

Fall Fashion 101



Hi! I'm Michelle Madhok, founder of [SheFinds.com](#) and PayPal's Fall Fashion Shopping Expert. To celebrate some of PayPal's hottest fashion merchants like Nicole Miller and Trina Turk and remind shoppers that you don't have to break the bank in order to look good this fall, PayPal has launched [www.paypal.com/fallfashion](#) which is full of great deals and fashion trends for the season.

To update your wardrobe without maxing out your credit card, add a few of-the-moment accessories: belts, bags and booties are three of the fuss-free trends you can actually wear this season – and won't be embarrassed to own by the time it's 2009.

Playing off the retro looks inspired by early sixties glamour and the fashionable stars of TV's *Mad Men*, stylish ladies are using belts this season to create a feminine hourglass shape and draw attention to the waist under billowy fabrics and high-waisted skirts. If you're buying a new bag, match the sophisticated feel of cinched waists and tailored dresses with a structured satchel.

Moving down to footwear, we've seen nary a fashion-forward gal without a pair of booties on her feet. Designers are coming out with these high-heeled ankle boots faster than we can even keep track of them – and we bet that when it cools down outside, you'll see swarms of stylish women wearing them with socks and thick tights.

As for colors, we're betting gray and purple will have a strong presence in this fall's palette – and they happen to look great together, too. We like the idea of gray knitwear for fall – cozy wool tights and heather gray cashmere are cute and comfortable, and match almost all the separates you already own. Pair a deep purple dress with a pair of gray tights and black patent booties, and you'll have a 100 percent on-trend outfit without looking like a fashion victim.

There's a lot to take in this season, so when you're sorting through fall's fashions, try shopping from your laptop instead of at the mall; there's no easier way to save time, gas money, and avoid the perennial headache of standing in line at the register. It's also a great way to find better deals than you'd get at a bricks-and-mortar store; coupon codes and sale information are often right at your fingertips, and you can unearth them with minimal effort simply by entering the store or item you want to purchase, plus "coupon code" or "promo code" into a search engine. And of course, be sure to use PayPal at checkout for a secure and convenient payment option to wind up your headache-free fall shopping spree!

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