

Style over fashion – any day!

The most important piece of advice I give my clients is to celebrate your strengths and play down your weaknesses – this is done by being critical about what fashion has to offer each season and whether it will work for you.

Unless you are very young, I feel strongly that **stylish** should be your aim. You need to know what the [trends](#) are when you are buying clothes, of course this helps, but you don't need to look like a fashion spread. There are all kinds of debates about style and whether it can be bought or learned. Let's think...there are plenty of rich people with no style whatsoever so it can't be bought. And there are plenty of women with a limited budget who always seem to look good, so it definitely isn't expensive.

Most telling is when someone has understood what suits them and wears clothing to suit their individual [body shape](#) – this is something you can learn once you are familiar with your body and able to select the styles you need to create the right balance for your shape.

Style is what other women will notice and admire about you, so make that something that you can effortlessly achieve for yourself today...



A **FASHIONABLE** approach is adopted by someone who wants to be seen to be part of an invisible club called 'hopelessly up to date'. They will talk in riddles about what is 'in' and 'out', they see their clothes as 'must have' items and are always looking ahead to see what is coming next. They can judge other women harshly as they judge themselves for not having the latest bag or accessory. Confidence is something that is achieved once they have all the 'right' clothes on, but next season everything is changed or thrown out, once they see the newest collections...Victoria Beckham?

A **STYLISH** approach is taken by someone who has no need to be part of an exclusive club. They appreciate clothes as fine items of adornment that will enhance their day. They do not judge others, and will willingly compliment another woman on her appearance. They know what will suit them and don't need to be dictated to by the fashion world, although will just as happily clap hands with delight as the new styles hit the shops. Confidence is something they already have, by enjoying who they are and what they have done with their lives. In their wardrobes will be a selection of clothes that fit well and have stood the test of time, as well as some fashion items because they are fun to wear...Nigella Lawson?

Which one are you aiming for?

[style2you](#) can help you with your image goals. [Contact Fiona](#) today!