

Goodwill Hunting Part 3— Sneak Preview!

With my last two articles I have explained to you how I choose the items you see on the amazinggoodwill.com website in the “Amazing Looks” section. I showed you shoes and great tops to get your wardrobe into high gear. I also chose jackets, slacks, skirts and dresses to complete all of the looks that you’ll see in the coming year, but I’m going to make you wait to see them! I returned all of the items used in the shoot to the Goodwill Retail Store & Donation Center nearest me.



So, this week I thought I would take you “behind the scenes” at the studio in downtown Milwaukee’s Historic Third Ward, to give you an idea of what goes into the preparation for the photos besides the clothing! An entire team of people conspires to put together contemporary looks and themes, with high fashion style, using mostly items that come directly from our stores. Along with me, there is our photographer John Grant, Pam Pierson who administrates the website and is on the Goodwill Marketing Team, marketing intern Jessica, hair and makeup artists for each day of the two day shoot, Maricela and Lauryn, and of course our fabulous models, Enrique, Matt, Joanie, Julie, Wanita and Stephanie courtesy of Ford Models Midwest.



In the next year you will see many layered looks. I strongly believe in separates as a way to make interesting and unique outfits for every occasion. You will also see exceptional and "one of a kind" vintage pieces. Why vintage? Because when you find a terrific London Fog trench coat, or something else equally fab, you will most likely be the only one in town who has one! There is also an easy factor about an item that still has impact even though it is from a decade or more ago! Dresses that have a flattering shape are always in style and you will see quite a few of those.



For the men, we have layered looks as well, for casual and more work appropriate times. I really like to use the old "red, white and blue" ethic when it comes to men's sportswear. The great look of "Ralph Lauren," or "Tommy Hilfiger" may come to mind when you see these outfits. All American classics with a twist are what I usually go for. Urban and hip would describe the rest of the looks for the guys, layered t-shirts with jackets, sweaters with coats, and jeans for that relaxed look of today.



When all is said and done John will have shot about 2,000 pictures, which will then be edited down by Pam. She will add the best ones to the website in the upcoming months. Who says we don't have the same quality and style that you might see in any of the other fashion magazines! Remember to shop weekly at the Goodwill Retail Store & Donation Center near you to get your own "Amazing Looks" at equally amazing prices, because good fashion is never about what you pay, but how you look!

