



IMAGE CONSULTING FOR Women & Men



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Image Matters

This is our 4th year empowering others to look great and feel great about themselves. The past 3 years have been most fulfilling as we received so many testimonials from both our corporate and individual clients telling us how much they have benefited from our programs, be it in gaining newfound confidence, networking with others or looking more attractive and powerful.

We would like to take this platform to thank all our loyal clients and friends for your support and we will continue in our mission of helping others bring their image and etiquette presentation to the next level.

This year, due to popular demand, our newsletters will come to you on a monthly basis instead of a quarterly basis. We hope that bringing more image and etiquette tips regularly to you will work better for most of you out there.

In this issue, you will read about the *Key Trends for 2011/2012* and learn the *7 Ways to Look More Attractive and Credible at Work*. I'm positive you will also enjoy the article on how a man can dress to look smart and attractive as well!

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

Happy Reading!

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Principal Image Consultant



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Key Trends for 2011/2012

Well, I've been keeping tab on things to keep us one step ahead of the game and below am my early predictions for the key trends which are set to be big for 2011/12.

The Key Looks

Forties - Think Forties shaped shift dresses with nipped in waists and a pair of elbow length gloves.

Sixties - Silhouettes with shapes that accentuate curves. Feminine looks with hip-hugging sheath dress with a below-the-knee hem for the perfect hourglass look.

Seventies - Some elements of the 70s trends are back. Think 70s bohemian, and '70s sophisticated glamour. Tommy Hilfiger and Marc by Marc Jacobs featured flared trousers, soft felt hats and knee high boots with a platform sole.

Androgyny - The boyfriend jeans and blazers look will continue on. Girls dressed like boys in luxe utility with zipped capes, scrunched



Wide-leg pants look

leg ¾ length trousers, chiffon dinner shirts and shirt-tail silk dresses.

The Colours

Crimson, magenta, ochre yellow, orange, warm rusts, emerald, teal and sapphire take the bright colour story of summer into the new season. Last winter's wardrobe staple, camel, looks set to be replaced by rich, lush colours. Monochrome also looks set to be big, seen at Louis Vuitton.

The Patterns and The Textures

Think bold spots and checks. Birds and snake print also look set to be huge.

Texture wise, prepare yourself for velvet, lace, embroidery and appliqué overlays.

Also look out for

The nautical stripe tops, cocoon coat, wrap skirt, maxi skirt, and flared trousers.

Finally, trends come and go, do not blindly follow them. Pick out those trends that work for your personality, age and body type to look chic and fabulous!



Rich colours for 2011

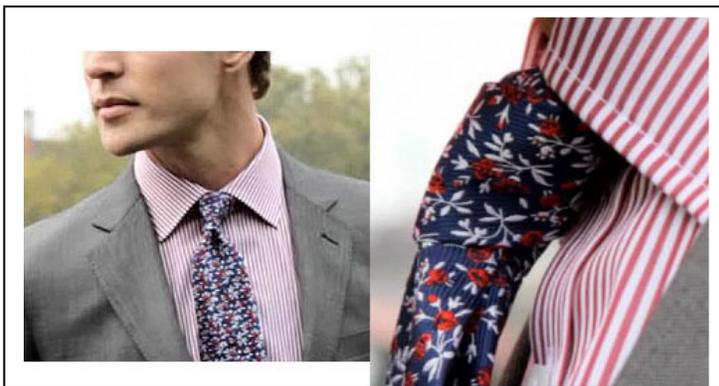


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Smart Dressing Tips for Men

- ✓ It is best not to wear checks or stripes on both shirts and pants.
- ✓ Avoid wearing three patterns if you do wear ties at work unless you are very experienced and fashionable as all these patterns must work together in colour, proportion and balance.
- ✓ When you wear checks or stripes together, it is best to ensure that one of your garments, either your shirt or pant is plain. For example if your shirt is checked, then your pants should be of a plain solid colour. Wearing too many patterns is distracting and will mess up your look.
- ✓ Hairline stripe shirt looks best when pair with a pattern tie or a solid colour tie.



Sunday Best with striped shirt and a pattern tie

- ✓ The striped shirt can be worn with a striped tie provided the widths of the stripes in the shirt and tie are not the same.



Look smart in a hairline striped shirt worn with thick stripe tie

- ✓ Check shirts look best when worn with pokka dots ties or with thick stripe ties.
- ✓ When you wear 3 solids - plain colours and no patterns, you project a dressier, formal look.
- ✓ Keeping to 2 families of colours in your business attire will project a more polished appearance.
- ✓ Wearing lighter shirt and darker tie projects a more professional appearance.



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7 Ways to Look More Attractive & Credible

There are several ways you can dress up to convey more credibility yet look attractive at the same time, below are some tips that can help you:

1. *Select Colours that Works with your Skin Tone*

Colour is the first thing people noticed about you. Wearing your best range of colours will make you look younger, attractive and radiant and help you project a really positive image. Remember the last time someone commented on how well you looked? What were you wearing? You'll most probably find out that it was one of your best colours.



In the two images of Scarlett Johansson below, you can see that the black dress dulls her complexion, her hair and makes her looks weary and tired. In the orange-brown dress on the right, she looks vibrant and her make-up looks very flattering. Colour makes all the difference, even a gorgeous Hollywood celebrity can look less than perfect with the wrong colour garment, so find your best colours and stick to them.

Be wise though and plan your wardrobe around one or two basic colours that works best with your skin tone. In this way mixing and matching is easier and you can get more looks out of the pieces without actually increasing the number of garments you own.

2. *Have A Flattering Hairstyle*

Keep hair simple, clean, and well-cut. Your hair style should flatter your facial structure and be professional looking. Avoid childish hair styles; they undermine your authority. Above all, you want an fuss-free hair style that does not require much styling.

In business, long hair should be piled up or neatly tied back. If you like to colour your hair, keep hair colour to no more than one or two shades darker or lighter than your natural hair colour for a more polished appearance.



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3. Select Figure Flattering & Business-Like Styles

For a professional image, remember not to show any cleavage as no one can take you seriously!

Sleeveless attire is a major misconception especially us who live here in tropical Singapore. The overall image communicates an interest in socializing rather than business.

Other important aspects to note with professional attire are:

1. Avoid fabrics that wrinkle easily
2. Avoid fussy or over-detailed styles, evening styles like spaghetti-straps or high fashion extremes
3. Avoid anything that is revealing, clingy, see-through or sleeveless
4. Avoid extremely bright or loud colours for main outfit
5. Select jacket suits in darker colours as they project more authority and confidence

4. Appropriate Make-up

Research among top executives show that light make-up, or a natural look, is most desirable in professional women. When you take care of your face, it is perceived that you take care of your work too.

Too much make-up looks harsh and garish while no make-up at all makes you look tired or lazy with an "I-don't-care" attitude. Strike a balance with your make-up.

To get a natural look, BB cream, a well-shaped brow, mascara, blusher and a touch of lipstick is a must.

BB cream is a great time saver. Use concealers to hide any blemishes or dark circles under the eye.

Add a touch of mascara to open up the eyes and finish off with blusher and a natural lip balm or gloss of your choice, for moist and healthy-looking lips.



Natural make-up that is great for work!

Make-up is a girl's prerogative, use make-up to maximize your good features and play down your not so flattering features.

5. Accessorize to Empower

An empowering image must be completed with accessories.

Metal accessories are preferred for work. Be careful not to over-accessorize, keeping jewellery minimal and conservative, and avoid overly glittery or noisy pieces. No facial piercing please other than earrings.

One of the tricks of the trade is the 5-Piece Rule. Wear only 5 pieces of accessories - earrings count as 2; watch counts as 3, allowing 2 additional accessories. When you think you are ready to walk out the door, do a quick check on the number of pieces you have on you.



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If you have more than 5 pieces of jewelry, you are probably over accessorized. Remove something to bring down your total. The result will be a more pleasing, unified appearance.

6. Let the Shoes Speak

Shoes are the foundation of your overall image. Maintenance is critical for footwear.

For work, go for classic, simple court shoes or peep toe shoes in neutral colours.

Keep your shoes no higher than 3 inches as you need to be comfortable and mobile in those shoes.

If you want to wear open toes, you've got to paint your toes.

7. Nail Polish

Wearing light coloured nail polish or properly manicured hands will not distract and demonstrates you take care of small details and can be trusted with much.

Remember: Understatement is always better than overdoing.

Image Mastery International, a Franchise of First Impressions, U.K. is an image consultancy firm that specializes in Corporate and Personalised Image and Etiquette programs. For Enquiries, please call us at **8163-8169** or email to guin@imagemasteryint.com.