

Smart Shopper

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THE
REGISTER



Woolly winter warmers all wrapped up

Coats | Suzanne Robson

As Melbourne prepares for what is predicted to be a long, cold winter the need to snuggle up in a new winter coat is stronger than ever.

But before you hit the shops and hand over hard-earned cash it is important to do some research because it may be one of your biggest clothing purchases of the year.

Yvette Sormann, director of personal shopping business Closette, said shoppers should start by working out a suitable budget, colour, cut and style.

"A coat is an investment piece so if you can afford to spend that little bit more then do so because you will get better fabric, better tailoring and a piece you wear for a few seasons," Ms Sormann said.

The former fashion publicist

said selecting a style that complemented your body shape and age was also important.

"If you are bigger in the bust don't go for something double-breasted or the pea coat style, and if you have very broad shoulders don't go for something with epaulets because that is obviously going to draw your eye," Ms Sormann said.

"A belted style gives you an hourglass figure which is really flattering."

When it comes to colour she recommended "classics" such as charcoal, camel, taupe, navy, chocolate, black or khaki, which would all complement an existing wardrobe.

For something different but classic she advised shoppers to try wearable trends such as two-tone trench coats in different fabrics and capes.

To ensure the perfect fit she said shoppers should go one size up so they could wear bulky jumpers and make sure coat arms reached to the middle of the hand.

Moshe Elkman, owner of The Coatman factory outlet, recommended wool/cashmere fabric because it was warm yet light to wear.

"We buy our fabric from Italy and we often are inspired by Italian styles," Mr Elkman said.

He said shoppers should also consider whether they needed a weatherproof coat for outdoor events such as the footy.

TELL US YOUR TIPS

Got a great tip on smart shopping? Tell us at robsons@leadernewspapers.com.au

TIPS

- Military styles, capes, camel-coloured coats and belted robe styles are big this season
- Personalise or update your coat with an interesting belt or new buttons
- Don't overlook chain stores for an affordable version of runway styles
- If you know your measurements then don't be afraid to shop online. Search functions on sites such as style.com make finding what you want easier