

Riverina LIVING



Isobel Martin (second from right) with Barney's representatives at New York Fashion Night Out

Local women with a passion for fashion



with Riverina magazine writer Nicole Barlow



IT'S YOUR MONEY

TOP TIPS

WHEN it comes to choosing the right outfit for Wagga's Gold Cup, it is best to leave it to the experts.

Wagga's fashionistas gamble as much on their attire as they do on the horses.

A lot rides on choosing the perfect combination of dress, shoes, hat and accessories to secure a place on the podium during Myer Fashions on the Field judging.

Sisters Isobel and Anna Martin have spent years perfecting their style and becoming Australia's own mini version of style gurus Trinny and Susannah.

The former Wagga residents make regular trips back to their home town to run workshops advising girls on the correct style and colour to suit their body type and skin tone.

The girls have one more little secret to share with Wagga women –



Isobel Martin and visual merchandiser for Barney's New York Bonika Amarasinghe at a Gen Art after-party for Barney's New York during Fashion Week

you do not have to spend a fortune to look good on Gold Cup race day.

This year is all about reinventing and exploring your wardrobe for a series of pieces that come together to create award-winning outfits.

Isobel Martin is one half of Izziana Image Consultants, the business she started with her sister.

She spent some of late last year in New York for Fashion Week, the mecca for anyone who pays attention to how they look.

Isobel went to university in New York and had kept some of her contacts from that time.

The journey was one stylish blur after another for Isobel, who had

chance encounters with teen bloggers and attended some of the most fashionable parties in exquisite locations.

Isobel was travelling on the New York subway when she noticed a girl wearing an inspiring hat.

Isobel told the girl she admired the hat, who then repaid the compliment and asked to have her photo taken with Isobel, before mentioning it might appear on her blog.

Isobel later realised that the girl she was talking to was 13-year-old fashion blogger Tavi, who has been asked to attend shows by the likes of Chanel and Marc Jacobs.

Such experiences became an inspiration to Isobel, who then vowed to bring what she had learnt back to Australian shores.

Although unable to attend Gold Cup in 2010, Isobel is looking forward to hearing about the fashions at this year's event.

The Martin sisters have been heavily involved in Gold Cup for the past two years, comparing and judging Fashions on the Field.

"It's great to see what everyone's wearing," Isobel said.

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Fashionably affordable

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“People just put in so much effort and it’s a really nice showcase for them.”

“In Wagga, people are starting to develop their own style and seeing it’s important to see what works for them as an individual.”

Their mother, Pam Martin, is a Wagga milliner and the girls have just started marketing her pieces.

They understand that an entire outfit can be based around a hat so Isobel places an importance on getting it right.

“Hats have become a very popular trend and now you don’t have to be restricted to wearing them at the races,” she said.

“It’s nice to see something different.”

Gold Cup is an autumn carnival so Isobel suggests wearing a hat made of felt or leather, heavier materials that are better suited to the season.

The hat should match and compliment the outfit so check the styles of the hat, clothes, shoes and handbag in advance.

Isobel said ladies should avoid making a big statement with their headwear if they are not confident or comfortable enough to pull it off.

“Just because someone is wearing this bold statement doesn’t mean you have to,” she said.

“Find your own statement.”

Isobel suggests maintaining structure within an outfit, matching print dresses with block-coloured jackets.

Jackets will be the statement piece of the races and Isobel suggests that, rather than rushing to the stores, take a minute to sort through your wardrobe.

“I don’t think you have to spend lots of money to look good,” she said.

“People get excited and think here’s an excuse to go out and buy something new.”

“We all have lots of clothes in our wardrobe but tend to forget what we have.”

“I think your wardrobe is a great place to start.”

Accessories such as gloves and matte stockings will make an appearance at Gold Cup.

“But don’t do too much because the outfit can get lost,” she said.

Isobel said if you wear an outfit out at night, it is not suitable for daytime races.

Isobel knows how much fun it is to play with clothes and individual style and encourages Wagga women to think outside the square this race day.

Isobel’s tips

- If you buy new clothes, only buy pieces in your best styles and colours.
- Buy a clothing item or accessory if it goes with three to four other garments in your wardrobe.
- Think about how often you will wear the item after the races. No matter how cheap it is, if you never wear it, it’s still a waste.



LEFT: Isobel and Anna Martin rocked the latest looks, including Izziana millinery, at last year’s Gold Cup.

BELOW, LEFT: Isobel Martin pictured on the New York subway with fashion blogger, 13-year-old Tavi.

BELOW, RIGHT: Isobel (left) and Anna Martin (centre) compete at the 2008 Gold Cup.



Greece is the word for currency markets

THE US dollar rallied against most other currencies on Friday as investors fled to the relative safety of the greenback amid concerns about Greek debt and fraud charges against Goldman Sachs.

In New York the single European currency slid to 1.3504 dollars by 2200 GMT, down from 1.3574 on Thursday.

But for the second day straight the dollar fell against the Japanese currency, to 92.17 yen from 93.06 yen.



IT’S YOUR MONEY

ADVICE

The prospect of an IMF bailout for Greece and the Securities and Exchange Commission’s charging of Goldman rattled equities markets, causing investors to seek refuge in the dollar.

“The Greece issue remains and investors will be watching for comments by eurozone officials, the upcoming visit (to Greece) by IMF and EU officials beginning April 19,” UBS analysts told clients in a note.

The International Monetary Fund on Thursday announced it was dispatching a team of experts to Greece this week to discuss a possible loan, moving the country a step closer to becoming the first Euro-zone nation to get an IMF bailout.

Meanwhile the SEC, in a civil suit, accused Goldman of “defrauding investors by misstating and omitting key facts” about a product based on subprime mortgage-backed securities.

The watchdog said Goldman failed to tell investors that a major hedge fund which helped put together the so called collateralised debt obligation, was at the same time betting against it.

“The Goldman incident served as a real hindrance to confidence, and may drag on markets

into the next week as new developments surface,” said Kathy Lien of Global Forex Trading.

But she added: “Despite global developments, the story remains the same in the Euro-zone. The question that still hangs on everyone’s mind is when, and if, a Greek bailout is coming.”

In late New York trade, the pound lost a cent against the dollar trading at 1.5363 dollars from 1.5498 the day before.

The dollar rose to 1.0614 Swiss francs from 1.0562 on Thursday.