

To The Maxi

If there is one style that has taken the world by storm this season, it is indeed the maxi dress! The name comes from literally being the opposite of the mini. The maxi would be any ankle length or longer gown with an empire waist. With a history in fashion going back to the late 60s, when designers like Oscar de La Renta, YSL, Dior, Pierre Cardin and Halston trumpeted this new look. In the blink of an eye, the maxi dress began to overtake the mini in popularity, particularly in London on Carnaby Street where the dresses dominated the fashion scene. In the 70s, women across the globe embraced the look, along with the caftan style, in its entire polyester splendor!



A few years later the love affair was over and the look became associated with everything tacky, including "Mrs. Roper" from the hit TV show "Three's Company". Today's versions of the style seem to be mostly cotton, cotton-jersey, or combinations of synthetic and natural fibers. Maxis are also a little longer than their predecessor, reaching down to the heel. They are undeniably the chic look for now and into the fall as well. This week we'll list all the ways to wear this fashion forward style.



Celebutante Nicole Richie should be credited with bringing the look to life with her "California Boho Maxi" looks. She often wears a maxi with layered necklaces and a headband scarf of some kind. You can get the same look by shopping at Goodwill Retail Store & Donation Centers and following some of my tips!



There are many styles of maxi dresses to choose from, including those with a more modest tailored bodice that are appropriate for work when worn with a cardigan or even a shrunken blazer or jacket. With halter styles, bandeau tops, and strapless, they can reveal just the right amount of skin, while the empire waist brings focus to the narrowest part of the body. The full length skirt keeps anything below the waist, like lumps, bumps, or not so perfect legs, out of sight and out of mind so you can enjoy your breezy and easy new looks!



The maxi is so versatile, that it can be worn for a beach picnic, a city luncheon, and sail right into an evening on the town with a simple change of accessories. This look also brings back a feminine style to ALL women, no matter what shape or size. The maxi dress is the great equalizer!



I have seen some "Laura Ashley" and 70s type dresses at Goodwill that could definitely be reinvented and reinterpreted to fit today's styles. The newer versions of these dresses are virtually the same designs, so just use some modern accessories to update these gems!

Wearing a maxi dress can give you tons of accessory options! They look great with chunky heeled shoes or wedges, and even platforms for extra height. Because the skirt is so sweeping the proportion of the shoe is important. They may also be worn with flip flops, a dressy sandal in metallic or even super high heels! For your hand bag, go with the trendy shoulder bag in a saddle-style or messenger style. This dress also lends itself to layering, with a summery shirt or blouse tied under the bust, or a lovely shawl or large scarf around the shoulders to spice things up. If you haven't noticed yet, large oversized sunglasses ala' "Jackie O." are all the rage with an ensemble like this. Don't forget the baubles, bangles, headbands and beads to complete your own "boho hippie" look.



At the Goodwill Retail Store and Donation Center you can make your fashion dreams come true for less! Just keep in mind that the maxi is a great way to keep cool, comfortable, and feminine this summer and into fall, so shop often to put together your "maxi-mum" quotient of signature style!

