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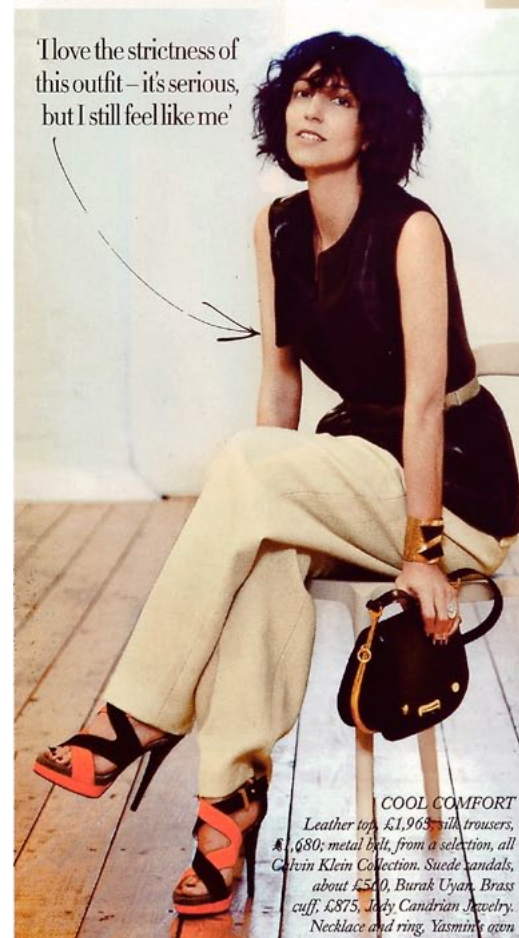
Work the LOOK

Fashion consultant Yasmin Sewell opts for classic looks with plenty of colour for an on-trend business wardrobe
By KAY BARRON



'Right now, I am obsessed with suits, especially print ones. I love Miu Miu and Prada, and Stella McCartney's cut is always perfect'

PLAYFUL Yasmin Sewell in a jacquard jacket and matching trousers, £660



'I love the strictness of this outfit – it's serious, but I still feel like me'

COOL COMFORT Leather top, £1,965; silk trousers, £1,680; metal belt, from a selection, all Calvin Klein Collection. Suede sandals, about £500; Burak Uyan, Brass cuff, £875; Jody Candrian Jewelry. Necklace and ring, Yasmin's own

Yasmin Sewell's background as a fashion consultant at London boutiques Browns and Liberty allowed her to build an enviable workwear wardrobe. But it was a career as a fashion strategist and brand consultant that made her rethink her business style. 'When I was a buyer, my look was much more dramatic, as I was "on" all the time,' she says, as *Bazaar* photographs her in her vast east-London office. 'Now that I have my own business and spend my days with my team, I often opt for a more classic working wardrobe: a blazer, shirt, jeans and a comfortable shoe.'

But there's always an edge to the outfits Sewell wears. 'In my hectic schedule of meetings with retail clients and managing my in-house source new design talent, I'm lucky that in fashion you can be as adventurous as you want with your work wardrobe.' 'If I want to dress up in a Peter Pilotto dress and heels, I can. Equally, if I want to be boyish and wear relaxed trousers, it's totally acceptable. I like to dress for an occasion, to travel to Paris for a day of meetings and, no matter how busy it is, I still think it's very glamorous. I always wear something like an Alaïa dress, to get into the spirit of it.'

Sewell's favoured label is Acne, which makes up a significant part of her wardrobe. Cool and relaxed, but with an edge to it, the

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