying into all the hot new trends will make you look tacky, old and desperate. If you want to be Fabulous after 40, you have to stop being a kid in a candy store and show some restraint.

**The Solution:**

There’s nothing wrong with staying on top of the latest looks. Incorporating new trends into your wardrobe is what keeps you looking fashionable and modern. But, the key to doing it right is to be selective about what trends you incorporate, and to incorporate them in a subtle way.

Being selective means take a good hard look at what the fashion world is currently offering and only incorporating trends that genuinely enhance your body at this stage of the game, and that don’t look teenage silly, otherwise you will look like you are wearing a costume.
For example, let’s say that the following trends were currently in: stripes, metallics, purple, lime green and orange, lace details, 5” platforms, jumpsuits, metal chokers, skirts with jagged edges.

A teenager might wear several of these trends together, or a couple combined in an exaggerated, or oversized way – partly to look like she is in style, partly for shock effect.

We need to weed out what we like, what suits our body now, as compared to 30 years ago, and what we might wear in a more refined, more sophisticated way.

A striped lime green jumpsuit worn with a two inch metallic choker and 5 inch platforms may look darling on your daughter, or on a skinny young magazine model. But a more subtle way of interpreting the trends for you may be to opt for a lime green top, with white pants and 3” metallic sandals. Still on trend, but less loud and brash – much more chic. In other words, you are wearing the trend the trend is not wearing you!

That’s the secret to looking Fabulous, not foolish, after 40!

Massive Fashion Mistake # 4

Dressing Too Sexy

This is a mistake that often goes hand-in-hand with dressing like a trendy teenager. We’re talking about women over 40 who want to tell the world how sexy they still are and end up looking, as the British say, “mutton dressed as a lamb.” Ouch…now that’s humiliating.

Too short, too tight, too much cleavage, too much belly, too much skin, too much information…Please enough already! Now I’m far from being a prude, and I celebrate looking sexy after 40, but some women just seem to be blind when it comes to knowing how to do this tastefully.

Maybe it’s their fear of losing male attention, or perhaps they’ve had some “work done” and be darned if they aren’t going to show it off. Whatever the case, baring it all over 40 won’t make you look younger. It will make you look hard, old, and trashy – a woman you’d feel a little sorry for if you met her.

You see, being sexy isn’t about walking around in 5 inch stilettos and letting it all hang out. It’s about confidence – not feeling like you have to compete with some nubile young 20-something by trying to dress sexier than her. Looking sexy after 40 is about mystery, maturity and moderation.

The Solution:

While baring some skin is sexy, the trick is to not show everything off at once. Stick to one area at a time to look alluring and classy. For example: If you reveal some cleavage, don’t show off a lot of leg. (And please, no mini’s that are mid-thigh or higher, ever.) It’s a balancing act to look sexy, not sleazy.

Sexy also doesn’t mean skintight. It’s just the opposite. Skintight makes you look bigger than you are – like a stuffed sausage! The sexiest fit gently hugs, not squeezes the body. Head to toe tight is always tacky. If you are going more fitted on the bottom, you need to aim for something looser or more flowing on top, for example.

Finally, looking sexy is about softness and touch ability which can be achieved through fabric. Any piece of clothing in a soft “feel me” fabric like cashmere, velvet, silk, or faux fur creates a magnetic attraction.
Some prints like animal prints also have a sexy edge, but a little goes a long way, so don’t overdo it or you’ll risk looking like the cliché cougar lady, on the prowl and clinging to her youth.

Remember, when it comes to looking sexy after 40, 50, 60 or beyond, less is always more.

Massive Fashion Mistake # 5
Outdated Hair and Make-up

You might have a closet full of clothes in all the right colors that are stylish, modern and age appropriate, but if you get dressed in the morning, look in the mirror and still see your grandmother, you can blame it on your hair and make-up.

Nothing ages a woman more than a passé hairstyle and outdated make-up.

You know your hair is stuck in a time warp if it is: too perfectly coiffed and as stiff as a bird’s nest, so long and shapeless that it hangs down like droopy dog ears, flat and dull as dishwater, or if colored, looks like a solid red, brown or blonde Lego block. You also know your hair is outdated if no one ever compliments you on your hair – ever.

Outdated make-up is even more obvious: overtweezed brows, dark thick eyeliner that makes you look like Liz Taylor in Cleopatra, heavy contoured cheekbones, blue shiny eye shadow, frosty everything, visible traced on lip liner, mud brown or mauve lips that make you look like you have one foot in the grave…get the picture?

To look Fabulous after 40 you need to be honest about your current hairstyle and make-up.

The Solution:

You might think the solution to an outdated hairstyle is to simply run out and get the latest cut, but I caution you on this. I’ve found many women who cut their hair on impulse wind up back at square one after only a couple of days, styling their new hairdo the way they used to wear it? (Sound familiar?)

As a friend of mine always says when it comes to looking fab, “It’s all about the hair.” As women, we’re very sensitive about making any changes, however slight, to this very personal feminine accessory. So, it’s crucial to take your time and put yourself in the right mindset first.

Flip through magazines, study hairstyles. Have a friend take your picture so you can actually see yourself the way others see you. Once you are convinced you need an update, don’t turn back. Modern hair, no matter what the length you decide on, needs some layering so that it moves (yes, your hair needs to blow in the wind). It also needs to be soft and shiny and, if colored, should be slightly multi-dimensional. Warmer tones always flatter our skin more as we age and going lighter one shade never hurts either to soften things up.

Your make-up should follow suit. Less harsh, more natural is the goal. Aim for plenty of concealer, minimal foundation, a little blush, pinkish or peachy toned lips, a neutral eye and mascara. You may want to add a few lashes to fill things in, but go for individual ones – not strip lashes. Gently touch up your fading brows to frame the eyes and make you look fresh and youthful.
Hanging onto outdated hair and make-up is like looking at an old photograph. It may have been a wonderful moment in time, but it will never be that way again. Time marches on and if your hair and make-up don’t change with the times you are going to look physically and mentally frozen in the past.

What Do These 5 Massive Fashion Mistakes All Have in Common?

They’re frustrating traps we’ve all fallen into that not only make us feel miserable, but make us look less than the Fabulous Glam Gals we are meant to be. So how do you break free from them?

I’ve written an eBook called, “Jumpstart Your Style: 12 Little Lessons to Dump the Frump After 40”, to motivate you and help you to climb out of your style rut. I specialize in helping women look Age-Amazing™, or amazing for your age as I like to say. Instead of looking too old and matronly, or too young and teenage-like I can help you find that middle ground to look modern, vibrant, stylish, classy and age appropriate!

“Jumpstart Your Style” is a kick-start style guide to get you going. It gives you 12 little style lesson that will inspire you discover who you are and how you want to dress for the rest of your life.

Begin by taking the style quiz in “Jumpstart Your Style” to determine where you are right now and what you need to do to get back on track and looking fabulous.

You’ll find out where you rank on the style scale and how to take action to change that. “Jumpstart Your Style” covers how to:

- Avoid the **20% clothing trap**.
- End your wardrobe nightmare by **organizing your dysfunctional closet**.
- Create a smart and easy plan that will **make shopping a breeze**.
- Apply the golden rule of **shopping to save money**.
- Determine the **styles that complement your unique body shape**.
- Understand **which colors can make you look old and why**.
- **Select clothes that are in sync with your personality** and authentically you.
- Participate in style exercises that will help you **discover your true style**.
- Get ideas on how to have a modern **hairstyle that harmonizes with your wardrobe**.
- **Tips for updating your glasses** from granny-ish to glamorous!

“Jumpstart Your Style: 12 Little Lessons to Dump the Frump After 40”, will make you feel informed, empowered and ready to get back on the fashion track with new optimism and excitement and a zest for phase two of your wonderful life.
5 Massive Fashion Mistakes That Make You Look Too Old (or Too Young) and How to Get it Just Right

To learn more about my instantly downloadable eBook and get your PDF copy of “Jumpstart Your Style: 12 Little Lessons to Dump the Frump After 40”, within minutes, click here: http://www.fabulousafter40.com/ebooks/jumpstart-your-style/.

I love helping women 40, 50, and beyond look and feel their best. If you are looking for style help for a particular problem then you should know that “Jumpstart Your Style” is just one in a line of style eBooks I’ve written to help you Tweak Your Chic® and look Fabulous after 40.

So, if you want breakthrough results in this very important aspect of your life, please look at the available style eBooks and podcasts at www.fabulousafter40.com/ebooks/.

Glam Gal, You’ve worked hard all your life. You deserve to do something nice for yourself because when you look good, you feel good and life is so much more fun. I always say, “Life is too short to be Frumpy.”

Dump the Frump and let me you Tweak Your Chic® so you can start looking stylish, classy, chic and Fabulous After 40!

Warm Wishes and Many Thanks,

Deborah

Deborah Boland, Style Expert

P.S. Don’t forget to come and visit me and my community of like-minded Glam Gals at:

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