

BEAUTY & STYLE

HOW TO LOOK AND FEEL YOUR BEST

No. 1

ALWAYS COUNT ON CLASSICS

Investing in trend-proof pieces will keep you in style. This navy-and-white floral dress in a flirty chiffon fabric can be dressed up or down for any occasion. Turn the page for ideas.

INSTANT CLASSIC

10 New Rules of Southern Style

Fresh commandments for the modern Southern woman

BY ASHLEY RIDDLE WILLIAMS | PHOTOGRAPHS BY ROBBIE CAPONETTO

Donna Morgan Jade Pleated Midi, \$128; nordstrom.com; Alessandra Chandeliers in Smokey Topaz, \$298; shopsamdupont.com; Gianni Bini Elora heels, \$69.99; dillards.com



No. 2

KNOW WHEN TO ACCESSORIZE

These pieces give you permission to wear one dress three different ways

Spring Shower

For a sophisticated look that's not too buttoned-up for bridal teas and baby showers, pair with a chunky necklace, brown suede heels, and a contrasting dual-tone handbag.



A



B



C

[A] Elvayne heel, \$90; aldoshoes.com [B] Triple Strand Hand Rolled Paper Bead and Gold Hexagon Pendant Necklace, \$76; akolaproject.org [C] Mini City Bag, \$49.90; zara.com

Date Night

Paint the town as red as these pretty and price-conscious (under \$30!) faux-suede heels. Add a little more sass with colorful beaded statement earrings and a luxe navy bag.



A



B



C

[A] Merona Marcella heel in Red, \$27.99; target.com [B] Embellished Earrings, \$78; jcrew.com [C] Italian Suede Shoulder Bag in Navy, \$148; bananarepublic.com

Evening Wedding

Dress up for an upscale event after sundown with ultra-reflective silver ankle-strap sandals, agate earrings, and this designed-in-Savannah, metallic-and-calf hair clutch.



A



B



C

[A] Saasha-Lee heel, \$170; schutz-shoes.com [B] Moonrock Drops in Green, \$58; baublebar.com [C] Elizabeth Clutch Wallet, \$160; shopsatchel.com

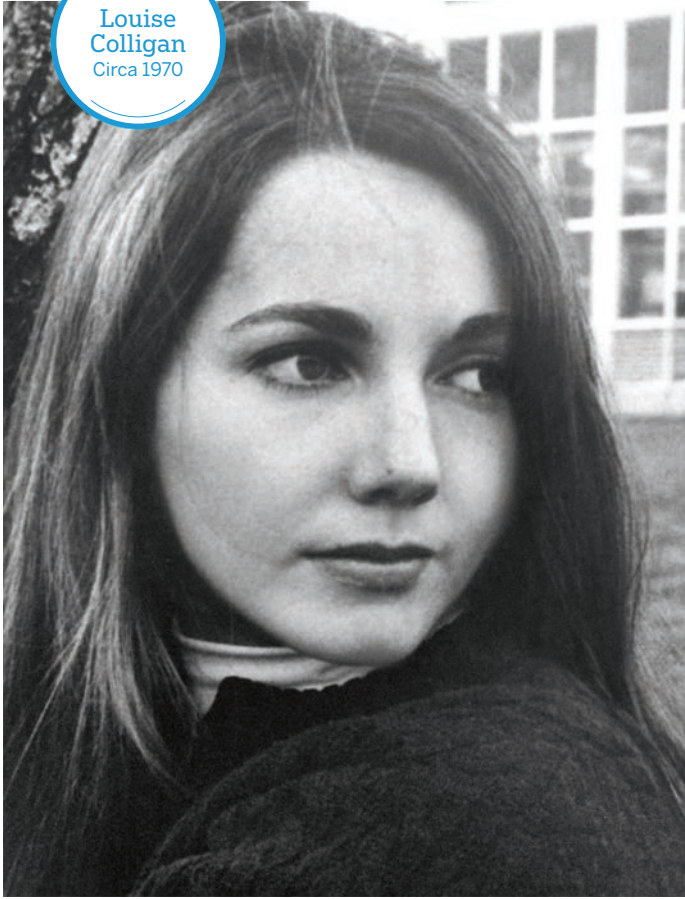
STYLING: CAROLINE M. CUNNINGHAM



No. 3

NEVER STOP LOOKING TO MAMA FOR STYLE INSPIRATION

Louise Colligan
Circa 1970



“ IN ALL AREAS OF LIFE, my mom is an interesting combination of a free spirit and a pragmatist. For example, my parents were both writers, and a few years after they married, they quit their jobs to go backpacking through Europe. I love that both my parents are unconventional in that way. Mom’s heyday was in the sixties and seventies, so it’s no surprise that she’s very bohemian and all about natural beauty.

I, on the other hand, always pick style over comfort—especially when it comes to shoes. Mom has been known to come knocking at my door when she needs dressy heels for special occasions, and lucky for her, we wear the same size.”

—DEIRDRE HOGAN ZAHL

owner of Candy Shop Vintage in Charleston, South Carolina



“Skin care is a priority for both of us. This mask gives my skin such an amazing glow that I can forgo base after using it.”

Resurfacing Mask, \$58;
tataharperskincare.com



“My mom’s signature scent reminds me of fun nights out as a family. I want my perfume to have the same happy effect on my daughter.” **Hermès Eau des Merveilles**, \$108; sephora.com

“Just like my mom, after removing makeup at night, I load up on moisturizing cream and antioxidant-packed serum.”

Beauty Booster Serum, \$128.50;
trishmcevoy.com



“We both aim for our makeup to be natural-looking, and I love this clear lip gloss because it adds a great shine to my own lip color.” **Lipglass in Clear**, \$16; maccosmetics.com



“I used to sneak into my mom’s makeup drawer and use her Maybelline mascara before I was allowed to wear it. Now, I buy that pink-and-green tube myself.” **Great Lash Mascara**, \$6.40; maybelline.com



“She taught me to keep up with my highlights. Recently, I found this dab-in product to camouflage dark roots in between color appointments.” **Blonde Perfection Root Touch-Up for Blondes**, \$24.50; styleedit.com

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No. 4

SOMETIMES WE CAN TEACH MAMA A THING OR TWO

Deirdre Hogan Zahl
Charleston,
South
Carolina



“M Y DAUGHTER, Deirdre, and I have a lot in common. For one, we are both very active, enjoy the outdoors, and want to look put together while we’re doing it. When she was in college, she requested a mother-daughter trip, so we went to a Navajo reservation in Arizona. It was really memorable, and I think we both looked pretty good while we were there, even though we were sleeping in tents.

Deirdre has taught me that it’s okay to mix pieces with different levels of formality. Thanks to her, I go high-low all the time. Her Charleston Rice Beads are my staples, which I mix with handmade jewelry I already have. I never would have thought to do that until I watched Deirdre style some customers in her shop. She’s definitely upped my game over the years—a wonderful role reversal.”

—LOUISE COLLIGAN



“Both Deirdre and I inherited great skin from my own mother. And we’re careful with it—we never forget to hydrate with this go-to moisturizing product.” **Nivea Creme**, \$6.49; target.com



“My only makeup session was on Deirdre’s wedding day. The L’Oréal makeup artist changed my whole game plan, and now I’m hooked on L’Oréal products, including their lip color.” **L’Oréal Colour Riche Lipcolour**, \$8.99; ulta.com



“I poached this sunscreen from my granddaughter Daphne’s room. Deirdre and I make sure to minimize sun exposure with sunscreen and big hats always.” **Pure & Free Baby Sunscreen Lotion SPF 60+**, \$14.49; neutrogena.com



“This perfume was the perfect addition to a vintage sundress-and-bangles ensemble from Deirdre’s shop for my nephew’s post-wedding celebration.” **Walk on Air Eau de Parfum Spray**, \$95; katespade.com

“Deirdre and I both have naturally textured hair—her hair is wavy, and mine is really curly. I use this hot tool to enhance my curls for special occasions.” **Tyme Iron**, \$189; tymestyle.com



HOT TOOL AND PERFUME: LAUREY W. GLENN; STYLING: CAROLINE M. CUNNINGHAM; INSET: COURTESY THE SMITHS



No. 5

MULTITASKING PRODUCTS ARE WORTH EVERY CENT

Tighten & Fight Wrinkles

Combat uneven skin tone, fine lines, and wrinkles.

[A] Sleep Tight Firming Night Balm, \$48; farmacybeauty.com

Tone & Treat Acne

Cucumber soothes, while salicylic acid prevents clogged pores.

[B] Oil-Free Acne Stress Control Triple-Action Toner, \$7.49; neutrogena.com

Minimize Pores & Soften Skin

Say hello to smoother skin.

[C] Idealist Pore Minimizing Skin Refinisher, \$57; estee.com



Cleanse & Exfoliate

Formulated with radish root to remove impurities and caviar lime to gently exfoliate, this cleanser simplifies your routine and delivers two replenishing steps in one fell swoop.

[D] Daily Ritual Cream Face Cleanser, \$45; oribe.com

Protect & Glow

This hardworking tinted moisturizer with SPF 32 is formulated with light-reflecting pigments for a healthy glow.

[E] Daylight Tinted Radiance Moisturizer SPF 32 with LSR10, \$45; everskin.com

STYLING: CAROLINE M. CUNNINGHAM



No. 6

GREAT STYLE IS AGELESS

This upcycling vintage-jewelry designer reveals how her hometown of Oxford, Mississippi, is anything but old-fashioned

Get Personal "Oxford is home to all kinds of styles, not just one. Women here know themselves and dress for their personalities."

Update Heirlooms "We hold the women who came before us in high regard. Often, we treasure the pieces they pass down, but we want to wear them in a different way. That's why I started Taylor Wilkinson Designs. My mother had this beautiful crystal brooch that was really sentimental to her, but she wasn't interested in pinning it on her silk blouses, so I created a necklace out of it. Every time she wears it, she gets emotional."

Find Balance "There's a way to be stylish and still look your age. Southerners are a genteel group, but that doesn't mean we all dress like Jackie O. These days, you can be a little edgier and cooler and still age appropriate. I think the women in Oxford really know how to do that."



Taylor Wilkinson
OXFORD, MISSISSIPPI
Taylor Wilkinson Designs; taylorwilkinson.com

[A] One-of-a-Kind Vintage Necklaces, from \$75; taylorwilkinsondesigns.com
[B] Textured Tie Front Pullover, \$79; jjill.com **[C] Crossbody Bag**, \$24.95; gap.com **[D] Trinity Skirt in Sienna-Fiesta-Cinnamon**, \$149; yumikim.com
[E] Gianni Bini Shaylah heel, \$89.99; dillard.com



STYLING: CAROLINE M. CUNNINGHAM



No. 7

DOES IT REALLY WORK? PRODUCTS WE SWEAR BY

Editor-tested, Mama-approved: These six standbys have earned a permanent spot on our vanities

Natural Full-Coverage Base

This full-coverage foundation has SPF 15 protection, no harmful ingredients, and leaves you feeling barefaced.

[A] Original Foundation Broad Spectrum SPF 15, \$28.50; bareminerals.com

Do-It-All Spritz-In Product

It's a detangler, conditioner, heat protector, and the ideal after-shower treatment for anyone who styles hair regularly.

[B] It's a 10 Miracle Leave-in Product, \$18; ulta.com

Moisturizing Lip Color

We can't resist products that work double duty, and this pencil is both a liner and lipstick in one. It's also formulated with shea butter to keep your pout properly hydrated.

[C] Bobbi Brown Art Stick, \$28; bluemercury.com

Long-Lasting Lashes

This larger-than-usual brush helps build volume swipe by swipe, so you can achieve barely there eye definition or dramatic lashes using the same flake-free formula.

[D] Dior Diorshow Extase Mascara, \$28.50; sephora.com

Universal Blush Hue

This cream blush formula delivers a natural flush, and its pink shade is perfectly suited to give anyone just the right amount of pop.

[E] Revlon Cream Blush in Smitten, \$12.99; ulta.com

The Ultimate Eye Palette

Feast your eyes on this combo: a dozen skin-flattering shades, plus matte and shimmer shadows to get gorgeous both day and night.

[F] Urban Decay Naked eyeshadow palette, \$54; sephora.com

STYLING: CAROLINE M. CUNNINGHAM



No. 8
EFFORTLESS IS IN

The owner of an upscale Pensacola, Florida, boutique shares her tips for mastering that easy-breezy coastal vibe

Choose Necessities “Women are busy. They need tops, bottoms, and dresses that they can dress up or down and accessorize in different ways. My customers really gravi-

tate toward neutrals because they feel like they’re making a good investment and know in six months they won’t be tired of the color—or be noticed wearing the same thing all the time.”



Julia Ussery

PENSACOLA, FLORIDA

Scout; shopscoutonline.com

Add Accessories

“You can add bright-hued jewelry or a bag to make a neutral outfit pop—and definitely a colorful shoe. Right now, it’s all about pale shades, prints, or even

great textures like velvet in shoes. It can push your look a little further.”

Try Unintimidating Trends “The new cropped flare silhouette is the ‘it’ pant right now. It works for any age and can easily be worked into your wardrobe, but it’s more exciting than the dress pants you already own because the cut makes it totally fashion forward. Trends, in general, can suit anyone. It’s all about how you put the whole look together.”

- [A] Cleo Tassel Necklace, \$158; gaiaforwomen.com
- [B] The Chateau Necklace, \$48; noondaycollection.com
- [C] Long Sleeve Crew Articulated Sleeve Sweater, \$79.50; anntaylor.com
- [D] Aude Wide Leg Pant in Ivory, \$140; cooperandella.com
- [E] Linen Hamptons Tote, \$79; echodesign.com
- [F] Myra Tassel Heel, \$177; klubnico.com



STYLING: CAROLINE M. CUNNINGHAM; INSET: COURTESY GREG HEWITT



No. 9
GETTING TEXAS-SIZE VOLUME WILL MAKE EVERY DAY A GOOD HAIR DAY



Add In Texture

Still want more volume after your blowout? Spritz in this dry volume spray at the crown for root lift or all over for a volumized and textured style. **Full Dry Volume Blast**, \$29; livingproof.com



Start in the Shower

A comprehensive volume-infusing routine begins with the right shampoo. This body-building formula gets the job done without parabens or sulfates. **Volume Shampoo**, \$28; theouai.com



Lift at the Roots

This is the ideal solution for a smooth, silky blowout that won't fall flat on top. Spritz it in right at the crown before you blow-dry. **John Frieda Luxurious Volume Root Booster Blow Dry Lotion**, \$7; cvs.com



Revive Second-Day Hair

Letting us go a day without washing isn't the only reason we love dry shampoo. This formula adds extra lift and won't leave any residue. **Unwash Dry Cleanser**, \$28; ulta.com



Get the Perfect Blowout

Massage into towel-dried hair for all-over volume, a little bit of texture, and no sticky residue. **Trust Fund Thickening Foam**, \$29; igkhair.com

STYLING: CAROLINE M. CUNNINGHAM



No. 10
NO PLACE IS TOO SMALL FOR BIG STYLE

A Marfa, Texas, artisan gives us her take on why her town—with a population of less than 2,000—is so uniquely stylish

Add Artistic Flair "Marfa is home to several major art institutions including The Chinati Foundation, which attracts art residents from around the world, along with other artisans and boutique owners. This fusion of ranchers' work clothes and artists' quirkiness contributes to the local look."

Be Authentic and Practical "Most of the clothing you see around town is from a thrift store, or it's classic Western staples like Wrangler jeans and Stetson hats paired with current fashion. The arid high-desert climate influences what we wear, and breathable materials like cotton and denim are essential."

Find Local Inspiration "We did a collaboration with our longtime friends at Fort Lonesome, who create freehand chain stitch embroidery. We're both inspired by the West Texas landscape, so we made one of our classic boots with a Marfa horizon design stitched on it. It's my favorite Cobra Rock project yet." **SL**



Logan Caldbeck
MARFA, TEXAS
Cobra Rock
Boot Company;
cobrarock.com

[A] **Fitted Crew-Neck Tee for Women**, \$9.94; oldnavy.com [B] **Waxed Canvas Tote in Olive Green**, \$96; jenneng.com [C] **Floral Paisley Bandana**, \$12.50; jcrew.com [D] **Central Park Chic Jumper**, \$94.99; modcloth.com [E] **Fort Lonesome Custom Patches**, from \$30; ftlonesome.com [F] **Maya Bootie**, \$158; jackrogersusa.com



STYLING: CAROLINE M. CUNNINGHAM; INSET: COURTESY EMMA POLLARD/COBRA ROCK