

## Journal Entry Example

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### My Fashion Sense:

I don't like being marginalized. I demand quality and I'm willing to pay for it. My wardrobe is an extension of myself, something in which to be invested and not broadcast with loud labels. Because I require wearable, exquisitely tailored, and quality wardrobe staples, I want to know that my favorite brands recognize and celebrate my aesthetic and that all of those things remain, season after season. Of note:

- I've been known to purchase multiple suits, shirts and blouses of the same cut and color, and two pair of the same trouser so that one can be hemmed for flats and another for boots or pumps
- Have multiple pair of YSL, Louboutin, and Tod's that I take to the Cobbler for regular care and maintenance
- I also love a good pair of jeans and will spend hundreds of dollars to buy multiple pair of the same jean in the same size – just so I have them after they are no longer "trendy"
- I also love Target tank tops and have six pair of Converse tennis shoes because you can never have enough. I love patent leather and find joy when penny loafers or classic menswear finds it's way back into the women's department
- In the mid-90's, I had all of the classic and understated Coach handbags in brown, navy, black, and of course, red (I still have them). However, I quickly left the label once they started attracting the masses and splashing their name all over their merchandise. Similarly, I was one of the first to have the LV "Speedy" handbag but now dread seeing the ubiquity of the label and that every 15 year old girl at the mall is carrying one.
- I'm self-made, I don't live on credit and I worked really hard to "earn" my first LV, Rolex, Ippolita, etc. purchase and to see it casually on the arm of every high school girl is annoying to me. J
- When I entered corporate America in my early 20's, I chose the best suits that I could afford, at the time, Kasper. They were classic, timeless and understated. I moved on to Ellen Tracy and Theory during graduate school, Hugo Boss and Escada in my late 30's, and Stella McCartney and The Row in my 40's. However, a quote by Mr. Kasper clearly articulates my fashion predilections:

*Over a lifetime of designing I've evolved a philosophy that comes from creating clothes for a particular kind of American woman. (Who, by the way, I very much admire.) This woman is adventurous and vital with a lifestyle that demands she play many different roles throughout the day. It's the confident spirit of this kind of woman that inspires me most.*

*Whatever she's doing, running a home, a career, entertaining, mothering, traveling, I deeply believe this woman remains an individual. No one is going to tell her exactly what she has to wear, no matter what's currently in style. She wants and needs high style, high quality, fashion-conscious clothes that can last for more than one season.... And because I think I have an exceptional ability to anticipate trends, my clothes always have a "today" spirit. I'm constantly refining, improving, interpreting... trying to capture the essence of the times without being trendy. But from whatever source my ideas come from, I always keep in mind that lively, energetic, smart looking woman who is my customer. She's my motivation and my ultimate inspiration.*

—Herbert Kasper