



# Herringstones

WEEKLY STYLE GUIDE

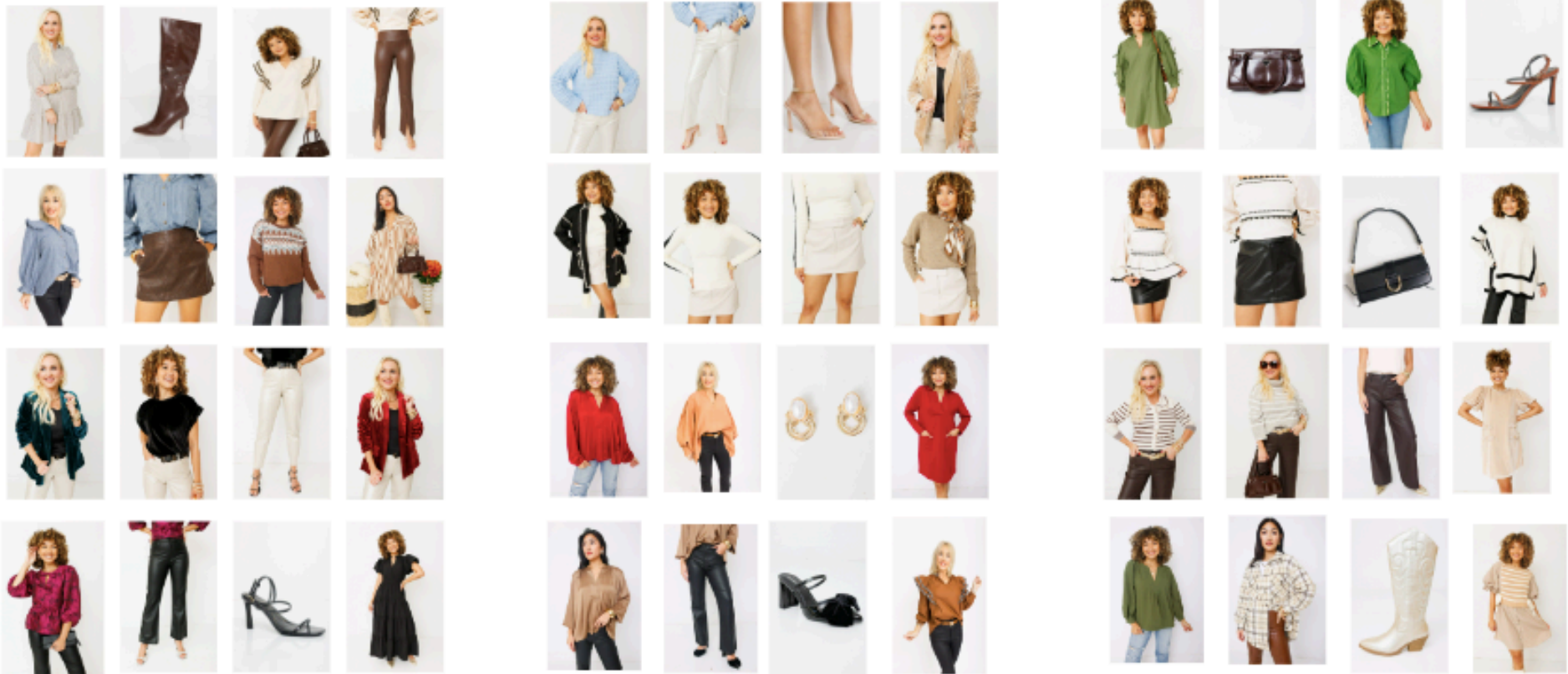
*Fall's*  
IT LIST  
PART I

OCTOBER WEEK 3  
LATEST UPDATE: 10/16/24

# WHAT'S NEW THIS WEEK

*HerringStones*

FALL'S IT LIST  
Launching Wednesday 10/16



LAUNCHING 10/16

## VERBIAGE:

NEUTRAL TONES CONTINUE TO DOMINATE, BUT THIS SEASON, THEY COME WITH A TWIST.

INSTEAD OF THE STARK WHITES AND COLD GRAYS OF PREVIOUS YEARS, **AUTUMN 2024 LEANS INTO SOFTER, CREAMIER NEUTRALS.**

THINK OF SHADES LIKE **IVORY, WARM BEIGE, AND GREIGE** (A MIX OF GRAY AND BEIGE), WHICH OFFER A **CALMING, MINIMALISTIC ELEGANCE.**

NEUTRALS IN 2024 AREN'T ABOUT BLENDING INTO THE BACKGROUND—THEY'RE ABOUT **CREATING AN UNDERSTATED, SOPHISTICATED LOOK.**

THESE TONES CAN SERVE AS THE **CANVAS FOR BOLDER ELEMENTS**, OR THEY CAN BE LAYERED FOR A **MONOCHROMATIC** LOOK THAT EXUDES QUIET CONFIDENCE.

**STYLING TIP:** SUGGEST PAIRING SERENE NEUTRALS WITH GOLD OR BRASS ACCESSORIES TO ADD **WARMTH AND A TOUCH OF LUXURY.**

VELVET'S SOFT AND SHINY FABRIC INSTANTLY MAKES ANYTHING YOU'RE WEARING MORE LUXE AND HOLIDAY-READY.

# ELEVATED NEUTRALS



# VERBIAGE:

**EARTHY TONES** LIKE OLIVE, OCHRE, & AMBER TEND TO DOMINATE DURING THE COLDER MONTHS.

WHETHER IT'S SKY BLUE, POWDER BLUE, TURQUOISE OR CERULEAN, AN OCEAN OF BLUE, **BLUE IS TRENDING BIG TIME FOR FALL IN ALL STYLES.**

**BURGUNDY, MAROON, OXBLOOD, OR WINE** ARE TYPICAL AUTUMN COLORS. IT'S ROMANTIC, MOODY, AND SUBTLE ALL AT ONCE THANKS TO ITS RICHNESS.

## KEY COLORS:

DEEP CHESTNUT  
BURNT UMBER  
OLIVE GREEN  
RUST

THESE COLORS ARE VERSATILE AND **WORK BEAUTIFULLY ACROSS DIFFERENT FABRICS**, FROM CHUNKY KNITS TO SLEEK LEATHER.

## STYLING TIP:

FOR CUSTOMERS WHO PREFER NEUTRALS, CONSIDER INTRODUCING JEWEL TONES OR EARTHY COLORS IN SMALL, MANAGEABLE WAYS—THROUGH ACCESSORIES OR ACCENT PIECES.

# A COLORFUL FALL



SOFTER TONES **WORK AS A NEUTRAL** AGAINST CAMEL, BROWN AND GREY, WHILE MORE VIVID ALTERNATIVES ADD A PUNCHY POP TO ANY FALL AND WINTER LOOK—THINK, A BRIGHT BLUE SWEATER STYLED WITH A PAIR OF CHOCOLATE BROWN PLEATED TROUSERS.

# VERBIAGE:

BLACK REMAINS A DOMINANT COLOR IN FASHION, EMBRACED BOTH FOR ITS **VERSATILITY AND SOPHISTICATION.**

**BLACK AND DENIM ARE THE PERFECT PAIRING:** BLACK ELEVATES DENIM'S CASUAL NATURE, AND DENIM TONES DOWN BLACK'S FORMALITY.

THE COMBINATION OF **BLACK AND GOLD CONTINUES TO EXUDE ELEGANCE,** AS SEEN IN THE COLLECTIONS OF SCHIAPARELLI AND OTHER HIGH-END BRANDS.

BLACK IS NOT ONLY A SEASONAL STAPLE BUT ALSO CENTRAL TO THE RISING TREND OF "**QUIET LUXURY,**" WHERE MINIMALISM AND HIGH-QUALITY MATERIALS DOMINATE.

THROUGHOUT THE YEAR, BLACK HAS BEEN FEATURED ALONGSIDE **COMPLEMENTARY COLORS SUCH AS MAROON, PASTEL YELLOW, AND TOFFEE BROWN,** GIVING IT A FRESH TWIST.

ACCESSORIES IN BLACK (SUCH AS **LEATHER BAGS OR BOOTS**) KEEP THE LOOK **COHESIVE.** EXPERIMENT WITH **OVERSIZED TAILORING FOR A MODERN SILHOUETTE.**

# BLACK IS THE NEW BLACK

MAX MARA FALL 2024



VETEMENTS FALL 2024



SACAI FALL 2024



VALENTINO FALL 2024

