

**Dotsie Bregel,  
Founder and CEO of  
The National Association of Baby Boomer Women  
(NABBW)**



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**Boomer Women Speak (BWS)  
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***Presents***

**Steal This Style**

***With***

**Sherrie Mathieson**

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***Steal This Style!***  
***With***  
**Sherrie Mathieson**

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**Dotsie**: Hello and welcome to the call.

For those of you who don't know me, I am **Dotsie Bregel**, and I'm founder of the ***National Association of Baby Boomer Women*** which can be found at [www.NABBW.com](http://www.NABBW.com) and [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com) which are the number one sites on major search engines for baby boomer women. My passion is educating and empowering women at midlife. Since launching [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com) in 2002, I've been connecting, encouraging, and supporting Boomer women on a daily basis. I dedicate a great portion of my time to creating opportunities that inspire women to explore their passions and live life to the fullest. I've become the "go to" person for journalist who are interested in learning more about our generation of women.

If you are not a member of the [NABBW](http://www.NABBW.com), the fee to join is typically \$75.00; but if you're on the call today as a guest of Sherrie's, or if you've picked us up through social networking, we'd like to offer you the opportunity to join the association for \$50.00. All you have to do is email me at [dots@nabbw.com](mailto:dots@nabbw.com) and I'll send you a link to join for \$50.00. You can go to our Web site and read our testimonials, you can also go there and read what the benefits are, and you'll see that the women who belong enjoy their membership for many reasons.

Our purpose is to educate and empower women and we do educate about all topics ranging from fashion, which we're doing today, to other things like heart health, and the importance of exercising, and we do a lot about midlife entrepreneurs, and reinventing yourself at midlife, and once a member, we have about 65 teleseminars archived that you can either listen to or download and read at your convenience because all of our teleseminars are also transcribed.

This call is one of our free, educational opportunities, and we try to make them very content rich. We do not spend them off making different offers and trying to get you to buy things, etc. We simply try to give as much good information as possible; make them as educational as possible, and just really have a good time and cover topics of interest to our generation of women.

Let's get started. I'd like to introduce our guest today, ***Sherrie Mathieson***, and we've actually done a teleseminar with Sherrie before after she published the book, "*Forever Cool*." And she's back with us now because we had such a good time the last time. And this time she's published another book which is called, "*Steal This Style: Mom and Daughters Swap Wardrobe Secrets*." Sherrie, I'm going to just read a little bit of your biography and then we'll go from there. Are you ready?

**Sherrie:** I certainly am.

**Dotsie:** Great. Sherrie was accepted as a costume designer by United Scenic Artists, local 829, at the age of 23. For her first feature which was "*Godspell*," she was awarded the "*Young New York Film Critics Award for Best Costume Designer*". She continued to work in film, TV, MTV, commercials, industrials, and fashion print styling for 28 years.

Today she has a growing and diverse clientele of all ages, backgrounds, lifestyles and professions for whom she consults on all matters of personal style. I think this is so interesting because I know I might be able to help someone with one style like a very conservative look, but I imagine in business, you have people with very many different styles and you really have to know a lot about fashion to help them maintain their personal style. So I think this is really fun.

It was the men and women who were beginning to have concerns about the aging process and how it translated to their appearance that called her attention to a void in good expert advice and the inconsistency in the marketplace. She was a pioneer with her book "*Forever Cool*", (Clarkson- Potter, 2007) and she dedicates much of her time to seminars on the subject of ageless, youthful and modern style for boomers and the unique challenges they face.

I totally get this because as a boomer, I've often gone to the Mall to buy something and come home empty-handed; I think it's really tough to find appropriate clothes out there, so I'm anxious to hear some of Sherrie's little tidbits on lessening our frustrations.

Her new book "*Steal This Style*" was published by Clarkson- Potter, April 14, 2009. Sherrie resides in Connecticut, and divides much time between New York City and Arizona.

The fun thing, or another fun thing I should say, is that Sherrie has costumed and styled for roles, Academy Award-winning actors, sports figures, comedians, rock stars, dancers, industry leaders, and she's worked with top directors in the film industry. And some of the people she's worked with—I'll just mention some of my favorites—are Billy Joel, Marlo Thomas, Brooke Shields, Susan Sarandon, and many more and she has them listed on her web site which can be found at [www.sherriemathieson.com](http://www.sherriemathieson.com). Okay, Sherrie, how about if we get started?

**Sherrie:** Okay, great.

**Dotsie:** I guess the topic of your last book—I have a daughter who is 22. We have very different styles but we do share some clothes; some very basic clothes. I know that mothers want to look good. And I know that daughters want their mothers to look good. But they also want the mothers to wear what is

appropriate. So can you tell us why you decided to write, "Steal This Style" for mothers and daughters?

**Sherrie:** Well Dotsie, every day I was meeting women who were getting older, yet still wanted to look their most attractive, and appropriate at the same time, as you just mentioned. They asked; what can we borrow from the youthful styles we see everywhere, in the stores, in magazines, and on our daughters. At the same time, daughters wanted to be proud of their mothers and often asked, "Can our moms dress so well that we gain a style inheritance?" We might talk about that later. This book was my answer. It's the only book that shows real women of different generations, backgrounds, and figures, in vivid photographs, describing in detail the styles and items they can, and shouldn't share. And the book explains the style-why's and how's with honesty and I try with humor as well.

There is absolutely a difference between fashion and style. My book is based on lasting styles which connects all the generations. Not fashion; which by definition is fleeting.

**Dotsie:** That's an interesting point because women say they want to be fashionable, they also say they want to be stylish, so to you, that's really two different things.

**Sherrie:** It is. Well the words they use sort of interchangeably, but when you really think about it, they are two different things. Personal style is something you develop for yourself. Fashion is what you infuse into your personal style.

**Dotsie:** And I guess most women at midlife are looking for a style or already know their style, but still want to look fashionable.

**Sherrie:** Well that's exactly the point of the book and I try to keep it in such a way that everything you see on every page has longevity. In other words, it isn't like a magazine where it's the latest and greatest. Sometimes people ask me where can I buy on page so and so. And that's all very nice. These are classic items and they might be available in one form or another in the stores for a very, very long time. Course when you do a book like mine, it's not about shopping. It's about the style lessons on every page. So that's my intent is to have something that women can really use as a lasting guide for themselves. And so if they're expecting something looking like "W" magazine, they're going to be disappointed. If they're expecting something of lasting value that has tremendous elements of style and real fashion to it at the same time because I always mix and put twists on everything, and that I feel is the core of great personal style, and that's what I show in the pages.

**Dotsie:** Yeah I have to say that I know some of the women on the call have read your books, and actually, not just have read your books, but have seen your books and viewed some of the great photos, because that to me is what makes it

real. I mean I can read what you're supposed to do or what you should wear, what style, but when you can see it before your eyes and you can see on one side what is "never cool," as you refer it to, compared to what is "forever cool," your eye can immediately see the difference. And I just got such a kick out of some of the "never cools" because I saw myself there. And as much as I like to get kind of jazzed up or dressed up when I go out, there are certainly the days when I will always be on the "never cool" side.

But it's interesting because what the photos do for me is they really show you what's outdated and I think that at midlife, we aren't as tuned into that. I mean unless we are really into fashion, or we're really looking at the magazines and seeing what the latest and the greatest fashions are; if you're the typical Baby Boomer women, I think we all just try and get away with just what we have unless we're doing something new and different, and then maybe we'll go purchase something else. But I really appreciate how you point out the dos and the don'ts. And then the other part of the book that I think is so much fun is how you explain why it's not a good look.

And you did mention that you use humor and you definitely do because I was looking at this one page of this woman and her jeans, and I knew that the look wasn't right, but until I read what it said...you had written something like, "Does it really feel good to have those jeans so tight at the waist?" and I thought, oh my gosh, look at that! And that pointed it out to me and made me even more aware. Or in another one you had, "where is her protest sign?" where she looked like a hippie who was back in the 60s on a college campus. So anyway, I appreciate your sense of humor, and before we get into where to buy and what magazines to use etc, I just wanted to ask you how you went about getting your models; the mothers and daughters, and sometimes three generations, the grandmothers, mothers, and daughters.

**Sherrie:** Yes, that was very interesting for me because I had just moved back east. You know I had done, "*Forever Cool*," out west and I had lived there for sixteen years. But I'm originally an Easterner. However, this time I decided to live in Connecticut in a town which is just outside of New York and I didn't know a soul. And the friends that I had only had boys. And it was just a frightening prospect to have to find all these mothers and daughters and I also made it a point in my book which you may or may not notice, that the girls start at the age of around 20 where I thought a girl really begins to develop a more womanly style because when you are a teen, you have sort of a different look to yourself, and I didn't want to bring that generation in. I wanted to begin with women when I began say, to become serious about fashion. And I think that in moving to this town which has a high school and no college, it made it even harder.

So I put ads in Craig's List, and I put ads in all of the local papers, and I also went up to strangers in stores, and you know, in the streets, and I ask them; even at the grocery counter. Whenever I saw anybody who was interesting to me,

whether it was the daughter prospect, whether it was the mother prospect, I had to get over any shyness and I just had to propose my project.

**Dotsie:** Right. Well it sounds like a really fun project. Yes, it's a book but it's also a huge project to get all these women together and get them dressed in different outfits, etc.

**Sherrie:** Yes. There were 20 different mothers and daughters, and for each shot, I had to have at least twelve different outfits.

**Dotsie:** And let me ask because this is one question, and then we'll get on, the "never cool" photos, were they the clothes of the woman, were they her clothes?

**Sherrie:** Very much so.

**Dotsie:** Yeah, I had a feeling.

**Sherrie:** Yes, yes, because they were very authentic, and when they weren't, in one or two cases because I am a costume designer, I can re-create a real person easily. Because that's what a costume designer basically does. And I think that in certain cases after I got to say number 13, and I didn't want to have the same lesson over and over, and I would find the same pieces in people's "never cool" closets...let's say the same long skirt or whatever it is in one form or another. So in order to create a new lesson, sometimes I had to integrate some pieces that I got from some places that I don't like to shop in and you know, what typical pieces that people make mistakes in typical stores that were my venue to buy "never cool" clothes.

**Dotsie:** Yeah well I have to say that it must have been an amazing book, both of them, to create because it is really unique. Now let me ask, like I mentioned, I know it's not easy to find clothes though after your last teleseminar I found it a little easier to find some, so I'm hoping to learn more today and really have a keen eye in looking when I go shopping for really specific looks. But why did you develop your books, "*Forever Cool*," and "*Steal This Style*," and recently, your whole career to dressing baby boomers? Especially Baby Boomer women.

**Sherrie:** Well I'm a boomer too and I have experienced many of the challenges my contemporaries have faced in tantrum, and remember well all the years my old style evolved. I know that like me, many boomers feel very young inside and want their outside to reflect this. But too many simply don't know how. In terms of style, I saw a definite identity crisis. Given my many years of experience in costume design and fashion styling, I felt uniquely qualified to help them. And among my clients, I include people of all ages, but it was certainly the boomers who needed the most help.

**Dotsie:** Right and you know I can appreciate that. Now one of the questions I think that is really important, and probably for women listening on the call is in light of the economy and people scaling back on spending, etc, where should we invest our money when it comes to clothing, *now*. I mean there was a time when people had more expendable income and they could just go out and pretty much buy whatever they wanted. But everybody's scaling back and so instead of being able to buy, maybe, three new things, people are buying one new thing; one new item. So can you tell us how we should invest our money? Are there any certain pieces, or colors, or anything for this fall and winter?

**Sherrie:** Well definitely and since winters coming, I tend to think of winter as a more neutral-colored kind of season, and I think of summer as for brighter clothes; generally speaking. And I've always believe in buying items that are of the best quality that you can afford and in classically-oriented styles, and that's what you're going to see in all of my books.

This will ensure longevity and lots of mixing potential, which is what you want. So with the few pieces, the key pieces that you have, you'll be able to mix a lot with neutral tones like black, brown, beiges, and grays, and whites; which are always sophisticated in style, but you see they also mix very easily as well. You can add patterns later, and color later, and very judiciously, I should add. If you are drawn to something very trendy, try not to spend much on it. It will be very "last year" before you blink. Don't buy the trendy fit, or the trendy color of the season, unless it truly fits you and suits you.

If you can afford them, always buy classic clothes that bridge generations like safari jackets, tunic tops, simple cashmere sweaters, trench coats, items like that. Trendy, stylish clothing and accessories that are beyond your budget are things that you should perhaps look at "one of" this season. If you are also lusting after something, consider the sales more than just going to stores that feature clothes in your general budget. In other words, let's say what you just said, that your budget is not as great as it was other years. So you might sequester yourself to stores that you know really feature at the start the price point that you know you can afford. I believe that that's a mistake. I believe you should hold out for the sales because at the sales, you can get the quality and the longevity that you're going to enjoy forever.

**Dotsie:** So what you're saying is you kick it up a notch, but buy sale.

**Sherrie:** Absolutely.

**Dotsie:** So instead of going to like a Target, or I don't know, maybe a local department store, go to a specialty shop and shop the sale racks.

**Sherrie:** Well I don't think the specialty shops are necessarily the way to go. Some women get into trouble with the return policies. I love a lot of department

stores, and of course I list them in the back of my book amongst my resources. I also mention Macy's which is a very good resource, and I think that the truth of the matter is you have to become an educated shopper and you can't just say I need something and run in to a store and expect to have an item of value. You have to get lucky that way. You have to put some energy and some interest into it and really know your resources, and that's why I supplied them. That is a very, very important part of my book.

Interestingly, the ones that I left out sometimes, there was a reason I left them out. So maybe I left out a few of my high-end resources. But on the low end of the totem pole, there is a reason why I left out certain resources. And you mentioned Target. Now Target sometimes has some excellent pieces. But I really do believe if you go into—I'm trying to think of ah, let's say Nordstrom's, which most towns have, maybe you can't afford the original price. Talk to the sales woman that you like, or make a contact with the sales woman, and ask her to let you know when and if that particular item goes on sale.

**Dotsie:** Because everything goes on sale eventually.

**Sherrie:** Not everything does. I wish I could say that. You do take the chance, but by making that communication with the sales lady and knowing that she's on your side, then let's say ten women wanted that item, but she will call you. You made it a point; you established a relationship; you said "Listen, I will buy this, just tell me the day it goes on sale." Now sometimes the sales woman, if she is honest, she'll say, you know, it's an item that will go. It's not going to go on sale. Very often it is usually in a neutral color. When you're an educated shopper, you can almost tell the items that will and won't go on sale. The more trendy, colorful items frequently go on sale. The more classic items frequently don't go on sale. But at the same time, they often do as well, so don't feel discouraged by my saying that. I'm just saying that understand that sometimes they will, and sometimes they won't.

**Dotsie:** Okay let's talk a little bit about finding clothes that fit because I noticed in the book and in the pictures, in the never cools and the forever cools, when comparing them—and another thing I really liked about your photos was sometimes, and I refer to these as kind of like before and after pictures where the before picture the person is standing there all slumped and sad, and sorrowful looking. And then in the after picture, they're standing up straight with a big smile and looking their best.

Your pictures really, I mean the women in the "never cool" look just as happy and just as healthy themselves as they do in the "forever cool" pictures except for their clothing. And one of the things that I thought was really apparent was how clothes fit and often times our generation wears the boxy and baggy look as opposed to the fit and tailored look and I can tell by looking at these pictures that these women who are kind of stuck in the boxy-baggy look, really actually have



nothing to hide. I don't know why the older we get the more we think we have to hide things because they look really great in some of the more classic, tailored outfits you show them on the "forever cool" side. So can you talk about that a little bit what we should be thinking when we're out there shopping as far as the "fit" should be?

**Sherrie:** I think the fit is so critical that no outfit is going to look well on you unless you have a good fit. But a lot of women gain weight around their middles and so the ratio between their shoulders and their middles become sort of an "apple" kind of figure. And a lot of women also get wider around the upper thigh area; that's more of a "pair" shape. Those women that fit those descriptions frequently look better in clothes that are not what you would call tailored clothes. They would be more under the heading of "soft" clothing. But the trouble is, is that that soft clothing has been interpreted as loose, baggy clothing which it should never be. Watch one time a typical "apple" figure like Martha Stewart and how often she does get it right. Her problem is that every day she has to have a new outfit, right? And some days, it is not as wonderful as others; but most of the time they get it right, and there is a certain amount of laying and wonderful casualness. Nothing is particularly tailored.

There are a lot of sweaters involved and I love sweaters. I often show sweaters as a substitute for the tailored jacket because the tailored jacket sometimes is so difficult to fit. You see? And a lot of women try to fit themselves into these jackets and it never quite works right. If they gain a pound, you can see it immediately where a more forgiving item like a sweater jacket, where it be a long one or a short one, is so much more useful in the closet, and can look just as well for business, for going out, and for casual. You see? So that is one example of an item that really I think women should be looking at instead of more of the tailored, more classically tailored clothes.

**Dotsie:** Okay, what are the five most common mistakes that mothers make when it comes to their wardrobes and then what remedies can they borrow from their grown daughters.

**Sherrie:** Well they keep the same clothes year after year without reassessment, them, right?

**Dotsie:** Right.

**Sherrie:** And they haven't observed good fit, and what's hip, and what's modern. And that business of observing is what I stress in my book and certainly in a chapter called, "Observing Style," and I prompt them to be very curious. And in their being curious, they can also be looking at the younger generation as well. That's all part and partial of the same theme. They also, on the other side of things, they try so hard to look young and they end up looking inappropriate, you know? And that's a big problem out west and in the warmer climates. And they

don't build a core wardrobe of ageless and classically-oriented style. That doesn't mean boring by any stretch of the imagination. And they haven't identified, and they haven't invested in the quality items and the accessories that they could wear forever.

**Dotsie:** I have to say I see this. We live in an area that has a block party every Friday evening with a band and they close off the whole street.

**Sherrie:** Well that's fun.

**Dotsie:** It's a lot of fun and people come from all over. And I have to say that one of my favorite things to do is look at the boomer women and men and to see what they're wearing and how they're behaving, etc. I get such a kick out of it because I have seen so many inappropriately dressed women and these block parties are like this time of year; they end in about two weeks. So they're all in the summer time. There are boomer women with their stomachs hanging out. There are boomer women wearing really, short shorts; or inappropriate tank tops. And they are, they are—they probably just purchased them, you know what I mean? They're brand new pieces, they aren't from the 60s or the 70s. I'm embarrassed for them because I just think oh my gracious! So much of it has to do with just being appropriate, but I guess everybody has a different definition for being appropriate. So anyway, what other common mistakes are there?

**Sherrie:** Common mistakes? Okay, for one thing, I see a lot of women wearing way too much makeup and doing too much artifice which includes too much plastic surgery. I believe that the older you are, the more natural your look should become and you can use artifice, but with the end goal of looking natural. And that goes for your hair and your makeup. I see a lot of women getting the wrong glasses. A lot of women get the rimless because they think well that will look like I'm not wearing glasses and that's what I call an "old head." That is not the way to think of glasses. Glasses are an accessory that you can have a wonderful look out of. And I carefully didn't use the word "fun" because I don't necessarily think they should be leopard skin or zebra skin glasses or big red glasses. I think they should be classic plastic glasses that have a real modern look and there are so many wonderful ones out there today that make a great statement. So that's another one. The other thing what they don't do is they always try to look so dressed up. They put so much stuff on themselves and are over-accessorized, and I believe the "sportier" your image, the younger you'll look; the more vibrant you'll look. I actually prefer more sportier clothes as I get older, and I see that it works on women within that age group; my age group, and even younger. A lot of women are shopping at those boomer-marketed shops that I say "Poof! You're a senior" the minute you go in there.

**Dotsie:** By those shops I'm guessing you mean J. Jill, Cold Water Creek, Chico's. So tell us what you think about those stores.

**Sherrie:** Yes, Yes, and Yes. I think they're all about gimmicks, about elastic waist, wash and wear, non-wrinkle fabrics, about goobly-glock, I call it goobly-glock, all kinds of bling, and fringe, and designs, and complications, and fake, fake, efficity which is really something that makes my hair going on end, you know that I want to look arty look because, ah, because I'm not really sure. I just think that these clothes are not classically-oriented clothes that you can make your own. They are always on my "never cool" side. Actually I shopped, when I did shop for clothes which I eluded to earlier, they were from those clothing stores, those clothing boutiques and chains. And you see I basically believe that the whole boomer concept should not be sequestered to a specialty store for boomers.

**Dotsie:** Now that's interesting Sherrie, because I know that the Gap; I know they did have a store for boomers that they tried. And I know Ann Taylor was going to and then bagged it. The Gap's store has already gone out of business but they were focusing on the boomer market. So your idea is for boomers to be able to shop in the mainstream.

**Sherrie:** Absolutely! None of those stores need to exist. What women need to identify is the classic orientation that they need in their wardrobes that they can build on. It's like a sculpture; you have to have an armature. It's the armature of your wardrobe, literally. And you need that basis, that core valuable wardrobe. You need to identify that great white blouse, that wonderful safari jacket, that wonderful trench coat, the best black slacks, the best jeans, the best cashmere sweater be it a turtle neck, a cardigan, or both. I think you can build a wardrobe of good cashmeres. And I think with stores like J. Crew around going up to size 16 today, why would anybody go to Chico's? Or J. Jill? Now grant it a lot of women are beyond 16. Then I urge them to go to the plus size floors of say a Macy's or a Saks, a Nordstrom, and they will find there the same items as a woman who is a size 8 would see say, on the second floor, in the same item, in their size.

**Dotsie:** Right so it's really the same as petites. Like in many stores, the petite clothing is the exact same thing as regular size clothing.

**Sherrie:** Yes, only it is very, very constricted; the petite department. My clients who are petite I still urge them to shop in the regular departments and make whatever alterations need to be done. But that's another reason I love soft clothing because it affords the wearer so much more leeway in terms of what they do on their body; whether they belt it, whether they don't, how it falls, rather than a restricted, tailored garment which puts so much more demand on the individual. So the softer, the better. But you need to have the great items that qualify as modern, and as still well-fitting, you know?

**Dotsie:** Okay well I know that your style philosophy is really about bridging the timeless core pieces with items and accessories that are really "in" at the

moment. So what are a few simple ways that people can combine the classic with the modern look so that they don't look like they are wearing clothes from ten years ago?

**Sherrie:** Well for instance, and I'll bring to mind now J. Crew again. I love the store and I've been talking about it for so many years and it took Michelle Obama to finally put it where it belongs and I was glad for it. They have jewelry, for instance, that's very, very affordable and it is sort of like 50s jewelry, very fun, it has a lot of style to it. If you just take one of their plain cashmere sweaters and by the way, their cashmeres come from the mills of Loro Piana, and that's one of the finest cashmere brands there are. They employed that cashmere into less plys, so it's not as expensive, and you can get a wonderful range of colors and a great range of sizes, and let's say in a simple cashmere, you can put a piece of their jewelry with it, or several pieces. Sometimes I put several pieces that combine gold and pearls together, or one of their white shirts, or a beautiful white shirt let's say I found from Theory, or from Ann Taylor, or brands like that. And I will combine it with some wonderful pieces from J. Crew, or I might decided one day that I just want to do a plain white shirt with native-American cuffs. Or in the summertime I'll wear a white T-shirt with white jeans and up one arm I'll put African-American bracelets. On one arm I'll put six of them. You see? Or one beautiful native-American piece. My outfit is blank, all white, completely all white which is like your white couch in terms of decorating and then you could put all the different pillows on it. That's the way to do it. Get a rich, rich assortments of accessories.

**Dotsie:** I know scarf's are big this year and of course, jewelry. Where do you recommend getting the accessories that are less expensive for women who are really on a budget?

**Sherrie:** Well I just mentioned one. And the interesting thing about J. Crew, even though I've never considered it a high-price or real leader in style, it's become that way, and now places like Target actually have pieces that are copies, or the Banana Republic has copied J. Crew. So you can find that trickled down style in places like that. You can also go online and there are several online sites that also show pieces that are copies say of Vera Wang's pieces, you know that are with the rhinestone collar. You know she copied Prada, now everybody is copying Vera Wang. It goes down, down the food chain.

**Dotsie:** All the way down. Right.

**Sherrie:** And by being an educated consumer, you're basically hunting online, you're looking at my resources that will give you a starting point for a lot of this hunting that I'm talking about. But you see, it takes a little bit of time. It takes a little bit of interest. Anything worthwhile does.

**Dotsie:** Well you have that “get inspired” section. Do you want to talk about that a little bit? Because you know, you can save our time really, for doing the research since this is really your passion. We want to look nice. We don’t really have the time to look, so tell us a little bit about that.

**Sherrie:** Exactly. Well, the thing is this. It’s a description in a way of my journey and the hints that I’ve taken from my journey that I’m passing out on to you, basically, as the reader. And it’s a very, very unusual chapter because I mention movies that you should observe in. I believe that movies are a wonderful, wonderful resource for gaining information on style and on color. They should be inspirational for you. I think magazines are inspirational. They don’t have to be didactic. If you get *Town and Country*, I urge you to go upscale. Go to *Town and Country*. Yeah, maybe you can’t afford—most of us can’t afford—the clothes, and the type of things that they show in *Town and Country*. But what it does is it sets a taste level which is so important in which I believe when I talk about a “style inheritance” is going, going, going, gone.

*Style inheritance* is about the taste level that we are passing on. And I’m trying to inspire women with this chapter to maintain and raise their taste level. And so there are not only magazines but there are also publishes. In *Forever Cool*, I mention Faydon and Asolene, they have beautiful photography books and architectural books. I want to tell women that in their travel look at women on the streets of Italy, look at the way they dress. Sit at a café and look at the way people dress. You know the trouble with the US is that we’re in such a hurry here. We don’t look at each other enough. We don’t observe. We don’t see the good, or the bad, or the ugly. And that’s why we’re in the state we’re in, because we are not a country of good observers.

And they asked Martha Stewart a long time ago what made her so successful and she said it was her curiosity, and I totally agree with that. It’s all about curiosity about the younger generation, hey look at that! Look at that! You know, I look at everybody on the street and sometimes I walk a particular neighborhoods because I know I’m going to see things that truly inspire me. Not every neighborhood is going to be that kind of neighborhood. But when that happens, I turn around and my mind is like a camera and I go “click,” and I say, I’m going to do that. I’m going to tell somebody about that. I’m going to tell a client about that; what I just saw.

**Dotsie:** Right so it’s an awareness. What you’re asking boomer women, our generation of women to do, is to have this awareness; and to realize that we are still able to look stylish and fashionable and not just kind of give it up, because we are not our mother’s daughters when it comes to fashion.

**Sherrie:** Absolutely not.

**Dotsie:** Yes, I mean because we are in the work force more than our mother's were at this time, and need to dress differently and appropriately. We're kind of running out of time right here so let me just see if anybody has any questions and if not, I have a couple that we can go back to. Does anybody have a question for Sherrie?

**Caller No. 1:** Hi, this is Louise. I'm an image consultant, a style coach, only about a little less than four years. I'm in Toledo, Ohio. Very blue collar town, not all that interested, most people aren't all that interested in fashion; or so it seems. How do I go about raising the interest? I know there's interest; there are tons of people that want to know, boomers and older. I've worked with 74-year olds and they want to be stylish. But many people are very indifferent. You know, the sweatshirt and the jeans are fine for most places.

**Sherrie:** I know, and I think it is a hard mountain to climb. But I think that if you could set up maybe some articles you could write, perhaps you could set up some seminars in your neck of the woods with ladies groups and things like that. I do public speaking. I do quite a bit of that; it's the only way, short of writing books the way I did, and hope that women are interested enough to really read the books too and not just look at the pictures, I might add, because it is very tempting with my books. And some people, some consultants have used my books to implement their own way of teaching. You might consider that, but you have to get their attention in the first place. So I think that by doing a column in an important newspaper, or by trying to grab their attention in terms of your own seminars and get-togethers, ladies groups, all kinds of people are interested.

**Caller No. 1:** Yeah, I had this wonderful brainstorm. I was asked to speak somewhere for a couple of hours and only five women showed up. And at first I was very disappointed. When I got to the place where we were to have it, it was in a big room and at the end of the room—it was a cancer center where people were going through cancer—and at the end of the room were a couple of couches, a couple of chairs and some tables. And I thought oh, that's what we'll do; we'll sit there. It was very casual, relaxed and I thought afterwards, that was like a fireside chat.

**Sherrie:** Exactly. If you've only reached those five women maybe you've inspired them and those five women will tell their friends. And I think it has to be a grass roots kind of effort.

**Caller No. 1:** Okay, thank you Sherrie.

**Sherrie:** Oh you are very welcome.

**Dotsie:** Okay thank you Louise. You know awareness is big. I have to say because my job is the founder of the [National Association of Baby Boomer Women](#) that I'm really tuned in to most baby boomer topics and it was interesting

when I went online and did some searching about baby boomer women's fashion. For the most part, the sites that came up were our own sites, the [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com) and the [www.NABBW.com](http://www.NABBW.com) so I just found that really kind of curious and sad because although we've done a couple of seminars on this, and Sherrie writes articles for us about fashion and style, it really isn't our main focus. So it's just curious to me because you know there are 38-million baby boomer women and all of us have to wear clothes when we go out. So it is just curious to me that more people haven't caught on to this topic and this need.

**Sherrie:** I agree with you and I'm scratching my head as well. Of course I know some gals in this same endeavor called, "*Forty over Forty*," or the "*Glam Gals*" as they like to be called and I approve of their site. Sometimes we disagree but more often than not, we agree. And I agree with you, Dotsie, that there are not enough and I'm trying to encourage more of that because I think this is what happens when there is no emphasis on style. This is what you see. There is no mystery to why people look as they do. With lack of interest, with the lack of "umph" for the subject, how are you ever going to look good? Again, I have to reiterate, without caring about something, you can never be good at it.

**Dotsie:** Right. Okay let's just see if anybody else has a question. We'll give one more chance for someone to ask a question of Sherrie.

**Caller No. 2:** Hi, can you hear me okay, Dotsie?

**Dotsie:** Yes, Yes.

**Caller No. 2:** Oh great. It's Alexia from Toronto calling.

**Dotsie:** Oh hi, Alexia. You're welcome.

**Caller No. 2:** Thanks so much for inviting me on the call. It's been wonderful and I'm just fascinated by it. And actually, your previous question is a great segway. Of course I have an interest in online retail and Sherrie I was just wondering your thoughts on whether boomer women were inclined to shop for clothes online and if not, what you thought the biggest barriers are.

**Sherrie:** I think they are inclined if they are in certain segments of the demographics because a woman living in the far regions of Fargo let's say, doesn't have what a woman living in the metropolitan of New York has at the offering, you know? I mean it's unfortunate in a way, but in the same time, there's this wonderful thing called the Internet that almost every, every retailer has their Internet site and their complimentary catalogue. So there's so many ways to shop today. And I think boomer women are aware of it. They might be a little afraid of, you know, the fact you have to get the size right, or certain aspects of it. But you know, it's well worth it if that's your only resource.

**Dotsie:** Yeah and Alexia, you should do some “Googling,” for research for boomer women who shop online. I think you would be surprised at the number of women, and I can’t recall the statistics but I see them over and over again. First of all, boomers are online. I read an article recently where baby boomers are spending more time surfing the net than watching traditional TV, and then I’ve also read that there is a large percentage of boomer women who are shopping online. And I’d say that the most important thing is size. You know, people can pick out a style, but how do we get the size right? So you’d need some sort of information on the site about how your sizing works. That would be what I would have to say about that.

**Caller No. 2:** Okay, no, that’s great, thank you; that’s really helpful.

**Dotsie:** Sure. Okay, let’s see. Sherrie, let me ask you what your main message is to all of us women who want to look and feel our best.

**Sherrie:** Well you know I think the main message is to be your own best friend in actively pursuing this. I believe that my style philosophy is an absolute guaranteed way of looking your best. It’s about bridging timeless core pieces with items and accessories that are in right now. I think that if women applied that, just that simple concept, to their wardrobe, they would be ahead of the game. I’m not asking them to become fashionistas. I’m just trying to have them look really, really well.

**Dotsie:** Right. Right, and it’s an awareness. Because I know since reading your books, I have a much better awareness and it’s interesting because I do a lot of walking and I’ve added some running and I just did my first 5K. And you know what? I go out the door in some of my son’s old gym shorts and T-shirts when I walk the neighborhood or go to the track. I know; it’s awful. I recently read that I should buy some new clothes for working out, walking or for running because you just feel better when you’re doing it.

**Sherrie:** Well you know Dotsie I started Sports Style for a reason in those books.

**Dotsie:** Right. Right. And so I have purchased a couple of like the newer fabric tops and I’m like, boy, it does make a difference. You DO feel good and I really think at midlife we need to feel good about ourselves. Like recently in our forums at [www.BoomerWomenSpeak.com](http://www.BoomerWomenSpeak.com) we were talking about what makeup do you wear, or how much time do you spend on hair and makeup, etc, and I noticed that I spend more time now than I ever did because I just want to feel good. I want to feel like my face is moisturized and has some blush, because I feel better when I feel like I look better, and I think that’s probably true of most women.

**Sherrie:** Oh I think absolutely it’s very typical of all women and I wish they felt that way about themselves. And I wish they would treat themselves as well as



you just demonstrated. You know sometimes I'll walk into a woman's closet and she'll say, "Don't look there," and I would say that that would be just half of her closet, maybe the casual clothes and she'll say, "don't look there. These are my everyday clothes." And I think to myself...wait a minute, isn't every day what it's all about?

**Dotsie:** You're right! You're right! I have to laugh because for many years it was all about my children. I had three children. They were all very close in age. I would walk in a store and I wouldn't even go to my department. I just bought everything for the kids. And it's funny because things are changing. My kids are all grown; they can buy their own things, and so now I go into the store and I actually shop, really shop for myself. And I think that a lot of women at midlife are finding that it's time for us. Maybe we were into it years ago before having families then we kind of lost track of ourselves and now we're back to "okay, it can be a little bit more about me these days." That's a good thing.

**Sherrie:** Absolutely. It should really go as a thread throughout your life but if you've let go of that thread, pick it up again.

**Dotsie:** Yes! Thank you for giving us permission to do that again.

**Sherrie:** Absolutely.

**Dotsie:** Okay and Sherrie, your Web site is [www.sherriemathieson.com](http://www.sherriemathieson.com). Can you tell us the Glam Girls Web site?

**Sherrie:** You know what; if you'll go on mine, I have a link to them.

**Dotsie:** Okay. Okay that's great. Alright. And anything else we should remind anyone of at this point in time?

**Sherrie:** Just that if they should chose to peruse my books, that they should make it a point to read it from beginning to end to get full value. I know it's very, very tempting to just look at the pictures because they're amusing to a great degree. And I often find that people just often don't look or read beyond the pictures. And there is so much that I write—not only the tips, but in terms of the introduction, and some of the chapters that we've talked about—that I think it's essential that they read it clear through the resources, and maybe read it once or twice so that they really understand because it is a multilayered book. Both of my books are multilayered and they seem simpler than they really are.

**Dotsie:** Right, right. I would definitely have to agree with that. Okay, I think that's all we have time for today. I just really want to thank you for your expertise on something that I definitely need to listen in on.

**Sherrie:** Well I love this subject and I'm very passionate about it, and like the consultant that called in, you know, sometimes I want to throw up my hands because I really, really wish that we could affect a change.

**Dotsie:** Yes, well good. And I think our generation is the generation to do it. If anyone is on the call and they have questions of you, they can email you through your site, is that right?

**Sherrie:** Yes, I encourage it.

**Dotsie:** Okay and then also, if you're interested in joining the association, because this is just one of the many teleseminars—like I said I think we have over 65 archived, and they're really fun, one hour, things that you can listen to or read, and it's really one of our most fun benefits with the association. So if you're interested in joining the association, you can email me at [dots@nabbw.com](mailto:dots@nabbw.com) and I'll send you the link to join for \$50.00. Okay, thank so much for being on the call, and I'll be in touch, Sherrie. Have a good day.

**Sherrie:** You too, Dotsie.

**Dotsie:** Thank you, good bye.