



Image Matters

In this issue, we are going to talk about being stylish.

This is inspired by my recent trip to New York, yes, my very first shopping trip to New York and I must say it is every stylish woman's shopping dream land! Every corner you turned, there are shops and plenty of clothes, shoes and accessories waiting to be discovered! The options are limitless! You will find iconic New York shops like Saks Fifth Avenue, Barneys, fun open air markets like Green Flea market, hip boutiques, the legendary 5th Avenue shopping and of course, the Singaporean hot favourite - Premium factory outlets!

New York shopping calls out to all, men or women and regardless if you are into vintage, chic, trendy or teen fashion, there's something for everyone.

Armed with good travel guides and tried and tested itineraries from my stylish friends, I have returned with 'victory' - loads of items for myself, families and friends that will help them be the stylish person that they are.

If you are one of many people who seek advice and insight on how to be more stylish and set yourselves apart from the crowd, read on.

Go on, let your image work for you at all times!

Happy Reading!

Guinevere Ho
Principal Image Consultant

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How to Become a Stylish Woman

“Fashion fades but Style is eternal” Yves Saint Laurent

So true, isn't it? Fashion is constantly changing. Style, however is something else altogether. It is a complete package from the way you speak, act or dress.

No doubt, style comes easier to some than others, however, I believe that with effort and determination, you too can become a stylish woman.

Here are some tips for starters.

1. Learn

Learning from stylish friends, colleagues or relatives is a good way to start. Get tips and tricks from them on how to mix and match outfits, go shopping with them to see how they select outfits. Reading up on fashion magazines and watching fashion channels will further help you pick up style tips and tricks.

2. Find your look

Confidence is owning who you are inside and out. Putting on designer garments or couture does not equate to having style. Even if you have the most gorgeous and expensive attire, if it doesn't flatter or it isn't 'you', then it won't work.

You have to find what your look is as this is a crucial step to becoming a stylish person.

Determine whether you are minimalist, classic, dramatic, trendy or romantic gal. Flip through fashion magazines to help you pinpoint the looks that you like. Be honest with yourself and concentrate on the looks you like most. Write down your preferences to help define your style (for example, lady like sophisticated or biker chic punk).

The first step to becoming a stylish person is to define your style.





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3. Discover what flatters you

Next, determine what type of clothes suit your body type. You may like Jessica Alba or Kate Middleton's style, but the truth is we're taller or shorter, bustier or more boyish in our figures.

So, what looks good on them may not work best for you. You can't wholesale the entire look; you need to analyze what works for your body type.

Whatever your size or shape you are, there is definitely a cut that flatters you more than others, just as there will be cuts that will never in a million years work for you. Figure out what they are.

Forget trends. Don't feel pressured to wear something you think looks ridiculous simply because it's trendy - you won't feel comfortable in it and it will end up spending more time in the closet than on you. Don't buy it unless it's something that's going to flatter you outrageously.

Next, figure out what colours work best for your skin tone. Remember the time when everyone commented on how radiant you look? Chances are it was one of those days that you have hit upon a flattering colour. Wearing the right colours will make you look younger, vibrant and more attractive while wearing the wrong colours can make you appear older, tired and dull.

Get professional help from Image Consultants if you are lost. They will be able to show you what colours flatter your skin tone and bring out your eyes. They will also be able to show you the styles, proportions, prints and designs that best accentuate your figure strengths and downplay your figure faults.



Scarlett Johansson looking pale and dull in black. She glows in the orange hue gown that flatters her skin tone and hair colour.

4. Wardrobe audit

The next step is to review your wardrobe critically. Throw out clothes that do not fit the defined style that works for you. Start by taking out clothes that you have not worn in the last 6 months. If you have not worn them at least once in the last 6 months, you are probably not comfortable in them, so they are out.

Next, get rid of clothes that you have outgrown. Finally, get rid of unflattering and "un-wearable" items, i.e. those 80s big shoulder padded jackets, mom jeans and the super-mini skirts that you wore 20 years ago, etc.

Be harsh when you review your wardrobe because stylish women stick closely to this formula no matter what. They are good examples to teach us the need to be disciplined about how we dress day in and out if we want to be stylish too.



IMAGE CONSULTING FOR Women & Men



5. Start simple

With all the head knowledge and tips you have picked up from magazines and friends, it is time to start experimenting.

Begin with safe combinations. The best choices are classic variations with neutral colours - Black on black, black with white, grey with white and other monochrome combinations but don't limit yourself.

6. Experiment beyond basics

Once you are more confident with mixing and matching, you are now ready to progress to experiment with more trendy items and adventurous combinations. Develop a signature look by means of unusual clothes combination.

Dress up the classic white and grey combination with an interesting scarf, bold or statement necklace, earrings, shoes or handbag. Play with colour. But always remember to showcase your figure strengths and hues that flatter your skin tone. If you are concerned about height, a bright pink neon colour ballet flats is not the best way to dress up the outfit.

You will be better off with grey or black pumps but add your personal touch with a bold bib necklace instead.

Being **stylish** is an interesting challenge. Most importantly, your style should communicate who you are inside.

Oh, one last thing about being stylish. You need to make an effort, it may sound simple but there are so many ladies that I've met who just reach for

whatever is clean and comfortable. Style or fit is the last thing on their mind.

Being a working professional with a family, I understand the time crunch faced by working mothers, however, as with all things, practice makes perfect. Make it part of your daily grooming routine, with practice, it will come easier for you to reflect the attractive and stylish you who is inside.

There you have it. I hope these tips will help you on your journey towards a Stylish, New You!

Contact us at **81638169** or email to guin@imagemasteryint.com if you like us to work with you towards becoming a stylish woman.



IMAGE CONSULTING FOR Women & Men



Pantyhose – A Wardrobe Essential?

When I'm interviewed about business dress for women, the question of pantyhose inevitably comes up.

Lately, there's been a lot of talk over the new media darling, The Duchess of Cambridge, Kate Middleton's sheer and shimmery pantyhose. Pantyhose were hot in the 80s and early 90s. I recalled in my early career life where pantyhose is the essential item in every office lady's (OL) wardrobe. Today, most women I know vowed to never wear pantyhose again - it's too hot here in tropical Singapore, the constant need to treat it with tender loving care, tight waistband cutting a red ring around my waist, it's old fashion etc.

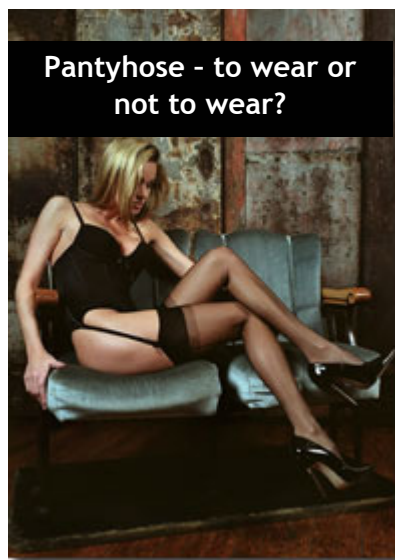
Elsewhere in far away England, pantyhose sales are up and women are emulating the stylish Duchess. Others say a firm 'no' to pantyhose.

Well, a word of advice, don't be too quick to give up your pantyhose, because there are certain advantages to wearing them. Pantyhose may well be your essential item to becoming a stylish woman when you've got visible "distractions" like spider veins, bulging veins, or extremely pale skin that looks white as a sheet.

These distractions will cause the eyes to be riveted to your legs, but for the wrong reasons. In reality, not everyone should be wearing the shimmery pantyhose that Kate Middleton wore. They can be rather distracting because of their unusual sheen. If you are

wearing it for work, I will suggest to keep to the ultra sheer pantyhose without the shimmer, the idea here is to create a "natural" look.

So, what's a girl to do if you have such "distractions" but is no pantyhose fan? There are several options. Get a tan on your legs at the beach or spray a tan on. It doesn't have to be more than a shade or two darker. All that's necessary is to even out the colour. At the same time it camouflages any protruding veins.



Ultimately, if your legs look as if you could be wearing pantyhose, you don't need to wear them. However, if you've got major distractions, you're doing yourself a disservice by not camouflaging your imperfections in some way. You're not actually "liberated" when you are constantly worrying about

whether your broken capillaries or bulging veins are the center of attention when in skirts.



IMAGE CONSULTING FOR Women & Men



10 Essential Items Every Stylish Woman Must Have

We all have a couple of items in the wardrobe we can't live without - those favourite jeans, the shoes you just couldn't replace...

As an Image Consultant, I have met many clients who have a huge wardrobe but yet have no clothes to wear! Being stylish does not necessarily mean you need to have many pieces of clothing. A capsule wardrobe is a good place to start as these key pieces can be mixed and match together to offer you much more than the pieces add together.

Here are the low-down:

1. Leather jacket. A versatile piece that is timeless, protects you from the elements and gives you the attitude. There are many ways to wear the leather jacket, with jeans and boots (commonly seen) or pair it with thin layered tops, and a slim pant and high, high platform heels for that 'hip' factor. (Picture on right)



2. A black fitted jacket. Need we say more about it's versatility. This is another item that you need to spurge on. Select a quality piece with a classic cut, and you don't have to worry about it going out of fashion.

3. A-line skirt. Flattering for most figures. Skirt also conveys a formal, conservative yet urban message.

4. A wrap dress. Designed to make women of all shapes and sizes look instantly beautiful. Opt for the right cut, and you will instantly forget all about larger hips, butts, and tummies. Avoid stretchy fabric so you don't worry about unflattering bumps even with slight weight gain.

5. Dark Denim jean. Get a pair that flatters your body type. Skinny jean looks good on women with long and slim legs but if you have a curvier bottom, a boot cut jean will even them out to give you the illusion of a longer and slimmer look.

6. A pair of pants in neutral colours. A pair of well-tailored pants in neutral colours conveys a confident and contemporary message. Choose a cut that flatters your body type. Pleated pants are more classic while flat fronts are more sophisticated.



IMAGE CONSULTING FOR Women & Men



7. Crisp white shirt. The perfect white shirt can take you anywhere. Dress it up or dress it down, this same piece can give you many different looks. Sharon Stone has made the crisp white shirt red carpet ready at the 1998 Oscars.



Sharon Stone looking divine with her Gap men's shirt and lavender Vera Wang skirt.

8. Little Black Dress (LBD). Every woman must have a dangerously sexy, little black dress. The brand is immaterial, get one that shows off your best assets. If you don't have one, now is the time to find it.

9. A quality pair of classic black or brown pumps. Splurge on a pair of shoes. It is one of those things you can't fake.

You can't look well dressed without a nice pair of shoes, it is impossible.

10. Earrings, necklaces, belts, scarves, shades. These essential items are one of the easiest and fastest ways to jazz up your outfit.

Metal earrings and necklaces give a more polished look and is a good place to start before graduating to other pieces in different texture and materials. Select pieces that convey your personality.

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