

# MINNETONKA

in the  
NEWS

## Star Tribune

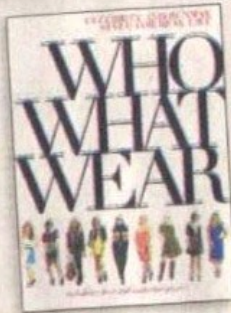
NEWSPAPER OF THE TWIN CITIES

### LAZY-DAY STYLE? IT'S CALLED 'SWEATS'

We're all for "how-to" books about efforts that truly require some guidance: rewiring a lamp, changing the oil, canning tomatoes — and sure, even how to dress appropriately. Some folks don't have a clue.

So we opened the mailbag's newest contribution, "Who What Wear" (Abrams, \$19), to learn what wisdom its authors, Katherine Power and Hillary Kerr, both former editors from the Elle magazine empire, might impart. Right there on page 78 is a shout-out for Minnesota's own Minnetonka Moccasins, specifically their lace-up boot, heralded as "a relevant and powerful trend for more than four years!" Which is, like, a lifetime.

In the "what to wear where" chapter, they take the reader through various occasions — often misspelled "occassion" — imparting tips for dressing for a benefit fundraiser, black-tie wedding, corporate cocktail party, creative job interview, school reunion, music festival or



funeral. It's well intentioned advice for events that can be tricky to navigate.

Granted, we quibbled with their advice for what to wear on a plane, with the model wearing distressed blue jeans, slouchy sweater and tennis shoes. Grungy.

But that was nothing compared with what appeared on the "lazy Sunday" page: "Sunday can become the most difficult day to get ready. Even if the only thing on your schedule is a morning full of errands or brunch with some girlfriends, finding the right casual ensemble can be stressful."

No, it's not.

Here's what's stressful: realizing that being advised to wear a man's button-up shirt, a long knit vest, oversized boyfriend jeans and unlaced sneakers just cost you 20 bucks.

KIM ODE



Trendy footwear by Minnetonka Moccasins.

Hometown Fave! Minneapolis Star-Tribune highlights Minnetonka Moccasin's inclusion in a new style book entitled "Who What Wear," written by two former Elle Magazine fashion editors.