

smith ALDER

CLOTHING THAT CREATES THE WOMAN YOU WANT TO BE news

FALL 2008



Kiss of the Wolf

WHAT'S IN?

TEXTURE AND DRAPE Simple, sophisticated, classic, yet artful body-loving lines. Deliciously draped fabrics that gracefully skim the shape are paired with textured layering pieces, jackets, sweaters, and shrugs. Shirting is chic and essential; both tailored and slightly oversized, to wear alone, with a sassy jacket, or a sexy vest. **Big baubles are so in!!!**

Consider a special investment piece!

THIS SEASON'S COLORS ARE DEEP AND RICH!

Soft, sensual neutrals like **mushroom**, **heather gray**, and **taupe** are popped with **rich browns**, **brilliant berries** and **plums**, **cinnamon** and **pumpkin**, **jeweled garnets**, **blues**, and **greens**. Sounds a bit like a sumptuous Thanksgiving feast, doesn't it? And

of course, classic **black** is back and beautiful. We always wonder why we have so much black in our wardrobes and why designers make black such a fundamental part of their collections—it is the ultimate neutral, the perfect underpinning for a unique accessory, and famously figure-flattering.

Chic Jackets



Isda & Co.

Ombre textured skirt

WE ALSO LOVE TO HEAR ABOUT NEW DESIGNERS THAT YOU HAVE FOUND AND WHAT YOU WANT TO SEE FROM CURRENT DESIGNERS.

We personally search for designers who know how to design for all body types! We look for easy care fabrics, basics that can be augmented each season with key pieces, quality, cut, and small design studios here in the USA and in Europe who care as much as we do about your uniqueness. Sophie Finzi is one of our fantastic new designers. We have new shipments from her coming in every month, but pieces are going fast, so come in soon!!!



Oska

SpiritHouse



Teri Logan (and above)

You can ask to be on our **CALL LIST** for a specific designer—which means you will be called whenever we get a new shipment from that designer—so you have the opportunity to get your size if you come in right away.

Honesty and integrity are critical to us. We will tell you the truth about what is right for your body type and the look you want to achieve.

New styles & fabrics from Blanque & Sophie Finzi

Textured layering pieces



Isda & Co.

WHAT'S HOT?

YOU ARE!!! We want you to know that you matter to us so much that you can call or email literally any time (paula@smithalder.com) to tell us what is important to you and how we can be more effective in serving you!!! We may also call you just to chat about these things.



Alexis Bittar



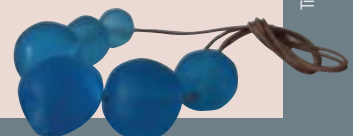
Wool felt coats and shrugs from Oska & Mary D'Angelis

WHAT'S COOL?

Closet Coaching and Fashion Therapy

Is your closet full, but you still feel like you have nothing to wear? Can't find the pieces you want when you actually want to wear them? You just don't know how to put together what is currently in your closet?

We Can Help!! With many years of fashion consulting experience (and Paula's experience as a therapist and coach), we will help you transform your closet from disorganized disaster to user-friendly. **Phone 408-260-7555 and ask for Jessica Alder or Paula Smith Alder, LCSW.**



Great jewelry really is FOREVER.

Tina Frey

WHAT'S HAPPENING? *MARK YOUR CALENDAR!*

ALANA LEIGH TRUNK SHOW **OCTOBER 25TH SATURDAY 12-5**

Alana now appears at only a few very exclusive shows each year, so we are lucky to be included in her line-up of private showings! She will bring exciting new work in silver, heavy gold, and semi-precious stones, including more multi-strand pieces, which are stunning. Those of you who have collected her work will be delighted. Those of you new to her designs won't want to miss this!

PETRA CLASS TRUNK SHOW **NOVEMBER 22ND SATURDAY 12-5**

Don't miss some of the most beautiful 22k gold and gemstone jewelry in the world and meet the artist!

TINA FREY TRUNK SHOW **DECEMBER 6TH SATURDAY 12-5**

Tina Frey is an up and coming San Francisco designer who works in molded resin. She creates chic, unique necklaces, rings, bracelets, vases, and bowls in sophisticated, dramatic colors—these make wonderful gifts and gorgeous adornments. Come in now to see her "Macy" necklace in carbon, pearl, canary, cerulean, and raspberry.



WHAT'S GOLD?

We carry the **HERCO** catalogue! Italian Handmade Gold—almost any chain, bracelet, or earring imaginable in **14 and 18K, yellow, white, or rose gold and platinum.** Look in the catalogue and special-order!! **20% discount from the listed price!**

The **SKINNY** on **SPANX**—if you don't know about them, just ask! They are slimming undergarments, including bras, comfortable and easy to wear!!!

WHAT SIZZLES?

Appointments for Special Services!!!

408.260.7555



THURSDAY EVENINGS WITH SANDY 5-9 pm

Sandy Mahoney will take special appointments for Thursday evenings to help you **refresh your look**, update your wardrobe, and receive hair and make-up tips. Bring in hard to match pieces from your wardrobe and **get help from an expert!**

TUESDAY EVENING SPECIAL PARTIES 6-9 pm

Bring in two friends who haven't been in before and YOU ALL RECEIVE 20% OFF purchases that evening only.

Appointments are essential, since there is a limit to the number of groups we can help each Tuesday evening (we want you and your friends to receive all the attention). **Schedule your Tuesday Evening Party NOW!**

SMITH ALDER'S trained and experienced stylists are here to help you invent, re-style, or complete the look that will maximize **your unique beauty**—giving you the **CONFIDENCE** to make a **SUCCESSFUL** impact in business, social situations, special events, traveling, and casually, at home and play. **Call us to reserve a time when we can help you and only you (it's nice to be pampered).** Feel free to ask for your favorite stylist.

CUSTOM TAILORING and SPECIAL STYLIST APPOINTMENTS with OWNERS, PAULA AND JESSICA ALDER Monday and Tuesday from 12-6, and Thursday and Saturday—all day.

If you need to have something custom **TAILORED** for you, we have some of the finest designers available. Don't worry about weddings and other special events—just plan ahead. Call for an appointment and we will measure you, talk to you, work with you, and make sure you are gorgeous for your event! We are delighted to assist with additions to your existing collection, update your look, or help you create an entire makeover **FROM HEAD TO TOE!!!**



On Olin Avenue, directly across from
Starbuck's & Maggiano's
408.260.7555

377 Santana Row
Suite 1055
San Jose, CA 95128

Fine Clothing ■ Art ■ Jewelry

ALDER
smith

Return Service Requested

First Class Mail
US Postage
PAID
Permit #200
Santa Cruz, CA