

Wardrobe mistress

HOW TO WEAR THE KEY LOOKS NOW

Fashion PR *Hayley Bloomingdale*, 30, shows you how to do gingham without looking like a cowgirl

"My style is preppy with a Californian twist. I always say I never met a stripe I didn't like, so gingham is the next step for me. But unless you're going to a hoedown, I'd say limit the number of ginghams you wear at any one time. It's best to pair a pop of the pattern with something simple. If you find yourself wearing more than one piece of gingham, you're doing something wrong."

@hayleybloom



PAIR GINGHAM WITH PLAIN

"There's something quite Americana about this look – the red, white and navy. The ruffles and high waist are flattering, and wearing it with a plain T-shirt makes it casual-cool, great for work, while the heels add polish."

White pocket T-shirt, £22; LEVI.COM. Red gingham frilly skirt, £26; ZARA.COM. Navy leather mules, £59, J BY JASPER CONRAN; debenhams.com



BLACK WORKS WITH RED

"The shape of this dress is very me – sweet but a bit sexy. I'd wear it for work, then with a cute jacket and nice earrings for evening, or over a bathing suit in summer. I love red shoes, and red with black gingham is a great combination."

Black gingham button-front dress, £45; WAREHOUSE.CO.UK. Red suede heels with plexi ankle strap, £525; JIMMYCHOO.COM

TRY A RUFFLE TOP

"This classic gingham check gets a contemporary twist with asymmetric ruffle detailing and a subtle peplum, and the colour is perfect for summer. It's best worn with a high-waisted skirt or mom jeans."

Blue gingham top, £192, MSGM; modaoperandi.com. White A-line denim skirt, £225; MIH-JEANS.COM. Green fan earrings, £34; SHASHI.BIGCARTEL.COM



Shop the look

Main picture House of Holland SS17. From top Purple swimsuit, £152, SOLID & STRIPED; matchesfashion.com. Trench coat, £65, RIVERISLAND.COM. Ruffle-waist trousers, £36; TOPSHOP.COM. Patchwork dress, £345; SPORTMAX.COM. Green top, £364, CAROLINE CONSTAS; matchesfashion.com



From top Orange off-the-shoulder top, £20; NOBODYSCHILD.COM. Wrap skirt, £315, MIGUELINA; net-a-porter.com. Red dress, £52, PINS & NEEDLES; urbanoutfitters.com. Wrap blouse, £30; HM.COM. Flats, £138; JCREW.COM

WORDS: BIBBY SOMRAY. PHOTOGRAPHS: VICTORIA ADAMSON. STYLING: FLOSSIE SAUNDERS. HAIR: LEWIS PALLETI AT ELBTEEN MANAGEMENT USING KERASTASE. MAKE-UP: JOANNA BANACH USING NARS. STYLIST'S ASSISTANTS: HARRIET ELTON, HANNAH DANIELLS CONROY AND POLLY BARTLETT. PHOTOGRAPHER'S ASSISTANT: ROY BARON. SHOPPING: CLEMENTINE BROWN