

2014 spring trends

written by pam pappas stanoch

I always feel so exhilarated when looking ahead to upcoming fashion trends each season, and Spring 2014 was no exception. What struck me about the 2014 spring and summer season is the return to a more feminine look. The colors are bright and full of light, the fabric is natural and flowing, the mood is playful and the clothing and accessories are made for comfort. Here are some of the upcoming spring trends that I found most compelling this year.

The hat: Particularly the French look in hats, a wonderful accessory that adds style to any outfit, keeping you warm on those cool spring days and shading you from the sun as it grows warmer. MTM, a designer located in the South of France, provides many of our hats and scarves at my boutique in the North Loop. In a recent interview, Audrey, a creative designer for MTM, shared her thoughts with me that this spring we are headed back to the '90s, sporty and cool with bright colors and textures. She is drawn to the illusion of transparency, ethnic details, pastels, and the suggestion of revealing oneself with taste. In MTM's spring collection, they played with lines and graphics, as well as transparent material for the accent pieces and I can't wait to show them when the weather warms up.

The spring jacket: Simple and elegant, constructed of natural fabrics, yet still light, airy, and can be worn with multiple pieces. Eva Tralala is one of our Parisian lines whose pieces are so important to our collection of European styles at C'est Chic. I always know what the colors for the season will be as soon as I see their collection. Johanna, Eva Tralala's lead designer (who also happens to design the perfect jackets), revealed that their 2014 collection is intended for the active woman who wants to be relaxed in her clothing, but still chic. The style for 2014 lacks structure; it is fluid and fabrics made of natural materials, especially linen, are her picks for the season.

The spring dress: Whether in a gorgeous print or monochrome, this is one you can wear during the day with ballerina flats and then into the evening with the perfect accessory, a shawl or a bag, to make the dress shine. Marie Rebérat, of Nantes, France, brings an element of cutting edge style and shape to our collections at C'est Chic. The quality of her materials, from the fabric to the lining and the buttons, makes everything from Marie Rebérat unique. Marie's favorites for spring are a striped red sailor dress with touches of dark grey and rose; a floral silk dress for everyday; and, for evening, a short, black, silver or gray lace dress with a light, frothy shawl.

This season's trends are made for the active woman; they are practical, comfortable and chic. Move toward bright colors, natural fabrics and flowing silhouettes. Embrace the whimsical and feminine look, and don't forget the perfect accessory—a hat—that will allow you to protect your skin while looking beautiful, to achieve elegance through simplicity of design. **HLM**



eva tralala spring/summer 2014



mtm spring 2014



marie reberat spring 2014



Pam Pappas Stanoch is the owner of C'est Chic Boutique in Minneapolis. With an emphasis on European designers and clothing that accentuates the female figure, Pam's goal is to make every woman feel the best in what she wears. C'est Chic also provides free workshops with a variety of different themes and inspirations, and all are based on an intimate way to allow each woman to regain or revamp her personal style. C'est Chic Boutique is located at Whitney Square, 210 N. 2nd Street in the North Loop of Minneapolis.