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## FALL FASHION POINTERS

Fashion expert Susan Graf, owner of boutiques in Healdsburg and Palo Alto, shares her tips for the season ahead.

**What are must-have pieces for women this season?** My signature techno pants, which Bogner makes for me exclusively with an Italian fabric. You can throw them in the washing machine and they don't wrinkle. A little black dress, princess cut, in Italian stretch wool, all made in New York under my private label, Dress Code. A jacket, also my exclusive Dress Code label, in a deep jewel tone and a luscious fabric for a finished, polished look.

**Must haves for men?** First, lose the pleated pants—they do nothing but age a man. I carry a line of trousers from Germany with a perfect contemporary cut in non-wrinkle fabric. A navy cashmere blazer. Here's a hint—women will love to pet it. Stronger colored shirts. Enough with the pale blue!

**What prompted you to create a private label collection?** I realized that key pieces were missing in the market and these are things my customers need. They need clothes that travel well and that go from day to evening with minimal fuss. My Dress Code dress is not only exclusive, but can be customized. Choose from a color card, pick one of four necklines, and select from various sleeve lengths. My Bogner techno pants come in three styles, five colors, and fit all women's body shapes.

**Customers have so many options today online, etc., what keeps customers coming back to Susan Graf time and time again?** Having been in this business since 1987, I truly love what I do. I pride myself on being honest with my customers. My fabulous staff and I only sell what fits, flatters, and functions. My friends—that's how I think of my clients—find what they need and I make their time in my store fun!

