



**MC**  
MARIA CARTON

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STYLE ADVISOR

I have enjoyed fashion for as long as I can remember. Buying Vogue magazine aged 13 years and poring over the pages for hours, I saw fashion, I saw themes and I saw trends. I always knew fashion was my calling. I have worked in fashion retail management for over 30 years, from Dublin to London to Galway with high-end fashion retailers like Brown Thomas, Armani, Harrods, Jaeger and Selfridges.

Working and learning with the best in the industry was a must for me. To appreciate fabrics, understand fit and cut, this is the detail that differentiates a great outfit. With an innate love and understanding of fashion, I returned home to Castlecoote in County Roscommon to take a position with Carraig Donn before setting up my own fashion advisory service in January 2019.

With a lifetime of knowledge and experience, I wanted to give back. I wanted to share the tricks of the trade, the do's and don'ts and helping women find their own style. I now operate my own business from County Roscommon where I live with my 13-year-old son Martin.

The business is evolving from Fashion Master Classes,

Wardrobe Makeovers and Personal Shopping to working closely with the Department of the Environment promoting sustainability in schools, to revamping outdated boutiques and giving afternoon hen party fashion master classes in the G Hotel.

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Fashion is for everyone regardless of age or size, it's empowering, but for many, it can be a minefield. Fast fashion has a huge grip on the world encouraging us to buy constantly and consistently through clever marketing, low prices and social media. This results in massive wardrobes of clothes that are constantly being cleared out and still nothing to wear.

I address the issues and show my clients how to build and shop for amazing wardrobes of clothes.

I am a fashion advisor, fashion stylist, wardrobe stylist, speaker and consultant working with clients who want to look and feel amazing, in all areas of their lives. I also work with Government agencies and schools to create awareness of fast fashion, and how we can promote a circular economy without sacrificing style!



**MY TOP TIPS FOR** *Back to Work*

The reality of returning to work and socialising is exciting but it can also be a little daunting. After a year working from home in leggings, oversized sweatshirts and runners we require a little rewiring of the brain as we transition to a new regime. Few will have escaped the "Covid stone" and some of our clothes may feel like they were bought for someone else! So here are my Top Tips for getting back on track.

- Tip 1:** Try on and plan your clothes at least one week before returning to work if you want to avoid a "pile up" on the bed in the morning!
- Tip 2:** A good starting point is a great jacket that hides and slims your figure.
- Tip 3:** A roomy fresh white shirt is a great backdrop for chunky jewellery and long line scarves.
- Tip 4:** Colour and print are great confidence boosters.
- Tip 5:** Dresses are always the no fuss option. Try A line for a relaxed but smart look.
- Tip 6:** Select a pair of block heel shoes or flats for the first week before embarking on heels as the muscles in the back of your legs need to be eased back... Believe me!

Finding on trend, affordable, sustainable brands is not easy but Arket which are part of the H&M group who also own COS is one that impressed me. They produce great functional basics for your everyday wardrobe. Fabrics are made from recycled plastic bottles, wood pulp (which is biodegradable) and they use sustainable processes in the production of their leathers which are traceable to source. The 100% organic cotton used, is cultivated and harvested from non-genetically modified plants, without the use of chemical fertilisers and pesticides. Let's start to make a change by committing to buying one sustainably produced item this year and let me know how you get on.

All items shown are available from [www.arket.com](http://www.arket.com)



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