

The Herald-Sun

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TRENDS OF '07 **What is hot and what is not**

International trend spotter Marian Salzman predicts you'll be arranging marriages for your friends, dumping your car, perfecting your ironing and staying well away from leopard print this year

By Marian Salzman

FASHION

IN

The preppy look

HEALTHY, athletic and relaxed is the look for 2007. Think Jennifer Aniston in a crisp white shirt.

Plastic surgery

IT will become more normal in 2007. Botox tea parties will be the new Tupperware parties. More women will opt for boob job reversals or reductions. Nicole Kidman has proved that a flat chest doesn't get in the way of beauty.

OUT

Heavy eye make-up and red lips

THE idea is to look like you're not wearing makeup while still slapping on as much as ever to get dewy skin and pink lips.

The tramp look

DITCH the leopard print and never go without knickers (that's you, Britney).

ROLE MODELS

IN

Cate Blanchett

WELL balanced and well behaved, Cate (below) has shunned Hollywood to work back home and focus on family.

Odd couples

WE'VE seen Tom Cruise befriend Brooke Shields, Katie Holmes and Victoria Beckham and Britney and Paris team up. More headline-grabbing partnerships will form this year.

OUT

The Paris posse

OUR dislike will grow of Paris Hilton (left), Lindsay Lohan and Britney Spears. Booze binges, cat fights and sex videos don't cut it.

LIFESTYLE

IN

Age blending

IT will be harder to guess women's ages as plastic surgery kicks in and we live longer.

Parenting chic

EXPECT the unthinkable—cleaning and laundry will be glamorous. Being a domestic goddess will require having a sparkling bathroom and beautifully ironed shirt, even if you outsource.

Eating well

SHOPPERS will hunt for information about their food as organic becomes mainstream. They'll be looking for Mildura, not China, on the label.

Blog on

AMATEURS will use blogs or video clips to get their message

across, with sites like MySpace and YouTube making it easier than ever.

Home offices

AS more of us work from home, the home office will become more than the nook in the lounge room. We will want a designated room kitted out with high-speed broadband, office chair and designer filing cabinet.

Carly's cleanup

CARLY Shaw from Richmond has given up using a car, turning to foot power to walk to work and get around town.

She has short showers and doesn't use heating, a clothes dryer or plastic bags.

"I will be the first to admit it makes me feel less guilty," Carly (above) said.

When Carly flew from London to Melbourne recently, she offset the carbon emissions released from the aircraft by paying \$100 to wind farm research.

Right match

HUMAN resources manager Kristin O'Brien fell for husband John after an arranged meeting by their sisters more than a year ago.

They were married in June.

"It just works really easily," Kristin said. "You look at Indian arranged marriages and they say it's so much more successful because they have so much in common—the same values, income and background. And it's the same with us."

Arranged marriages

MEN and women are turning to their friends to find a partner. Mutual interests and shared values will be more important than lust. Weddings will feature more ritual and religion.

Discarding consumerism

PEOPLE will fling the bling this year. Buying more than you need, whether petrol, food or shoes, is not a good look any more. It goes hand in hand with green living guilt.

Green living guilt

THIS is kicking in big time as we realise the effects of climate change. Giving up the car, saving water, ditching plastic bags, carbon-neutral homes and recycling will be more commonplace. Bicycle sales in Australia outpaced vehicle sales last year, with 1.2 million new bikes sold ahead of 962,000 new cars and trucks.

OUT

Helicopter parenting

HOVERING over your child will not be the way to rear. Give them more space and teach them responsibility.

Public breastfeeding

SO much in our world is public, so we will see a move back towards privacy. Breastfeeding mothers will look for private spaces in shops and restaurants or hightail it home.

Career dynamo or mother

Women are not choosing between the two and will combine both.

TYPES

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The alpha mother

She looks as good as her yummy-mummy counterpart, but is not concerned solely with matching her shoes and pram. She doesn't see herself as a housewife and is likely to run a business or work from home.

The She-E-O

More women than ever are earning fortunes from their own businesses. If the boardroom doesn't suit her, she'll start her own company.

O U T

Metrosexuals

Men prettying themselves with hair gel, bleach and bronzer is out. Think Glenn McGrath (left): he's ditched the bleach. But blokes will spend big dollars to achieve a natural look.

Cause overloaders

Bono has poverty and Angelina Jolie has orphans. This year will see us wear one wristband and stick with one cause. We believe we can change the world, but we know we can't change it all at once.

Source: Next Now: Trends for the Future, by Marian Salzman and Ira Matathia.