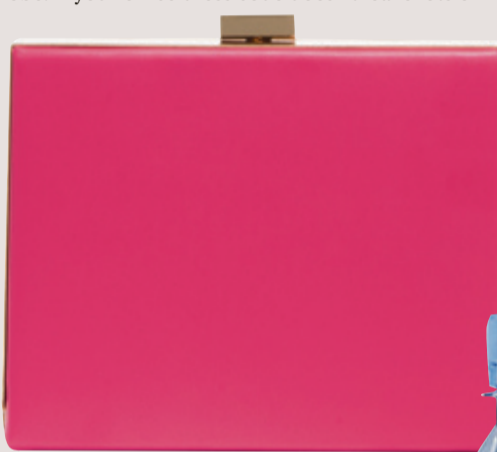


# Want to remember fun with fashion'

from being on trend, it will make you stand out from the crowd. Add colour to your wardrobe one piece at a time if you are feeling nervous about it.

**Great brighten:** A bright bag can literally be a bright spot in an otherwise drab corporate wardrobe. If your office dress code doesn't leave lots of



room to indulge your stylish side, a splash of colour on your bag might be the best way to get your fashion fix.

**Eyebrow alert:** Go to a professional to get your eyebrows shaped. It will take no more than 10 minutes and will make you look younger and less tired. Then carry tweezers in your make-up bag and pluck stray hairs as soon as they appear.

**Natural goodness:** Always drink plenty of water. It hydrates you and makes your skin look and feel healthier.

**Go nude:** Invest in a pair of nude heels because they elongate your legs and make you look taller (Seriously, it's one of my best buys ever).

**Cool coat:** This autumn, I would advise you to invest in a good trench coat. It's the easiest way to make your whole look polished and elegant. I'm currently obsessed with the ones in Zara.

**Simplicity:** Staying simple is usually the best way to go. This goes for both make-up and wardrobe items. When in doubt,

keep the accessories to a minimum and use timeless, classic fashion styles, such as a black dress with red pumps. When wearing make-up, use only enough to highlight the best features of your face – the cheekbones, lips or eyes, for example.

**Budget:** Remember, great fashion doesn't need to bust your bank account wide open. You don't need to spend a lot to look

chic and a perfect example of this is all the options available on the

local high street and online. My favourites stores for affordable fashion are Zara, All Saints, H&M, Topshop, Asos, Miss Selfridge and, of course, the amazing JustFab.

**Lovely leather:** A good quality black leather jacket is a total must-have. You can rock it with a dress or pair it with skinnys and blouse and still look super cool and chic.

**Think pink:** Autumn-winter is borrowing one of spring's awesome shades, pink. For winter, it comes in two variations – dusty rose or berry – so embrace it, and make pink a power hue for a new season. I'm loving Dubai-based

## Quick Q&A with Alka Makwana

### Have you always loved fashion?

Yes, I have. As a little girl I used to love my dresses, Barbies and I even used to wear my mum's six-inch heels and try to walk around and then actually end up falling over. But yes, fashion was just within me from day one.

### How important is it to you now?

I believe that fashion plays largely into who I am as a person. Clothes allow me to express myself and my mood without saying anything. My sense of style allows me to make a statement, and when I'm wearing an outfit I feel really confident in, it just gives me that extra boost.

Fashion is a passion with me, and I truly feel the way you dress is so important; it's what people see first and some may even judge you by it. So the way you dress is imperative in giving a good first impression. I also believe that you don't need to spend a lot of money to look fabulous.

### Describe your style?

My style is classically chic with a little glam factor to mix it up. I love my dresses, heels and also couldn't live without my leather jacket.

### Which celebrities influence your style?

I love the way Victoria Beckham dresses so classically – she has really become a force in the fashion industry. Olivia Palermo is another favourite, everything she puts together is just effortless and so stylish.

### How did you get involved with the JustFab label?

I was covering one of JustFab's events for a magazine and saw that they had two style experts on the night talking about their shoes and bags. I thought to myself, I really want to be one of those people representing this amazing brand.

So I approached JustFab's PR people and ar-

Hema Kaul's creations at the moment. Log onto [www.hemakaul.com](http://www.hemakaul.com) for more.

### Check please:

Checks, plaids, tartan, call it whatever you want, just make sure you wear it this season. H&M and Zara are replicating this trend so well at the moment.



**Smile:** If the fashion and beauty icons of the past and present could teach us only one thing, this would surely be this – all the clothes and beauty products in the world mean nothing if you're miserable and uncomfortable in your own skin. Love yourself, be confident, smile, laugh, and never take life too seriously – those are the true ingredients of lasting beauty and style. Everything else is just the icing on the cake.

Log onto [www.justfab.co.uk](http://www.justfab.co.uk) to find out about their latest offers. For more about Alka and the latest style advice, go to [www.alkaofficial.com](http://www.alkaofficial.com)



ranged a meeting to discuss ideas on a collaboration and a few months later they approached me with the role of style expert which, of course, I couldn't say no to.

### What sets the label apart from the rest?

JustFab is an online subscription fashion retailer that has the hottest selections of shoes, handbags, jewellery, and denim. It offers a personalised shopping experience based on members' fashion preferences. The best thing about it is that every shoe is £35! Yes, that is a bargain and girls, the heels are totally amazing and great quality too!

Also, they have new designs coming in every month, and you can get stylist Picks Of The Month where experts, myself included, choose our hot picks. JustFab designs are fun, affordable, chic and they completely relate to girls like me who can't afford Louboutins every month!

Priya Mulji



Follow Priya Mulji on [www.twitter.com/priyamulji](http://www.twitter.com/priyamulji) or log onto <http://priyamulji.wordpress.com>



## Look who's talking

WHAT has happened to the art of conversation? Why do people prefer text, Twitter and whatsapp over calling? Those are questions I have been increasingly asking myself, friends, family, dates and the entire social media universe for a while. I know [EE entertainment editor] Asjad [Nazir] prefers someone to call rather than text, whatsapp or email (I'm not going to say BBM because no one should ever own a Blackberry and this is coming from someone who had one for about five years).

My good friend Rita Morar was telling me recently about an article she had read about how men e-maintain their women now and they would rather text or whatsapp rather than have an actual conversation over the phone with them. It really got me thinking and kind of made me angry. If I am dating someone, a cursory 'good morning, how did you sleep' or 'have a lovely day' text is nice, but what would be better is the guy knowing that your alarm is going to go off at 6.15am and calling you at 6.13am as a wake-up call. Or when you know the girl you are seeing has had a hard day or isn't feeling too well, call her before she goes to sleep. I remember when mobile phones were first introduced and friends used to talk into the wee hours of the morning, myself included.

I believe the art of having a conversation died when chivalry died and that was a long time ago. It got buried even further when smartphones came onto the scene. Apps such as whatsapp, snapchat, keek and to an extent, Facebook and Twitter, have stopped people dialing a friend's number for a chat. The easy thing to do now is send them a whatsapp message or write on their Facebook wall. Admittedly I have done that too, but usually it is with someone I maybe don't care about that much.

Of course there are times when sending a written message is appropriate. A few people have told me that they don't like it when they are out with their mates who are on their phones texting wives or girlfriends. But let's face it, girls are insecure and men (and women) are known to have a wandering eye, so the guy texting his girl while he is out with his mates shows he is totally into her and isn't running around after every short-skirt or pair of hot pants at a bar. The same applies when a woman is out with her girlfriends, when she would rather text him than be hit on by some sleazebag.

Another exception to the 'I don't like texting' rule is drunk texting. That is great, as long as you text the right person. They say you tell the truth when you have had a few drinks and maybe you might tell a girl you like her at the time. There is also letting someone know you got home safe or telling your mother or partner that you love them.

I am afraid that with continuing technology, conversation is going to die completely. I'm not saying go back to hand-writing letters, but the next time you want to text your boyfriend or girlfriend, call them instead.