

blog talk

WHY WE LOVE THEM:
Fashion bloggers bring affordable labels and brands to our smartphones and make them accessible.

Fashion at our fingertips



FASHION
with Natalie Tink

FASHION bloggers are changing the way we look at fashion.

While once upon a time we used to rely on fashion magazines, now we trawl through Instagram and are surrounded by style icons.

Following celebrities and their style is quickly becoming a thing of the past, with bloggers literally taking over the way we think about fashion.

Real fashion, for real women: it's relatable and creates style inspo, as opposed to something unattainable for the average woman. Fashion bloggers bring affordable labels and brands to our smartphones and make them accessible. Bloggers are creating a platform for retailers and giving their consumers a front-row seat to their brand without having to pop into a shop.

Four of my fave style icons are Brooke Falvey (What Brooke Wore), Peta Bourke (Trainee Mama), Katy Roach (Katy Potaty) and Stacey McGregor. Each of these ladies bring relatable everyday style to my Instagram feed and they have real bodies to boot.

I sat down with the awesome foursome of style and asked them a few questions I've been dying to know and to share their

look of the day.

Describe your style in four words?

Brooke: Feminine, flirty, preppy and striped.

Stacey: Whimsical, comfortable, rule-breaking and a little bit bohemian.

Peta: Fun, fresh, affordable, coastal.

Katy: Casual, simple, fun and summery.

What is your most-worn piece in your wardrobe?

Brooke: I've got two go-to pieces that I can't part with – a Saba striped t-shirt which I've had for years and wear it time and again with everything from denim shorts and jeans to pencil and pleated midi skirts, and even over bikinis. A pair of nude heels because they make my legs look longer (I'm only 163cm).

Katy: While I wear a lot of striped t-shirt dresses (just like my bestie Brooke), I think I get the most wear out of a denim jacket I've had since my early 20s. Classic denim styles never date, and I feel like it has plenty more good years left in it.

If you could splurge \$300, what piece would you buy?

Brooke: The Peaches Sundress from Spell & The Gypsy Collective (because we all need a little white dress for summer) and a metallic Miss Monogram clutch.

Stacey: I just did this on the weekend. I treated myself (particularly my feet) to a pair of SARA Frankie4 Footwear tan heels.

Katy: A few light and floaty summer dresses and maybe a new pair of sandals for the upcoming Caloundra Music Festival. My husband and I go every year and I'm really looking forward to it.

Favourite colour for spring?

Brooke: Yellow is going to be a huge colour for spring/summer, but I'm sticking with my fuchsia and reds, especially with embroidered detailing.

Peta: Pink, always pink. Last year it was pretty scarce but I'm excited to see lots of labels releasing my favourite colour this season.

Stacey: I'm adding a lot of pinks for spring to my wardrobe, particularly in fun prints.

What has been your best wardrobe bargain?

Stacey: I'm a keen thrift shopper. I found a Dolce & Gabbana coat in my size at a designer thrift shop for \$100.

Peta: Does my whole wardrobe count? We visited op shops, garage sales and second-hand markets frequently throughout my childhood/teens and it's a passion that has continued to the current day. That 'frugal' mentality means most items I own, whether purchased new or second hand, have been bargains. I often scour Facebook buy/swap/sell pages and marketplace as well as Gumtree to find new items to add to my collection.

Visit Natalie Tink at the Miss Monogram showroom at 7/16 Innovation Parkway, Birtinya, or shop online at www.missmonogram.com.au.



► Brooke Falvey wearing Witchery tee, Princess Polly skirt, Seed necklace, Ray-Ban Wayfarers and Nude heels.



► Stacey McGregor wearing Little Party Dress 'Stacey' dress and Frankie4 Footwear Nikki heels in Latte.



► Peta Bourke wearing Bardot dress from Kawana Shoppingworld (\$40 on sale), handmade headpiece, Urban Soul heels from Myer and Miss Monogram clutch.



► Katy Roach wearing French Connection new season stripe ruffle sleeve dress, Clouds Silver Lining Kathryn sandals in rose gold, and Miss Monogram's Miss London pouch in turquoise.



Corporate & Small Businesses can tap into potentially over 60,000 customers

Volunteering Sunshine Coast has launched the Volunteer Reward Card to celebrate the 60,000 plus volunteers dedicating their time and services to the Sunshine Coast community. Organisations that offer our community volunteers a discount, buy one get one free or a freebie such as a coffee will be demonstrating their gratitude to our volunteers. This gesture will not only gain the loyalty of the volunteers but will also attract the loyalty of their friends and associates.

After all business is based on loyalty and good will and as the statistics show the Sunshine Coast is very community minded. Businesses wanting to expand their network and take advantage of this new incentive program or want further information can contact us on:

(07) 5443 8256 or 0410 437 977 or 0410 437 237
or email: businessmanager@volunteeringssc.org.au

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