

## Mad Women

Anybody watching the Autumn/Winter 2010 fashion shows this year would have been forgiven for doing a double take. Are we in the right place – are we even in the right era? The runway resembled a corridor of Sterling Cooper, *Mad Men*'s fictional Madison Avenue ad agency.



Louis Vuitton

Models with waspish waists, full skirts and figure-hugging dresses slinked down the catwalks in a variety of early-60s styles. At Louis Vuitton, Marc Jacobs was inspired by the Brigitte Bardot film *And God Created Woman* to send out a collection that would make elegant housewife Betty Draper swoon: high-waist, mid-calf length skirts paired with cinched-in jackets and round or slash-necked tops, block heels and preppy ponytails. At Prada, it was a similar story, with a demure 50s/60s style given 21st-century oomph with slinky materials, tight bodices, big hair and killer curves.

Thanks to the combination of smart and sexy, these outfits work well for the office. Pair a long or knee-length skirt with some killer heels and swap your usual smart jacket for one with a tighter waist, encircled with a narrow belt and worn over a demure cami or twin set.

Betty Draper might be the show's epitome of pretty, feminine style, but it is Joan Holloway/Harris who holds her own in the office. Her curve-clinging dresses resonate with designers such as Victoria Beckham, who celebrate a smart, feminine style. The A/W10 collection features slim waists, fitted hips and knee-length hemlines alongside drape fittings and corsetry. A long-sleeved, drape-neck red number is just the thing for winter smart, while a clinging, high-neck, draped-back dress in sapphire adds a little Joan sex appeal to a demure cut.

Everyone's favourite office manager's signature pencil skirts are also out in force; classic in cashmere and wool at Yves Saint Laurent, form-fitting in crepe at Roland Mouret or modern and daring in asymmetric leopard print at Vivienne Westwood. With a button-up cardigan or a tight-fit shirt, it's the perfect Joanie silhouette.

Outdoors, straight wool coats, fur trims, preppy Peggy Olson-style trench coats and animal print jackets are all making an appearance. Pair with big, neat hair, heeled pumps and a Louis Vuitton Speedy bag and you're good to go. **By Lauren Steventon**



Prada