

THE  
**STYLE**  
STORY

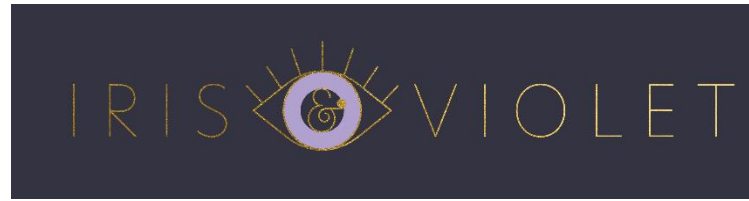
# About Me

- Studied Fashion & Textile Management at university
- Worked in Buying for over 10 years at Debenhams and Jane Norman
- Have 3 children
- Set up The Style Story in 2018 to help people with all of their styling needs

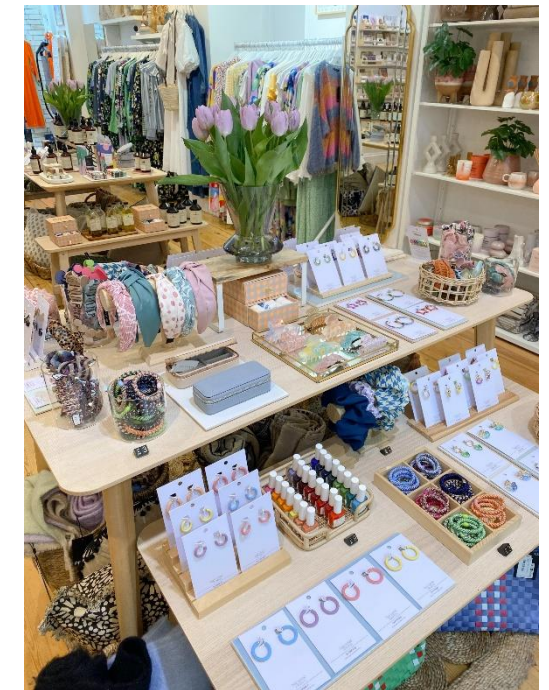




- Introduction to Iris & Violet
- Presentation on Autumn / Winter 24 Trends with outfits modelled by Rohiny
- Browse product, try on & shop!
- Styling advice throughout the evening from myself



- Iris & Violet is an independent fashion and lifestyle boutique, selling a curated range of womenswear, homeware, accessories and gifting.
- We largely stock Danish, French & British brands that you can't find elsewhere locally, each offering a unique and affordable edit each season.
- We aim to put the pleasure and feel-good factor back into high street shopping as well as offering an alternative to chain shops. You can also find us online [www.irisandviolet.shop](http://www.irisandviolet.shop), over in our Stamford shop, or on social media: @irisandviolet\_shop





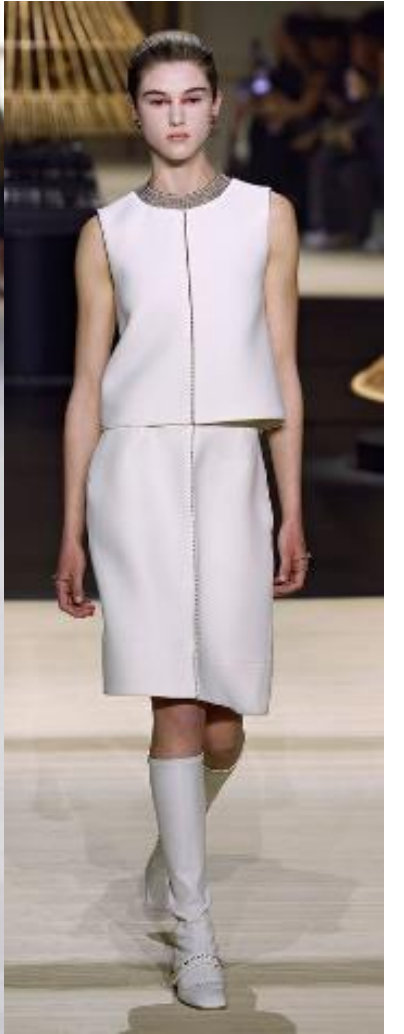
# Autumn Winter 2024

Trend Presentation

# Boho



# 60s



# Country Chic





# Leopard



# Perennial Florals



# Suede



# Coloured Leather



# Feathers, Fur & Fluff



# Draping



# New Suiting



# Bubble hems & Peplums





# Party-wear



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Autumn Winter 2024

Key Colours

# Deep Burgundy



# Dusky Pink



# Shades of Coffee



# Khaki



# Black



# Red





# Grey



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Autumn Winter 2024

Key Items

# The Trench



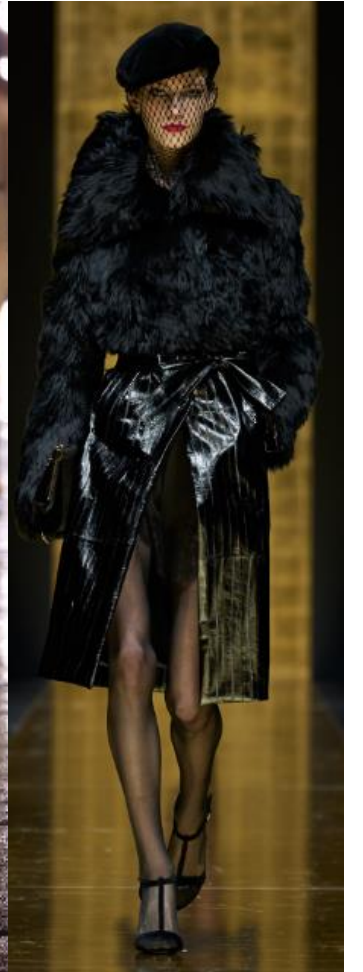
# The Wide Leg Trouser



# The Rollneck



# The Faux Fur Coat





Autumn Winter 2024

Accessories

# Accessories

## Footwear

- Knee High Boots





# Accessories

## Footwear

- Biker Boots



# Accessories

## Footwear

- Court Shoe



# Accessories

## Footwear

- Furry feet



# Accessories

## Footwear

- Printed shoes



# Accessories

## Handbags

- Bracelet Bags



# Accessories

## Handbags

- Hobo bags



# Accessories

## Headwear

- Headbands



- Headscarves



- Floppy hats



- Cap



# Accessories

## Extras

- Belts



- Big gloves



- Cosy Scarves







## Services

Wardrobe Edits

Online Shopping

Personal Shopping

Virtual Shopping

Photoshoot Styling

Gift Vouchers

Special Events

Private Trend Evenings

For more information please visit:

[www.thestylestory.co.uk](http://www.thestylestory.co.uk)



Thank you for attending!

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