



Zacki's

Unique Boutique

www.zackis.com

Fall/Winter 2011

"Everything Old Is New and Improved"

NEWSLETTER

As I started compiling the materials for this newsletter I was going through lots of information and the above statement really stood out to me.

I know that a large majority of my customers remember the introduction of Polyester in the 60's and 70's. "Miss Polly" has come a long way baby. Today's polyester is a wonderful fabric that has evolved from that stiff almost cardboard like fabric of the 60's 70's. Almost all manufacturers use this fabric both in the low-end and high-end designs. Scrunch it, pull it, and launder it – without any wear and wrinkles. That's what polyester has become famous for. Polyester is the fabric of choice in a changing economy of speed, efficiency and convenience.

Many of my customers come in and say, "I had an outfit just like that back when". Well yes, it is very possible that you had an outfit very similar. However, I have found the re-invention of a style is usually done in a manner that it is just enough different that, if you wore the "old one" it would stand out as being not quite the same as the new styles. Examples are bell bottoms, tie-dye, ultra-suede, man-dressing, leggings and even scarves.

It is fun to reminisce about the past, but at Zacki's I hope you will enjoy seeing the "Old" in the new and improved version.

EVENTS SCHEDULE

October Breast Care Awareness Month
(Lots of vendors participating)

October 8th
Booth at Country Fest
to promote
Breast Cancer Awareness

November 5th
ETMC Mobile
Mammogram Bus
At Identity Center

November 30th
Holiday Style Show
Summit Club Longview

December 2nd and 3rd
Holiday Open House

Mutterings from "Z" Man

In the last newsletter, I wrote about what I did when Mrs. Z goes to market and I stay home with Lady Boutique. What I did not explain is how it came about that I don't need to go to market.

It is almost impossible for one person to make the judgment call required to properly buy for a store, and keep track of the orders, ship dates, and take picture of items ordered, and keep track of committed dollars, and keep up with appointments, and carry all the paper work required, and well, you get the idea. So while Mrs. Z was concentrating on what styles, colors, fabrics and designs her customers desired, the grunt work was let to me..

A few markets ago Mrs. Z and her friend, Shelbie Glover, were discussing this procedure and Shelbie indicated that she would be willing to take over for me.

I immediately jumped at the opportunity to teach Ms. Shelbie the ins and outs of the job and with the pomposity of a person who thinks that they can't be replaced; I told her all I know. I think it took about five minutes.

Many of you know Shelbie, but for those who don't, let me sum it up for you. She is intelligent, educated, organized, focused, YOUNG and energetic and a joy to be around. So obviously she became an instant and fully capable helpmate for Mrs. Z. Oh, and did I mention, she is very attractive, so the sales reps. don't mind that this old grey haired geezer has been replaced. Now all I worry about is that Shelbie's husband, Trey, doesn't object to the time she spends with Mrs. Z at market.

It would be difficult for me to replace my replacement!



what2wear!

Jackets

**Reversible
Mixed Media
Paper Leather**

Vests

**Long and Flowy
Quilted
Denim**

Pants

**Narrow
Leggings
Bell Bottom**

Details

**Zippers
Grommets
Fur Trims and Sequins**



Fall/Winter 2011 Color Trends



Designers took a painterly approach to Fall/Winter 2011 by artfully combining bright colors with staple neutrals, reminiscent of how an artist would construct a stunning work of art.

Bamboo - a surprising fall hue, brings a warm, exotic flavor to the season. Like a filtered sunset on the waning days of all, Bamboo is a standout yellow with a green undertone.

Ember glow - emanates the warmth of a glowing fire. Add a spark with shoes or a handbag or a patterned scarf

Honeysuckle - a playful, reddish pink works with any other color in the our fall palette

Phlox - a magical, deep purple with a hint of mystery, it is an outstanding statement when worn on its own.

Cedar - is a versatile, mid-tone neutral green.

Deep Teal - a strong, blue-tones green, suggests ocean depths and the color of the sky as daylight descends into darkness.

Coffee Liqueur - brings a sense of elegance to fall, and is a savory alternative to basic black.

Nougat - is a deliciously warm camel tan.

Orchid Hush - a unique town of gray with complete orchid undertones.

Quarry - a reliable medium gray, remains, as always, a practical, dependable staple.

Zacki's is available for style shows and fashion programs for organizations or any group wanting to have fun!

*Stair Steppers
Back To
School Fashion
Show
(Left to Right)
Melissa Meredith
Misty Lyon
Amy Holland,
Carey Pierce and
Shelbie Glover
and Me*



Fall is the Time To.....

PLAY

Natural and synthetic of equal importance

Drape, fluidity and movement
Polished sheen achieved by fiber choice and mercerizing
Yarns and fabrics that perform and energize
Technical finishes and new innovations
Stretch and movement
Graphic plays of color and pattern - Fresh stripes
Simple micro textures - Iridescent glow and rich luster

EXPLORE

Appearances are deceptive with handmade or rough looks, but with a soft to the touch feel

Lots of surface interest
Novelty textures and novelty fiber blends
Volume and rounded looks
Hairy and raised surfaces - Rich vibrant gold and metallic
Velvety looks and touch - Printing and hand painting
Chunky but weightless - Irregular textures
Rich bold use of pattern and color

ESCAPE

Powdery finishes

Soft Shimmer and luster
Diffused surfaces through hair and brushing
Feathery, twisted and ruffled - Smooth luxurious shine
Burnished metallic - Warm soft textures
Broken surfaced with a natural patina
Delectate sheer textures and transparent looks
Layering from to very chunky
Extreme exaggerate stitches
Blurred and subtly broken plays on color

And to especially to.....

SHINE

Fine, threadlike counts, highly twisted

Polished surfaces from bright shine to subtle sheens
Sparkle of all kinds
Burnished and aged metallic
Fur and plush looks - Feathery effects
Rich velvety finishes - Lace and ruffles
Aged appearances - Silky drape and fluid looks
Subtle crinkle surfaces and delicate textures
Extreme softness and luster
Exquisite embellishment and jewels used with finesse



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One of my clothing reps gave me a copy of this quote several years ago and today it seems more important than ever and I wanted to share it with you. I hope you enjoy it as much as I do.

ATTITUDE

By Charles Swindoll

"The longer I live, the more I realize the impact of attitude on life. Attitude, to me is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company... a church.. a home. The remarkable thing is, we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past.....we cannot change the inevitable. The only thing we can do is play on the one string we have, and that is our attitude...I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you... we are in charge of our attitudes."

Fashion Trends

Nu Vogue

Avant-garde and prevailing chic. Bronze tones of state of the art style flirt endlessly with bold confidence. Olive yarns mixed with shades of pale goldenrod give an alluring appeal.

Urban Romance

A tale of metropolitan melodrama. Midnight blue and silver, greys shades of cultural diversity and cosmopolitanism give textured stitching equilibrium and charm

Edge of Night

Mysterious shades of forest green and plum amplify sequined edges and ruffled chiffon. Silver finishes give luxuriant motifs added ingenuity.

Fill Seeker

The pursuit of extravagant ornamentation. Luscious shades of hot pink intertwine majestically within batiste and silken silhouettes. Burnt orange tones of superfluity fuse methodically on the canvas.

Moonstruck

Spellbound and romantically sensual. Greenish yellow tones of nostalgia fuse rhythmically with bold saturations of aquamarine and dark sienna.

See why I have blank a stare when someone asks me what colors and fashions are "in" this season!

"The Boss"



Lots has been said in my last newsletters about "Z" Man, and now Ms. Glover who goes to market with

me **BUT** when I am away I leave the shop in the best of hands.

Jolene has been with me for over 8 years and she is an **INVALUABLE** part of the **Zacki's** Experience.

Jolene has business cards with the title of **"The Boss"** and she deserves that title because she is the boss especially when I am away and I remain just the owner!

TIPS TO WASH JEANS THE RIGHT WAY

While we see denim jeans as much more than a utilitarian work pant, the evolution of jeans into fashion staples means we need to do more than just stick them in the washer/dryer and on the line to keep them runway ready.

- ◆ Always wash your denim inside out to preserve color, especially with darker hues.
- ◆ Wash you denim in warm water. Warm water holds the color better than cold.
- ◆ Don't wash your jeans after every wear! They can be worn at least 3 times before washing. Spritz with fabric freshener in between wears.
- ◆ Dark denim has an annoying tendency to dye your hands and other things blue. The first time you wash your jeans add 1/2 cup of white vinegar and a pinch of baking soda to the washer. It will help set the color so they don't bleed and fade as much.
- ◆ It is always best to hang dry denim, because this will prolong the life of your favorite jeans. Dryer heat can sap color, shrink fabric and break down stretch fibers found in many styles. Hang the jeans upside down from the hem to dry them just to "humid" to touch then place them in the dryer for 10-15 minutes. The heat will tighten your jeans up, without putting them through the dryer for the full amount of time.

Or you can try FREEZING them between wears, I heard this at market, I haven't tested it but several people swore by it.

(More information on this subject to be Investigated.)



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*Remember
October is Breast Cancer
Awareness Month!*

Eco Friendly Fashion & Accessories

Just to name a couple

Numa - Combines natural materials in fabulous fashion forward colors from around the world, grasses from the Amazon, nuts from the rain forest for great jewelry.

Cork Tree Designs - Beautiful, environmentally friendly, durable, supple, east to clean, stain and scratch resident and lightweight handbags, and jewelry.

Laundry Tip



Ladies, don't forget to read your washing instructions on your new fashions. More lines are making fabrics to be moisture wicking and the labels will say "No Fabric Softener." The fabric softener will take away the moisture wicking. So don't forget - read your washing instructions.

Brighton.

SEPTEMBER 9th 2011 - SEPTEMBER 25th 2011

B
CHARMED
WITH THIS
FREE
BANGLE



THE
BRACELET
YOU'VE BEEN
WAITING
FOR!

Receive this beautiful magnetic hinged Charming Bangle absolutely FREE with a single same day Brighton purchase of \$50.00 in charms, beads, or spacers.

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