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# The Cool Factor: A Guide To Achieving Effortless Style, With Secrets From The Women Who Have It

A Guide to  
Achieving  
Effortless Style,  
with Secrets  
from the  
Women Who  
Have It

## THE COOL FACTOR

ANDREA LINETT  
coauthor of the bestselling *Lucky Shopping Manual*



## Synopsis

“An excellent idea for a book. . . . Next time I spend more than \$40 on an article of clothing, I’ll run it by Linett first.” •The New York Times Book Review

In a culture where trends are born and die every minute, maintaining style and effortlessness at every age requires that little extra something—the cool factor. Being “cool” isn’t about chasing trends or defying age but about following a few key guidelines. Yes, the cool factor is a skill that can be learned! In this photo-packed guide, Andrea Linett, a famed personal stylist and founding creative director of Lucky magazine, offers easy-to-implement, actionable tips that will change the way women dress. The tips are modeled by real-life style icons like Kim Gordon of Sonic Youth and Christene Barberich, founder of Refinery29, as Andrea highlights the ingenious ways in which they skillfully pile on layers, or dress up denim for work or a party. The book is organized into chapters that include wardrobe classics, denim, leather, suits, dressing up, and accessories, and features style hacks that turn an outfit into a masterpiece (choosing shoes that instantly slim you, combining tough and feminine pieces, and accessorizing a day-to-night look). Packed with useful lists and examples, this guide is the would-be stylish woman’s best friend.

## Book Information

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## Customer Reviews

Some good tips - the chapter alone on layering is worth the price - and I liked the variety and different styles of people featured. A bit too much emphasis on the shirt tucked into jeans look however - which only works if you're skinny - and too much celebration of denim. But she's a good writer and it's a nice read.

Like many other readers, I love the range of women in this book and some had great funky style. But the advice was so old -- white shirt, blazer, jeans, scarf, same old stuff. Dressing head to toe in denim? Bandanas? Way too much denim going on here. I liked the chapter about fit and proportion. I bought the ebook; I wouldn't have bought this if I'd looked through it in a store.

very useful information from a fresh perspective. inspired me to shop for some basics. would like to see more specifically on plus size issues from this author.

I love how Andrea brings together women, all with quite different personal style, and pulls out a blueprint for style that everyone can use. It's so fun to read tips from women like Brooke Williams, Maria Cornejo, and Anne Johnston-- all amazing looking and with totally different approaches. The day after I read the book I took 3 pairs of shoes to the cobbler and 2 pairs of jeans to the tailor; that's one of the great things about the book, it's not necessarily about buying more more more, but finding what you love (even in your closet) and embracing it.

I'm usually intimidated by fashion books and experts but Linett makes me feel at ease and like I can actually follow her direction. This book is packed with really great advice and tons of clothes that are easier to wear than I thought. She writes more like a friend than a typical fashion person. If only I could get her to come shopping with me!

I left the Big Apple over a decade ago, and this is the perfect refresher for that only-in-NYC-cool-girl look. (Side note, waaahhh I miss Lucky.) Bonus points for tips on creating a wardrobe that's with-it without trying too hard. There's also tons of beauty tips. I now know: Eye or Mouth: Never Both.

Thank you Andrea Linett!

These fashions are only going to look good on the relatively young. I'm 71 and if I wore one of these outfits in the conservative, big-city suburb where I live, I'd be taken for a bag lady. No thanks! At my age, elegance and classiness are of utmost importance.

I enjoyed the book but the low review is because the formatting for Kindle for PC/iPhone is really awful. Buy a physical copy of this book but skip the Kindle Edition. It's really not the quality I was hoping for.

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