

# COLD WEATHER // HOTTER TRENDS

The weather outside may be frightful, but your winter wardrobe shouldn't be anything less than delightful. Though it can be hard to focus on looking your best in the midst of final exams, holiday gift shopping and ugly Christmas sweater parties, you can refer to this list for trendy winter essentials (for girls and guys) that will automatically pull an outfit together and make you stand out among the crowd.

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STRATEGIC COMMUNICATIONS

## GIRLS

This season's big trend is all about oversized sweaters that feature unique textures or prints. A standout piece like this should be paired with a simple leggings or jeans and boots, or aim to be edgier by layering it over a stripped long sleeve top.

## oversized sweater

## knitted scarf

**GUYS** There are few things more attractive than a man who can work a scarf. Knit wool fabrics in black, brown or gray are your best bet for staying warm while being fashionable simultaneously. If you're in the mood to splurge, a classy cashmere scarf is the perfect combination of comfort, practicality and luxury (and it's super soft!) or a rich seasonal color such as forest green, deep red or dark plum. Complete the look with a pair of loafers or oxfords.