

Matching Your Style & Personality

Style

By Diana Brannon
Photography by Kelly O'Keefe

Tina Corrado, owner of Posh Collections in Malvern, excels in personal service and the ability to acquire fashion lines that fit the personalities and style preferences of her customers. Within moments of meeting Tina, you will instantly feel like you've just met a new friend. And in the twin-



Above: While brands featured by Posh Collections may be reason enough to visit Posh, what really differentiates Posh is Tina and her extraordinary customer service. She is committed to matching your style and personality to the most appropriate designers or collections.

king of an eye, Tina will have you perfectly matched to some of the 20 hot fashion labels she features.

A quick side anecdote is testimonial to Tina's aptitude and talents. Recently, I met a woman who went to school with Tina, and during our conversation I happened to mention Posh Collections and Tina. Instantly the woman remarked, "Tina is amazing. She probably has more creativ-





ity and fashion knowledge in her small finger than what some fashion experts have in their head.” Okay, possibly a bit overstated, but a point well made.

Tina’s ability and propensity to serve the needs of clients just amplified with the addition of two luxury lines to her collection: Iris and Magaschoni.

From Canada, comes the new Iris line. When asked why she selected Iris, Tina’s immediate response: “Iris is Jackie O’ reminiscent. There’s a subtleness and richness to it. The Jacqueline Onassis look is always popular, it’s timeless.” In the early 60s, “Jackie O’s” clean suits and sleeveless A-line dresses were a symbol of fashion for women internationally, and the style became known as the “Jackie” look. The Iris line captures this classic, admired look.

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Smugly, Tina labels her new Magaschoni line, "It's a great fitting Italian brand with a classic twist." Magaschoni is widely recognized for special attention to color and high quality fabrics, including silk, cotton, linen, soft wool, and most notably, cashmere.

Iris and Magaschoni now join Posh Collections' lines that feature such fine women's apparel from Trina Turk,



Vince, Black Halo, Robert Rodriguez, Susana Monaco, Shin Choi, Only Hearts, Christopher Fischer, Three Dots, ABS, Paige Premium Denim, James Jeans, and more. The panache, style, or chic of these lines cover a range of feminine suits, incredible dresses, everyday apparel, comfort wear, classic denim,

perfect camisoles, cozy knits and sweaters, fun tops, and fabulous tees.

While brands featured by Posh Collections may be reason enough to visit Posh, what really differentiates Posh is Tina and her extraordinary customer service. She is committed to matching your style and personality to the most appropriate designers or collections. You will leave Posh with new fashions that fit perfectly and make you feel remarkable. Tina will often call customers to find out if they are happy with the outfits they recently purchased or to let them know when a new collection has arrived. Tina also provides the personal touch with handwritten notes thanking customers for visiting. For established clients, she'll go even one step further. "Over the years, I've done a lot of in-house shopping," Tina reveals. "Some of my customers ask me to bring fashions to their homes, and we do wardrobing with their existing fashions and the new items I bring."

Another reason to visit Posh Collections is the charm of its Malvern location. Malvern is a microcosm of the countless *treasures* residing in the Greater Chester County area. Malvern is abundant in historical significance, community spirit, professional services, and enjoyable shopping experiences.

You now have four excellent reasons not to miss Posh Collections: the friendliness, service, and talents of Tina; two new fashion lines – Iris and Mag-

aschoni added to an already stellar line-up; the charm of Malvern; and it's springtime! •

Posh Collections

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