



## Personal style is no longer a mystery!

Nobody is born with style, but like most things in life, practice makes perfect! The tricks of the trade are available to all! Style is one of the most important aspects of personal image. There should be a natural synergy between our inherited natural colouring (hair, eye and skin tone), our personality and the way we dress. Remember those first impressions...what do you want your image to say about you? Stylish, groomed, confident? **Read on for my 10 Top Tips...**

1. **Weed that wardrobe!** Cut out all of those unflattering colours, styles & accessories from your wardrobe and start planning capsules for the life you lead now.
2. **Figure it out** – know your figure type/body shape and wear the most flattering clothing to make you feel great, whilst creating a slim-line silhouette.
3. **A question of scale** – ensure your hairstyle, patterns and accessories are in keeping with your size for a balanced look.
4. **Fabric effects** – matt fabrics are most slimming, shiny are most unforgiving. Avoid too much bulk or stiffness for a slimmer silhouette.
5. **Good foundations** – Check out the wide range of firm control shape wear available - ideal to wear with skim fitting clothes, they streamline your silhouette as well as making you less self-conscious.
6. **Use the ‘column of colour’ trick** – wear matching deeper colours on the bottom half and under an opened jacket or shirt. For maximum impact, chose your best accent colour for the jacket or shirt. The visual illusion will make you look taller, slimmer and usually more professional! **Colour directions** – remember the best colours for around your face, this will ensure your look is harmonious with your natural characteristics.
7. **Cosmetic changes** – experiment with make up shades from your colour direction to enhance your best features or diminish you imperfections (pink tones for cool skin tones and brown tones for warm skin tones).

8. **Accessorise!** You are not dressed unless you finish off your outfit with an accessory or two. Always chose either a necklace or a scarf – this helps reinforce your uniqueness and sense of style. It's the easiest, quickest and most cost effective way of keeping your 'look' up to date – whether you are 20-something or 50-something.
9. **Hairstyle** – Is it time for a change? There's no quicker or better pick me up than a new hair cut or colour, but beware...ensure your desired style/colour will suit your face shape and skin tone. Remember to get a trim every 4-6 weeks.
10. **Dress to impress** – when buying a special outfit, bear in mind its flexibility. You should always work on the 'cost per wear' principle. Something is only expensive if you wear it once (or not at all!). Buy quality items that suit and co-ordinate with existing clothes in your wardrobe.

***“Make the most of who you are today – I can make you ‘glow with confidence’! An image consultation will show you how to radiate wellness via colour, achieve the illusion of a balanced body line, by careful use of vertical and horizontal lines, careful choice of fabrics and by drawing the eye away from some areas towards others. I can also help you weed your wardrobe and take you shopping to build your capsule wardrobe!”*** Fiona

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