YOUR STYLE 101
Ten Basic Fashion Tips
by Joy Kent

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One of the most important strategies for professional success is to **Create a winning professional image**. Because 55% of our communication is physical and visual and only 7% is verbal, your image can powerfully convey credibility and confidence even before you say a word. **More than any other single factor, your clothing shapes your image.** Here are ten fashion tips designed especially for professional women to aid you in identifying clothing that fits your body and therefore conveys a professional image and supports your career goals:

1. **Your "Colors"** – Determine if your skin, hair, and eye coloring is cool or warm. Cool colors have blue undertones and warm colors have gold undertones. How can you tell? Put a color around your neck; does your skin show red blotches? Do dark circles show up under your eyes? These are signs the color is not right for you.
2. **Oval Face** – If the shape of your face is oval or curved, then the inside lines of the garment and accessories should also be curved. For example a jacket lapel has rounded corners or the pattern of the fabric is curves.
3. **Angular Face** – If the shape of your face is angular, then the inside lines have the garment and accessories should also be angular. For example a jacket lapel has sharp corners or the pattern of the fabric is angular.
4. **Defined Waist** – If you have a definite waist (waist measurement is 9 inches or smaller than hip measurement), the line of the garment should have defined waist (for example: pleats.)
5. **No Waist** – If you do not have a definite waist or boyish figure (waist measurement is less than 9 inches smaller than hip measurement), the line of the garment should be straight waisted.
6. **Tight Clothing** – If you see horizontal pulls or creases, the clothing is too tight fitting.
7. **Large Clothing** – If you see vertical folds or creases, the garment is too large fitting.
8. **Horizontal Lines** – Horizontal lines cut you in half and widen the spot of horizontal line stops the eye's vertical movement and emphases that spot. For example, a jacket bottom ends in the middle of the hip, making large hips appear even larger. If a jacket hem ends at a small waist, the small waist is emphasized. If any part of your body is short, horizontal lines can emphases it. Horizontal lines make you look shorter.
9. **Vertical Lines** – Vertical lines elongate and vertically divide. A vertical line from top to bottom can make you appear longer. Also princess lines strategically placed can create an illusion of smaller hips.
10. **Your Fit** – If you cannot find clothing that fits all over, have the garments altered or have the clothing tailored just for you.

Please call or email me and let's arrange for a consultation to create your own personal **Your Style 101 Basic Clothing Profile**. In the comfort of your home we'll look at your wardrobe, evaluate your clothing needs in relation to the above 10 guidelines and then look at some great clothing options. I'll then prepare your own customized **Your Style 101 Basic Clothing Profile** and send it to you by mail or email attachment within three business days.

Wouldn't it be great to feel confident you are wearing clothing that conveys a professional image and supports your career goals?

Value: $500   (3-hour consultation (+) transportation)   **Your Cost: $295**

"If you do not find benefit in the information you receive within 30 days you will receive a full refund."

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