



# FOREVER COOL

HOW TO ACHIEVE AGELESS,  
YOUTHFUL AND MODERN  
PERSONAL STYLE

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## Forever Cool: How To Achieve Ageless, Youthful, and Modern Personal Style



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FINALLY— THE Initial “JUST FOR BOOMERS” Style GUIDE! Each year, 75 million Baby Boomers spend \$100 billion on clothing — but you’d never know it to check out them. Just ask among America’s leading style consultants, Sherrie Mathieson. "Forever Cool" will forever transformation the look of middle age group! The result is "Forever Cool," a guide for those who are asking, 'How can I look great and still be age-appropriate? Sherrie's clever, affordable suggestions let those people approaching or higher 50 exhibit their personalities with a means of dressing that's stylish, practical, and utterly cool.' Her answers will help men and women reassess and reinvent their looks to stability their changing physiques with their energetic life styles. Alarmed at the lack of fashion feeling of her fellow Boomers, Sherrie attempt to change the look of an entire generation.



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Not cool, not really helpful. I missed this useful. The writer includes a strong (blinding? Not really great.; and the just colors she seems to approve of once one's over 50 are neutrals + citrus shades." The writer suggests wearing bold accessories, like oversized rock necklaces and men's watches for females. Sherrie Mathieson gets the credentials, experience and ability to communicate guidelines to help ladies discern enduring design vs. You gotta end up being kidding me!. Boring, boring, boring, at least to this fiftysomething denizen of San Francisco. Putting away issues of personal flavor, I think the book could have been much more helpful if there were sections covering the basics of how to select clothing shades and designs to flatter a number of body types, how exactly to determine which elements of the current styles you can appropriate without dressing 'too youthful', and information on how to adjust one's wardrobe palette to shades that enhance instead of overwhelm as one age range. The makeovers are simply just accomplished by a trip to any middle-cost range store to buy a fresh outfit and shoes, in addition to a visit to the optometrist to get current designs in eyeglass frames, and a trip to a hairdresser who can accomplish greater than a "cut and curl. There are occasional useful nuggets, such as ankle length pants visually shorten the leg, however they are buried in the callouts, most of which are just jeering insults, and don't \*teach\* the reader anything. The reader would be better served if there were sections explaining the guidelines of proportion and how the cut of a garment can visually add or subtract fat/height. The reviews were intriguing for this book, and targeted at my age group, therefore i thought I'd take a chance. For far better and more usable advice, sans catty remarks and snark, get any reserve by When the clutter was eliminated, I could start to see the quality products in which to build on. A book for all those over 45- 50-ish. Or treat yourself to the gorgeous inspiration of Ari Seth Cohen's 'Advanced Style'. My disappointment was in the transformation from before to after.. Which isn't was great as the cover hints at." This will make a great reference reserve to consider with me next time I shop there. I read this book around 2006, so keep this at heart. This book covers fashion styling for both women and men over 45-50-ish. The styles are not too trendy and more vintage (and comfortable). Very achievable for the average man or woman to construct. Even though the author quotes several high-end stores and designers, it might be no problem finding similar styles in lower-end stores,--those stores that an average person can afford (eg: TALBOTS). The before and after color photos are wonderful and quite helpful. The author uses anyone else to model the suggested fashions--(not size ZERO models)! This book is not actually designed to inform the "younger" generation (eg: those under 40-ish) because younger people would not be thinking about the design of clothing or the models shown in this book. This book is not about trends, but instead, this book is about clothes made to enhance the bodies and faces of people (men and women) over 45 to 50. Great reference! I'm a writer and also have written several articles on fashion for seniors. I was browsing Amazon. Three Stars good read Cover is the best part? I purchased it and really loved it. The versions are everyday folks, not reed thin supermodels. A few of the changes are delicate, but visually they make a huge difference. Almost always there is the exception to the rule, as one reviewer pointed out about the girl who looked great in pink. Admittedly, there are always a handful of jewel tones and a shade or two of pink I like and will most likely continue to use sparingly, but I would highly recommend this publication. The good thing is that the male and feminine models in the book (and it's filled with photos) are all very average looking people age 50 or more.. Actually, it wouldn't be a bad idea for boutiques and clothes stores to transport copies of this reserve as references for their clients/customers. If you're over 50 - buy this book, you will not regret it. I'd think that if I were likely to spend my profit the afore pointed out establishments, they would have sale consultants who help me with the appropriate attire and accessories... Even the overused "for those who have an hourglass number, choose these kinds of skirts to flatter your shape" tables of advice found in many other 'give yourself a closet makeover' books would be more helpful than this book's approach. I love to shop at a local clothing boutique called "Her Closet. No supermodels, no stay figures, but true people - how refreshing is certainly that? Some

models (man and female) are actually plus size - once again, I valued this.. The before photos showed individuals who wore inexpensive and dated clothing, dated hairstyles, dated eyeglasses, dated sneakers, etc. Yes, I've noticed many people dressed like this myself. The reserve is almost entirely produced up of 'before vs after' pieces of photos, with 4 or 5 callouts beside each: the author's gratuitously snarky feedback on the 'before', and some variation of "This simple, modern, neutral shaded, classically cut clothing is so a lot more flattering" on the 'after'." Etc a scale of 1-10, they were the people at the 0-1 range of popular. What I was hoping to see was a means for those folks in the 5-6 fashionable range to make our look "cool. Eeeew. but worthwhile in case you are re-entering the work power or the dating scene after an extended absence and also have a gut feeling that you need an updated appearance. When I occasionally log off monitor and can't figure out why, a quick referral back to her books invariably gets me back on track. As the design / approach by the author is great - I found it totally repetitious.. and really spoil the way I present myself to the world. The little amount of writing in the book is engaging and the book's photos are useful..) preference for 'modern classic' wardrobe pieces: fits, turtlenecks, etc. If one followed the assistance in this book, you might end up looking like a well preserved, moneyed matron from a good East coast top middle class community. It is the kind of reserve you can look over in about ten minutes. I may certainly try the necklace idea, however the man's watch recommendation seems contrived rather than cool. ... look at these photos whenever I feel less than happy. fashion. they actually make me laugh. just the thought of putting on these clothes cracks me up book binding provides lasted through many humor periods! com a month roughly ago and discovered this book.. And so just maybe one suggestion overall on how be 'cool forever'.. Sherrie Matthieson's Books certainly are a Must Have! Review by Brenda Hubbs: Sherrie Mathieson's books are my fashion bibles! Three Stars Interesting Four Stars For the most part these are excellent before and after illustrations. And declaring Preppy style is cool, flattering to everyone, and eternally classic? they really make me laugh We look at these photos whenever I feel significantly less than content. With her approach of classic lines, good fabrics and immaculate fit, you can't go wrong. I came across that I subtracted many items from my wardrobe, however, ironically had more to use. Brenda Kinsel. I'll admit that after reading the reserve We was inspired to go through my closet and eliminate things that I had suspected were unflattering and "recent it" because I possibly could today see that those scuffs on my shoes and boots - or those pills on the front of my sweater - which didn't look like a big deal if you ask me are actually very noticeable to anyone looking my method. not worth it obviously, this publication is intended for those individuals who can afford to shop at Bergdoff Goodman and other high end stores and boutiques. In case you are stuck in the 80s, read on. Some of the befores appears better than afters. Fun picture read I saw myself in the reserve, mainly because the uncool mom, and washed my dumpy clothes, at least many of them. Focus on what specific before and after images are communicating concerning color, proportion, suit, fabric and overall design.



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