5 TAKE

Style Expert Sara Rogers

Style expert Sara Rogers on location at Bennetton.

OKAY, SHE'S LONG AND LEAN AND gorgeous and you're probably thinking Sara Rogers looks good in everything, including a paper bag. But the Mall of America Trend Specialist will be the first to tell you that's just not the case. "You'll almost never see me in an A-line skirt or big bold prints on my lower half. I have body challenges, too. I just know how to play up the good parts."

According to Rogers, who also has a personal wardrobe consulting business, not knowing your body type is one of the biggest fashion mistakes. She says too many women don't dress to flatter their particular frame. "There's always something that you love about yourself and you should focus on that and then minimize the problem areas. Let's play up what you have instead of looking over there at somebody else's grass. Your grass is probably looking pretty green too," affirms Rogers.

Another big no-no: buying up the latest trends and forgetting about the basics. According to Rogers, "Fashion is about change. You have to recognize that a certain dress is not going to stick around forever. It's of the moment." The style guru believes 80% of your wardrobe should be classic and the rest should

consist of some trendy additions. She insists every woman should have a great pair of slacks, a white or ivory shirt, a classic sweater and a trench coat. Rogers suggests introducing trends in the way of accessories, such as jewelry or shoes, so you don't break the bank.

Sounds easy enough....right? Rogers admits that it's taken her years inside the fashion industry as both a style consultant and a model to really understand the rules.

But admittedly, she's a good teacher and that's why she started her business. For $300, Rogers will take you on a three-hour shopping tour. "I'll show you how to look your personal best and give you wardrobe skills for life." Rogers says there's an added bonus, too. "I'm not only working on your wardrobe. I'm working on your head by building self-esteem." +

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