

Stylish Mom

By Anthea Liantos



PHOTOGRAPH BY SCOTT JONES AT THE CHILDREN'S MUSEUM OF MANHATTAN

THE INDIVIDUALIST

LAURA KRONEN

Founder and President

Baby Road Trip

Son Jesse, 18 months

An entrepreneur who's kept her day job as PR director at Natori, Laura is trendy-casual, but her style still says "business."

»» personal style

Separates rule. Her entire wardrobe is a collection of favorite pieces. For maximum flexibility, she chooses great-fitting pants and skirts in varying styles and textures, and a ton of interesting tops.

Mix it up. To make casual styles and fabrics work for work, pair slouchy style with formal fabric and funky fabric with tailored style. Jeans are a no-go for meetings, but a denim tailored skirt is A-OK.

Shoe do's. For Laura, the right pair can "finish" any outfit. She never skimps on style or quality, and loves heels. "The minute I change my walking flats for heels, I feel more professional—and a lot slimmer!"

»» can't live without...

Fitted tops. "I always wear them, mostly V-neck styles; they're comfortable and help balance my shape. They also make me feel thin—something extra fabric just can't do!"

Great accessories. "I may save on clothes, but I'll always find a way to splurge on good shoes and bags—they're the key to any outfit. This is also where I can (and do!) really play with color."

Green. "It's my favorite color, and I am *always* drawn to it when shopping. I have green pants, tops, shoes and bags... you name it!" Check out Laura's fabulous green suede slides in the photo (shown left).