

**DIAMONDS ARE FOREVER –  
AND SO WERE DIANE’S JAM-PACKED WARDROBES!**

Hello ladies

I’m Fiona, director of **style2you**.

My image coaching business offers expert, practical advice and inspired solutions to bring you:

- Colour, capsules
- Compliments
- Confidence

I can save you at least 80% of the time it takes you to shop for yourself and usually with up to 40% savings!

The key lies in only buying by your most flattering colours and styles, thus avoiding costly mistakes.

My clients are predominantly female, typically seeking to project a confident well groomed image that reflects the ‘real’ them.

My focus this month is on my new “CONFIDENCE CALL” – where I’m offering a 15 minute informal chat for 4 ladies – where you can discuss freely some of the issues or challenges you face, to see if I could impact them in any way. So, if not you...then who?

I look forward to de-mystifying personal style for many more women in 2008.



Contact Fiona at **style2you**.  
“Minimise spend, maximise impact!”

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Wearing a uniform for work has its ups and downs – you don’t have to worry about what to wear in the mornings, but it also means you don’t get chance to express your personality during the week.

Diane Malone of Diamond Insurance in Tring, has been running her business for 21 years and has worn a branded staff polo shirt for most of that time. “Previously, I had my own version of a uniform; a skirt suit with a waistcoat and a cream shirt! I had piles of shirts and a variety of waistcoats with brooches that I could swap depending on my mood. It’s meant that wearing my own uniform isn’t too big a step for me despite my love of clothes.”



A love of clothes is certainly one way to describe Diane’s passion which has filled 4 ½ wardrobes, 4 chests of drawers and countless boxes in the loft! A natural hoarder, Diane was faced with a dilemma known to many of us – nothing to wear but a house full of clothes! “I’ve kept some outfits for years just ‘because’ and when I met Fiona, I realized I would really benefit from a wardrobe weed along with a colour and style consultation. My years of impulse buys resulted in more outfits than I want to confess to, hanging with the labels still on”

“It’s an easy trap to fall in to. You walk into a shop, you’re short of time and unsure of what suits...when you get home, you find what’s in your carrier bags doesn’t match up to your dreams. My role involves helping people find the ideal shapes and colours for their colouring and body shape. Amazingly, the clothes Diane’s husband had bought for her really worked, but she didn’t have such a good success rate. Diane has a great figure and didn’t need to hide it under shapeless ‘tents’. Colour wise, she needed to move away from her stock beiges and creams, as she can carry cool, deep and bright ‘winter’ shades. I also gave Diane ideas on how to update her make-up to match her new look. Her pictures really show the difference colour can make.”

“I feel great now and it’s been a great way to de-clutter, giving me the opportunity to wear what I already own! As a result, I haven’t been out impulse buying, but have managed to add a few outfits to fit my new found silhouette. We’ve also updated our staff uniform as a result of my meeting Fiona, so the whole team looks good!”

