



# MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

★ LOOK GOOD

## “Make Me Over”

**Q** In the A.M., I just throw on sweats or jeans to take the kids to school. I'd like to look more pulled together, but mornings are a blur. Any ideas for a fast, stylish outfit that's still carpool-casual?

—KRISTEN M., VIA FACEBOOK

**1**  
**Wake-up Call** The drawstring waist on this vivid anorak (\$130, Coldwater Creek) defines your shape—and tons of pockets let you skip the purse. Soft cords (\$38, Ami Clubwear) in espresso are a step above gym clothes, but just as grab-and-go cozy.

**2**  
**Cold Comfort** You'll be polished and toasty in a not-puffy plum jacket with Thinsulate (\$69, L.L.Bean). Keep the chic going with stretch cords (\$118, J. Crew).

**3**  
**Knit Pick** This trim jacket (\$188, Pendleton) has a blazer's tailoring and a cardigan's ease—and instantly tames on

56 GOOD HOUSEKEEPING February 2012

PHOTOS BY PETER BOBAY/PHOTO D. HAIR BY JESSICA BARNETT/STYLING ONLINE. MAKEUP BY DOROTHY TAMMAY FOR WHITNEY/JOHNSTON AND PAX

**Bobby Jones** frame **Raymond** featured in make over article in the Feb. issue of **Good Housekeeping** magazine!