body-con

noun: BODY-CONSCIOUSNESS

Think sculpting your body with second-skin clothing, from high-waisted trousers or leggings to bodysuits. If the thought of shrink-wrapping yourself is scary, note that fashion’s return to old Hollywood seduction has made body-con more contemporary and ‘less spandexy’ to create the illusion of shapeliness. Go ahead, channel Betty Boop’s impish sexuality or recall Madonna’s Blonde Ambition corset power. Body-con can be versatile and fun! Look out for Hervé Léger bandage dresses and do the skinny with Roland Mouret, Balmain and Emilio Pucci!