

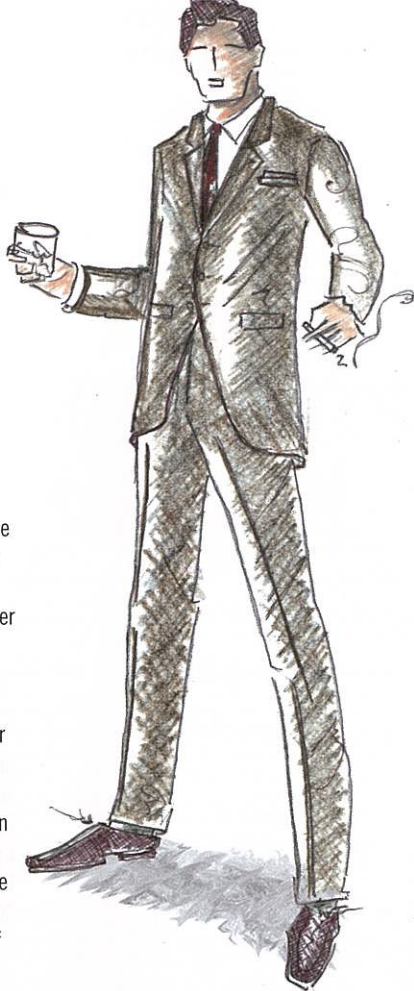
MAD ABOUT FASHION

NOTICED MORE skinny ties, thin-cut suits and figure-hugging pencil skirts around lately? It's the *Mad Men* effect. The cult hit television series set in a 1960s New York ad agency has had such a profound influence on style that it has infiltrated the corporate wardrobe.

Just as Sarah Jessica Parker's Carrie from *Sex and the City* laid the path for women to saunter through the revolving door in the morning on towering heels, and Joan Collins' Alexis in *Dynasty* had image consultants reaching for the brightly coloured power suit with shoulder pads, *Mad Men's* Don, Joan, Peggy and co have made their mark.

Stylists are keeping an eye on both small and big screen for the next trend as well. Wendy M at Smitten With Style says younger corporates will look to *Gossip Girl* for its "preppy school-set look". For women, that means Chanel-inspired blazers mixed with pearls and tailored pants, she says.

Stylist Nikki Lee, of George Banks, says Baz Luhrmann's adaptation of *The Great Gatsby*, which started filming recently, will highlight 1920s style. Characters Jay Gatsby and Nick Carraway will bolster the work *Mad Men's* Roger Sterling has done for the three-piece suit, Lee says. "It's not just the jacket and pants but the vest, tie, pocketchief and the hat as well. That was the complete look back then."



Signature silhouettes: the Don, Peggy and Joan. Designer Janie Bryant has curated an exhibition of costumes from the *Mad Men* TV series, on show at Chadstone, Melbourne and Chatswood Chase, Sydney until early October.