



IMAGE CONSULTING FOR Women & Men



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Image Matters

In this issue, we focus solely on the ladies since this is the month where we celebrate Mother's Day. So I thought, why not give them something light to read about during their free time; it could be when they are queuing in line for food or while waiting for their kids to finish school. I know of so many mothers that work so hard for their families and in the process, tend to neglect themselves in how they present themselves.

Everyone will agree that Singaporeans by and large are time-starved, particularly working mothers, that's why I like to share 3 simple ways to help the busy women out there, whether you are a mother or not, to spice up your outfit easily.

Not forgetting our Malay friends, we have a something on being chic with tudungs. Yes, you don't need to keep to only safe, neutral colours for work if you know how.

Finally, the last article on how to select the perfect wedding gown is inspired by the British Royal Wedding of Kate Middleton, now dubbed the Duchess of Cambridge to Prince William. With so many styles, colours and choices, brides-to-be will certainly be confused, so we want you to get a better idea on how to select the perfect wedding gown so you too, can look picture perfect on your big day!

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

Happy Reading!

Guinevere Ho
Principal Image Consultant

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3 Ways to Spice up Your Outfit

With the right accessories, you can dress up or down the same outfit and completely change the look. Accessories also add that finishing touch to your outfit so investing in accessories is a wise move if you want quick and easy ways to spice up your outfit.

1. Jewellery. Use jewellery to express your personality. If you are a confident and gallant girl, you will love bold, contemporary pieces. The romantic girly type will be won over by sweet and delicate jewellery. Artistic pieces will work perfectly if you are the expressive and creative type. If you are the strong silent type, classic pieces in silver, gold or pearls will accentuate your elegance. Change your jewellery daily for that added impact and a chic appearance.

Earrings draw attention to the face. Wear longer drop earrings if you want to elongate your face. Avoid round hoop shapes earrings if you have a broad or round face. Get earrings that shapes that flatter your face shape.

Don't overdo rings - more than 1 per hand is too much and warrants unwanted attention.

2. Shoes. Change your shoes to change your outfit - a pair of sneakers says comfort without style. If comfort is your mantra, try a pair of ballet flats instead as it says comfort in style. Strappy sandals say fun while classic closed-toe pump says you are serious and professional. Different shoes create different looks - use them to add variety to your wardrobe. You don't necessary have to own many

clothes to get different looks, ingeniously use different shoes to create different looks.



Strappy heels makes the outfit look more relaxed while closed toe pumps make the outfit look more polished



IMAGE CONSULTING FOR Women & Men



3. Handbags

Have a few handbags in different styles and colours to mix and match to create different feel with your outfits. Pay attention to scale and proportion. A petite lady will want to avoid deep, huge tote bags as you'll look shorter and lost behind the huge bag. In today's fashion, you don't have to match your shoes with your bags, just ensure you don't have more than 3 families of colours in your overall outfit for a more polished appearance.

When using accessories at work, ensure they work with your outfit and the working environment you're in. Be careful not to over-accessorize, keep jewellery minimal and conservative, and avoid dangling chandelier style, overly glittery, noisy or large pieces as they are too frivolous for most work environment. With shoes, avoid shoes with too many fuss, sequins and embellishments as they convey an image that is more social than professional.

Update your accessories each season. A pair of current season shoes and some new jewellery can keep your wardrobe looking fresh. Be aware of the current silhouette. Invest in pieces that are timeless and be wise when buying fashionable pieces as these are passing fad. You want to look stylish with accessories, not outdated. Love leopard print? Buy a pair of shoes in it or a scarf, not a suit.

Contact us at **81638169** or email to **guin@imagemasteryint.com** if you like to master the skills to enhance your style or to get many more looks with accessories.



IMAGE CONSULTING FOR Women & Men



Tudung Chic

I had a class recently where one of my participants requested for pointers on tudungs. So, here you go:

- First, identify your best colours. If you have cool skin tones, colours in cool tones will compliment you better because the right colours will make you look younger, attractive and vibrant while the wrong colours will make you look dull, tired and older i.e. a person with warm skin tones will look good in a beige tudung but a black tudung will dull her look.
- Next, pick out 2 to 3 favourite colours of yours and get outfits and tudungs in these colours but in the right tones to allow you to easily mix and match and create many different looks with just a few key pieces. i.e. Tomato red is a red colour in warm tone while is a red in cool tone.
- Contrast the colours within the same family i.e. Warm + Warm, Cool + Cool. Example: Warm Yellow + Warm Red, Cool Pink + Cool Blue. The higher the contrast, the brighter you will look. However, remember to stick to colour tones that compliment your skin tone.
- Play with texture and prints. Go for lace, sequins, or patterns to change your look. However, do take care to choose the appropriate print size as plus size persons when surrounded by very small prints will look much bigger than they really are!



- Play with layers. All you need to do is just to slide it through your head. Instead of 1 layer, try 2 or even 3 layers. Try layering in the same hue but different tones or you can try to have 1 pattern with 2 solids. Avoid having 3 patterns as it will distract attention away from you.
- Get an attractive brooch to add interest. Pin it in the middle of the scarf or on the side depending on your bodyline!
- And last but not least, focus on only one aspect, either your tudung or your outfit. So, decide which one to show off!



IMAGE CONSULTING FOR Women & Men



The Perfect Gown for Your Wedding

April 29, was a very special day for the British Royal Family. As for me, I stayed glued to the television set during the 'live' telecast to catch a glimpse of the much anticipated and elusive wedding gown that Kate Middleton would wear on her big day.

The beautiful satin gown, featuring a lace applique bodice and skirt designed by English designer Sarah Burton at Alexander McQueen did not disappoint. To me, it's a classic and lovely gown that accentuates her elegance. Kate Middleton, now dubbed Her Royal Highness, the Duchess of Cambridge, wore her hair half-up in long, wavy curls and her make-up looked perfect. She was a picture of true bliss and couldn't look any more beautiful and angelic.

The wedding is grand, solemn, lavish and memorable, the dress, of course generated much media publicity and comments by fashion experts.

The dress is almost always the most important aspect of a wedding (besides the celebration of the union of two lovebirds). It has to be perfect and is much talked about after the wedding. My wedding gown may not be a Sarah Burton or Vera Wang, but it fits my style and personality perfectly.

If you are looking for that perfect wedding gown for your big day, let me help by sharing some tips so you can be picture perfect on your big day too.



Kate Middleton, picture perfect in her Sarah Burton, Alexander McQueen wedding dress



IMAGE CONSULTING FOR Women & Men



1. Styles and Shapes

What is a perfect gown? Without doubt, it is a gown that shows off your beauty both inside and out. Essentially, it is the dress that works for your body type and personality.

Be careful when incorporating fashionable elements as a trendy gown today can look old-fashioned 20 years on (You don't want to look at your wedding pictures 20 years later and your then trendy gown stands out like a sore thumb). A classic gown will do you in good stead. A Juliet sleeve (long sleeve with puffy shoulders) may be popular during your parent's era, but will look too dated today.

The next element to look out for in a gown will be to find you that accentuates your figure strengths.

If you are *pear shaped, full figured, do not have a defined waistline*:

- Go for A-line princess gown that emphasizes flowing vertical lines and is guaranteed to turn heads or a timeless ball gown dresses that is perfect for formal weddings
- Avoid cap sleeves, sleeveless, pouf, juliet, bell or poet sleeves

Pouf - short, full gathered sleeve. May be on or off the shoulder.

Juliet - long sleeve with puffy shoulders

Bell - Long sleeve, narrow on top and flared towards the wrist

Poet sleeve - Long sleeve, fitted from shoulder to elbow then flared.

If you are *petite or thin*:

- Go for A-line/princess gowns, ball gown dresses or empire waist dresses
- Avoid mermaid or sheath gowns



Empire waist gown - Excellent choice for petite brides



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If you have an *hour glass figure or would like to show off your figure:*

- Mermaid or Sheath dress will do you justice as it shows off nicely any and all curves that you have.
- These 2 styles are a nightmare if you a full-figured bride-to-be, have a thick waist, are short waisted or have a pear shaped body type
- Any sleeve type will work

2. Necklines

Jewel, Bateau, Sabrina necklines - great for women with smaller chests.



Queen Anne, scoop and square necklines - works beautifully for any figure type. The latter compliments ladies with angular face shapes.



V-neck - suggested for women with medium sized chest. Avoid this neckline if you are fuller at the chest or smaller than average size chest.

Spagetti strap and halter neck - great for women with small to average sized chest, but to be avoided if you are full-figured or have narrow shoulders.

Off-shoulder necklines - great for hourglass figure or pear shaped figure brides-to-be as it makes the shoulder looks broader. To be avoided if you are thin, no well-defined collar bones, have fuller arms or a broad shoulder.



Mermaid gowns shows off your curves in the right places



IMAGE CONSULTING FOR Women & Men



Portrait necklines - ideal for brides-to-be with fuller arms. Avoid this neckline if you have broad shoulders or not so well-defined collar bones.



Sweetheart necklines - great for brides-to-be with hourglass figure or women with larger chests. It shows off your assets nicely without being too revealing. Remember, modesty is key as you want to look sensuous or sexy but not like a model out of a Playboy magazine on your wedding day.

High collar - great for brides-to-be who are petite or wants a dress with lengthening effect. If you have narrow shoulders, are pear shaped or have round or square faces, avoid this neckline.

3. Veil and Trains

The long veils are generally for formal and elegant weddings and the shorter ones for all others.

Wedding dress trains are another element of the wedding dress that the bride-to-be should take careful consideration in choosing. There are two things to consider when choosing a train; the length and the style.

The three popular lengths are the sweep, the chapel and the cathedral. The sweep train barely touches the floor, the chapel train trails up to four feet and the cathedral train is the long one fit for a princess.

Final Warnings and Tips:

- Begin shopping for your wedding gown as soon as possible and bring along people who will honestly give you a second opinion worth hearing. Or, work with an image consultant who can give you guidance on what works for you and your personality as well as offer objective and constructive advice during your dress fitting.
- Don't buy the dress in a smaller size thinking you will lose weight, this puts too much pressure on you. (A common mistake that many brides made!)
- Be cautious with embellishments and details such that they do not overwhelm you. Yes, the gown is important but it should not totally distract from you. A petite bride will be lost in a gown with elaborate bodies - beads, sequins, overlay, and extravagant folds of tulle with cathedral train.
- Bring shoes with the same size heel you expect to wear at the wedding.
- Take home a fabric swatch to match with your shoes, veil and accessories.
- Most important of all, don't buy the gown unless you absolutely love it!

Contact us at **81638169** or email to guin@imagemasteryint.com if you like a professional image consultant to help you identify the perfect wedding gown for your big day.