



## Head Scarves are Back!

With Jack Frost *still* nipping at our noses, it may be difficult to envision fashion beyond our warm boots, jackets, woolly mittens and Headwarmer BeauBeaus right about now. However, this is a very exciting time for fashionistas out there, as the New Year has begun and this is the moment to start planning our wardrobe for Spring/Summer 2009! While many trends are predicted to set the stage for the upcoming season, there is one particular comeback accessory that we are very excited about, the oh-so-fabulous head scarf. During New York Fashion Week, many designers complemented their clothing designs with head scarves. Some were extravagant, others were simple - all that mattered was no model strutted down the runway without something covering her head. Even though head scarves have never really gone out of style, this year's fashion reports are calling head scarves the "must have" of 2009, and even "*what the gladiator sandal was to 2008.*"

Designer Paul Smith rocked Fashion Week with his creative head scarves.

There's something so striking about head scarves. They are flirty, yet mature, and hold a whimsical and vintage sense about them. Their reputation has everything to do with the fact that they have been around since the 14<sup>th</sup> century. Since that time, scarves have graced the heads of so many women. Audrey Hepburn, Grace Kelly, and Jackie Kennedy, to name a few, wore their scarves as a symbol of their femininity and class. The scarves accentuated their beauty and complemented their lady-like image. Fulvia Visconti Ferragamo, who is in charge of the silk and scarves division for the legendary designer Ferragamo, says, "Although life may be much faster now and it's hard to find time to look as sophisticated as women did in the 1950's, something as simple as a headscarf can lead a sense of elegance that can often be so hard to find today." It seems that in this era of change, women are looking to feel more girly, while at the same time channel the sweet sophistication of the past.



Victoria Beckham in a BeauBeau...??

The way we cut, style and color our hair is part of our identity, and also shows whom we identify with. When we lose our hair, we feel disconnected from society, other women and ourselves. Just as our hair provides a means to express who we are, so does fashion. Through fashion, we can regain a sense of self and a way to relate to others. While we women who lack hair may be covering our heads with scarves because we feel we *have* to, women all around the world are covering their heads because they *want* to! Finally, medical headwear and fashion meet! This is the perfect time for us to embrace our bald heads and make our statements about fashion, not hair loss! So to all of you Beaudivas, enjoy this upcoming season and the fact that head scarves are no longer just a necessity for those without hair – they are a must-have accessory for all women everywhere!

Susan M. Beausang,  
 Founder and Designer, 4Women.com  
 The beaubeau: "*Beautiful Scarves for Beautiful Heads*"

***"Just because you have lost your hair doesn't mean you have to lose your sense of style."***



Paris Hilton loves head scarves! Looks like a Transitional BeauBeau!



Katie Holmes is always in style.