



What's in this issue?

Group Image Profiling Workshop

The Versatile Jeans

Common Make-up Mistakes to Avoid

Surviving the Year-End Office Party

Seal the Deal – The Business Lunch

Do you know you speak volumes even before you say a word?

Research shows that people make assumptions about your professionalism and potential performance based on your appearance during a first meeting. It is a very challenging task to overcome a poor first impression, regardless of your expertise or knowledge.

Despite our country's unprecedented wealth and increasing sophistication, we still see many world shakers; successful men and women roam our streets clad in ill-fitting shirts and jackets, unflattering clothes and dated hairstyles.

We know how busy you are making a difference in the marketplace, but do you look as good as your stock portfolios? Do not sabotage yourself. Brand yourself, look as impressive and as professional as you are on the inside.

That's why we are putting together this quarterly e-newsletter to help men and women look good and feel good. As long as you understand your body, dress your best colours and to flatter your body shapes, anyone can look like a million bucks. Our mission is to bring you tips and tricks that work to enhance your image quotient.

In this Inaugural issue, you will learn about the all important denim, make-up tips for the busy women and key business protocols to help you navigate through any dining or entertaining event with style and ease. With year-end round the corner, here are our style tips to help you survive the year-end office bash.

Happy Reading

Guinevere Ho
Principal Image Consultant



SPECIAL Group IMAGE PROFILING Workshops (limited seats!)

Workshop 1: Colours and Figure Analysis for Ladies

Dazzle at Christmas!

Your image can work for you or against you. Learn how to wear your best colours, understand your body shape to accentuate your strengths, manage your wardrobe and dress to create a style of your own to project the professionalism and confidence! Get ready to dazzle not just at this Christmas but for life!

- Colours - how to wear your best colours
- Analysis of Face Shapes and know what glasses, accessories and hairstyles to wear to complement your face shapes
- Wardrobe Personality Analysis
- Wardrobe Management – what are the essential pieces that you need?
- Figure analysis of Body Shapes and Figure Faults: Are you a H, A, V, T or X? Are you pear-shaped or apple-shaped?
- Dress Codes : Black Tie, Formal, Lounge Suit, Business Attire, Casual Smart

Date : 24 Nov '07, Sat, 9.30am to 12.30pm
Fee : \$68.00 per person
Venue: 219 Pasir Ris St. 21

Workshop 2: All about a Gentleman's Wardrobe

Clothes maketh the Man!

You never get a second chance to make a great first impression. But with all the fashion out there, what's a man going to do? Learn all about the language of dressing, your wardrobe personality, the story behind every man's item in the wardrobe so that you can dress to project a style to call your own!

- Colours - how to wear your best colours
- Analysis of Face Shapes and know what hairstyles and glasses to wear
- Wardrobe personality
- All about Ties – Colour Combination, knots and patterns
- The 5Cs of a Shirt - Craftsmanship, collars, cuffs, correct fit and cotton
- Questions about the Business Suit - jackets and trousers
- All about socks, belts, shoes and accessories
- Dress Codes : Black Tie, Formal, Lounge Suit, Business Attire, Casual Smart

Date : 24 Nov '07, Sat, 2.30pm to 5.30pm
Fee : \$68.00 per person
Venue: 219 Pasir Ris St. 21

Registration:

Please call Guin at 8163-8169 or email to guin@imagemasteryint.com to register and send a crossed cheque payable to "Image Mastery International". Mailing address will be provided upon registration.

The *VERSATILE* JEANS-

Jeans or denims, they are one of the most versatile items in anyone's wardrobe. It can take you from casual to chic just by accessorising, throwing on an über cool jacket or pairing it with elegant, sparkly Jimmy Choos.

But before you leave the house in your favorite pair of jeans, stop and check yourself in the mirror. Are your jeans so acid-washed they belong in the '80s? Is your muffin top showing?

Many women are wearing the *wrong* jeans. We've seen them all: women in tapered, baggy or skin-tight jeans roam our streets. If you want to look like a million dollars in your jeans, avoid these common fashion blunders.

Blunder #1: The old stonewashed jeans that you feel so comfortable in, you may even think you look cute in them. But think again. These retro denims will create a "spotlight" on your thighs! So stay away!

Blunder #2: Jeans with high waist. Women who have a small waist and curvy hips, it is important for jeans to fit just above the top of the hip—not at the waist. If the waistband of your jeans could double as a push-up bra or your backside looks flat like a pancake, you're guilty of wearing "mum jeans." Mid rise jeans will be great; it is great for any age, from teens to motherhood. The trend for 2008 is a jean with higher waistline, but not everyone is suited to wear their jeans waist-high, so, choose wisely.

Blunder #3: To control the "muffin top", that is the stomach bulging over the waistline, go for a more forgiving mid-rise that provides tummy coverage. The "muffin top" is caused by a waistband that's too low and too tight.

Many times, we also see young women on our streets flashing trendy low-rise jeans with the whole behind hanging out or G-strings showing. This is one of the top 10 image destroyers for women. Butt cracks are not cool and undergarments need to remain under. Before you sit down the next time, be sure to pull down your shirt and hike up your pants.

Blunder #4: Know your body shape and dress to flatter your strengths and downplay figure faults. Don't fall for every trend, skinny jeans tucked into boots may look good on your favorite actress, but not everyone can pull it off.



Jeans tucked in boots is cool but not everyone can take this look.

When shopping for a pair of jeans, make sure you are comfortable and it fits your booty, hip and thigh. Understanding your body shape makes the whole world of difference between a 'oh, you look fabulous' and 'yeah, it's okay' comment. Here are some quick tips for women with different figure concerns.

Tips #1: If you are worried about your **tummy**, go for a boot-cut jean that can help to balance out a heavier mid-section. Look for a mid-rise, and make sure the jean hits across the belly, not above or below it. The width of trouser leg jeans can also help create a more balanced bodyline.

Tips #2: Women with **heavy thighs**, go with a pair of uniform wash denim and a slight boot cut. These denims help to create a slim silhouette. Just be careful not to get a boot cut that is too tight on the knee. A loose construction will draw attention away from a heavier thigh.

Tips #3: Women with **large hips** need to stick with a mid-rise jean that is slightly on the lower side in order to fit around the widest part without creating love handles. Do look for a straight leg or a trouser leg, which falls down from the hips to create a longer-looking leg line. As ladies with hips typically have thicker limbs, a straight-leg jeans help to give the leg a uniform width. Avoid boot-cut jeans as they only serve to emphasize the thickness of the thigh relative to the knee.



Tips #4: For women **with big butts**, it is crucial that you find a rise that fits properly in the crotch. There are jeans now that are made with a lower rise in the front and a higher rise in the back, which can help fit a larger butt. Take note to stay away from any kind of flap pocket or pockets with heavy detailing or embroidery. Instead, look for smaller or angled pockets to help camouflage the butts.

Tips #5: If you want to **create the illusion of curves**, go for jeans with flap-back pockets, embroidery or heavy detailing. Pockets that are angled or higher on the seat also create this effect. But if you do have a generous bottom, stay away from such designs. You need to keep it as simple as possible.

Tips #6: What is the **perfect length for a pair of jeans**, you may ask? Jeans should go all the way down to the bottom of your high heel in the back. But, if you feel like pairing off your jeans with a flat shoe, don't even think about rolling up your jeans. Every woman should have another pair of jeans that's ideal for flat shoes. Jeans with turn-up will instantly make your legs look shorter.

If you choose your jeans well, you'll look fabulous. Be patient, take your time when shopping for jeans, spend about 45 minutes to 1 hour to find **THE** jeans and choose a shop with a wide selection. If you are going to spend money anyway, why look good when you can look fabulous!

Common Make-up Mistakes to Avoid

Without saying a word,

your appearance can tell someone whether you are a leader or a follower, dynamic or exhausted. Your image affects how others perceive and treat you and you just cannot make mistakes in presenting yourself, particularly in your make-up. Trust me, nobody will miss that overpowering blue eye shadow or that boundless blush on your face. Unless you are acting in stage plays or in Cantonese operas, you need to be sure to avoid some of the most common make-up blunders.

Foundation Disaster

You must have seen this most common make-up mistake on many people. The problem is these people choose a foundation that is the wrong color for their skin. Some want to appear more tanned and choose a foundation that is darker than the rest of their skin, which makes them look unnatural, dirty and dull. When choosing foundations do it under natural light and you should pick the foundation color that seems to disappear into your skin. This will ensure that you look natural. Another important note is to blend, blend and blend so that your foundation is not patchy.

Eye liner Catastrophe

Yes, eye liner makes the eye appear bigger and black eye liner has the best effect. If you are new to lining your eyes, start with the more forgiving eye liner pencil. Liquid eye liner is reserved for those with a steady hand.

Colours Galore

Bold, bright pinks, oranges, electric blue and other bright colours are not great for every day wear as they're harsh and they age your skin.

Go for neutral makeup palette, based on beiges, roses or browns depending on your natural colourings to achieve a glowing look. Save the bright colours for special occasions.

Excessive Blush

The key to blush is to make it look natural yet many people make the mistake of thinking more is better. When choosing a blush color find something that will appear natural on your cheeks, such as a peachy pink color on a person who falls into the light cool category.

Lip liner Fiasco

You should stay away from lip liner that is too dark as dark lip liner leaves a ring around your lips when the lipstick wears off. Choose a neutral liner colour or one that matches your lipstick for a better look. Be sure to use a lip brush to soften and blend any hard edges for a more natural look.

Sleeping with Make-up

Don't leave your make-up on overnight. I know many of us are guilty of this, but at what cost? Sleeping with your make-up on not only dirty your pillows, it also clogs your pores and may lead to breakouts. Make-up will do wonders, but it works best on good skin. So, don't do it.

Make-up for the 20s

The ladies in their 20s have just started out working and are typically on a budget. Nonetheless, it is important to look polished and tell the world you are ready for the challenges ahead. What you need is to:

- Look for multi-purpose cosmetics. Cream blusher can be doubled up as a lipstick which you can apply with fingers. Eye brow pencil that works as a liner too or use eye shadow for brow and eye-liner.
- Start investing in neutral makeup palette, such as beiges, peaches or browns (depending on your natural colourings) for everyday wear.

Surviving the Year-End Office Party

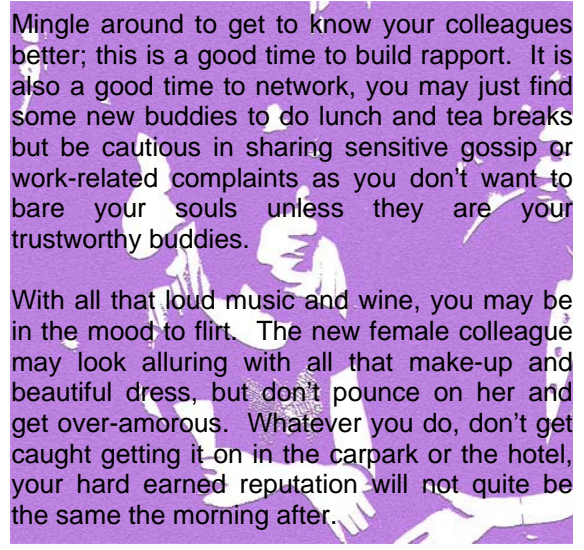
You have been slogging and battling to meet deadlines for the past 12 months and are all ready to let your hair down and party hard at the upcoming office bash! But think again, your behavior and how you dress reflects on your professionalism and credibility. So do you really want to wear that newly acquired super duper low-cut v-neck see-through blouse with the pink patent super mini skirt or drink as much as you feel like it? Many business lunches failed due to one drink too many but many professionals also humiliate themselves habitually due to one drink too many at the office bash! Are you seriously ready to face the people that you work with day-in, day-out after making that big office bash blunder and throw away all the respect and recognition that you have taken pains to build as an efficient model employee?

Well, you don't need to fret. You can still have good fun and avoid the potential embarrassment if you steer clear of these common party pitfalls.

WHAT NOT TO WEAR – You may be eager to show off your latest wardrobe addition from the U.S. shopping trip. But beware-this is a tricky section that you need to navigate with caution. If it is a theme party, show that you care by dressing according to the theme. But beware not to show too much skin unless it is the beach party theme. Even then, take note not to show up with just your barely there bikini. Throw a sarong casually tied to your bottoms if you must wear a bikini. An overly sexy image is hard to forget and your male counterparts may have problems taking you seriously after that. Rule of the thumb, whatever the party theme, do not dress shabbily, or be over (don't steal the thunder from the CEO) or under dressed (shows that you are not interested).

PARTY DECORUM – With the right outfit, you can now sashay into the party. But, remember the party golden rule: **DON'T GET DRUNK**. You don't want to consume too much alcohol and throw up all over your bosses or be remembered as the guy who did the striptease at the party. Worst of all, one drink too many may cause you to pluck up your courage and spew strong words at that colleague or boss that you don't particularly fancy.

The caviar is tempting and is your favourite food; but no matter how delicious the food may look, you don't want to help yourself to too generous a serving at one go or hover around the buffet table all the time unless you want everyone to think you are a pig.



Mingle around to get to know your colleagues better; this is a good time to build rapport. It is also a good time to network, you may just find some new buddies to do lunch and tea breaks but be cautious in sharing sensitive gossip or work-related complaints as you don't want to bare your souls unless they are your trustworthy buddies.

With all that loud music and wine, you may be in the mood to flirt. The new female colleague may look alluring with all that make-up and beautiful dress, but don't pounce on her and get over-amorous. Whatever you do, don't get caught getting it on in the carpark or the hotel, your hard earned reputation will not quite be the same the morning after.

THE NEXT DAY – Many employees are tempted to call in sick the next day after the mid week Christmas party. You may be nursing a slight hangover, but unless you are really sick, other people may resent you for that as not everyone is feeling their best after a night of heavy partying. You may have conquered the party this year, but there's the next company D&D, anniversary celebration and farewell parties, so don't be too quick to criticize your colleagues drunken antics.

Seal the Deal - The Business Lunch

Business lunches are very common in Singapore. But is it as simple as making the reservations and turning up for the meal and talk business or is there more to it? Increasingly, prospective employees are evaluated over a meal; so are current employees in line for a promotion. Your social etiquette skills can make or break that promotion or business deals. So, here are some tips to help you cruise through your business lunches.

RESTAURANTS – For a start, pick a few nice restaurants and develop relationships with them. Get to know the manager, maitre'd and waiters. Most restaurants will serve special items that are not on the menu to regulars only. In addition, you'll also receive great service and have special requests honored.

INVITATION - When you extend a lunch invitation, make it clear to the guest that you will be the host and you will be paying. Suggest a few restaurants that serve different cuisines and let the guest decide. One of the worst ways to start a business lunch is to pick a place that serves cuisine not to the guest's palette. i.e. Seafood restaurant for a guest who stays off seafood due to allergy. Always make reservations and ask for a table in a desirable location to allow for privacy. On the day of your lunch, call your guest in the morning to confirm the time and place again.

ARRIVAL - Arrive five to ten minutes ahead of your reservation to give yourself time to settle down and think over how you want to approach the time together. Being late is

never a good start as this tells your client that you do not respect his time. When you are early, you will ask to have your table and waiter pointed out to you. Whenever possible, take your waiter aside and explain that the bill should come to you at the end of the meal or you can let them have your credit card information now.

Next, turn your mobile phone to "silent mode" or switch it off. Never accept a telephone call while at the table as this is plain rude. If it is an emergency, excuse yourself and take the call outside.

Now, wait for your guest in the lobby whenever possible. Offer a firm handshake and always use the guest's first name either at the beginning or at the end of the statement. If you need to make a group introduction, highest rank rules over gender unlike at a social function. Let your guests precede you as you walk to the table. They should be seated first and in the best seat.

What's in a Handshake?

- A gentle squeeze lasting 5 to 10 seconds is ideal. Avoid an overly hard or limp handshake. Limp handshake is a tell-tale sign of lack of confidence or sincerity.
- As with the Malay culture and religion, Muslim ladies do not shake hands with the opposite sex.



NAPKINS - Place the napkin on your lap the moment you are seated. Try not to leave the table until the end of the meal unless absolutely necessary. If you have to excuse yourself during the meal, place the napkin on the left hand side of your plate or on the arms of the chair. This is a signal to the waiter that you are not done. When done, place napkin on the right of the plate.

Don't be a fool at business lunches, remember these tips:

- Give your client the undivided attention; minimize any possible distractions, i.e. mobile phone ringing or leaving the table.
- Make small talks, but avoid asking any PERSONAL questions or controversial topics. Listen well.
- Don't devour your main course if your client is picking at the salad.
- Practice diplomacy and be modest.
- Martini is great but don't drink unless your client does. Many lunches fail miserably due to one drink too many.

ORDERING - Since you are familiar with this restaurant, you'll be able to make recommendations to your guest. Ignore your craving for the club sandwich or the mouth-watering laksa. Be sure that you order something easy to eat so you can carry on a conversation. Don't order anything too messy as you don't want any sauce dripping down your shirt. Choose simple food that can be easily tackled with fork and knife.

SMOKING – As smoking is prohibited in air-conditioned places in Singapore, this will not be an issue within the restaurant. If you are out-of-town, follow the lead of your guest. If he or she smokes and you don't, sit in the Smoking section if you can endure the smoke. If you smoke and your guest doesn't, it is only polite to sit in the Non-Smoking section. Smokers, only light up after all the food has been cleared from the table, and always seek permission from others at the table. Be conscious of the direction of your smoke.

DRINKS - When the waiter asks for the drink order, check with your guest if they would like a cocktail, and then follow their lead. If they order alcoholic drinks, you can too, but limit your drinks to one or two. If they don't drink, you don't.

BUSINESS – Take time to chat and wait until the meal is finished before initiating any serious talk of business. Documents or laptops can go on top of the table but not briefcases. If you are using a laptop for your discussion, you may change seats to get closer to your guest.

REMAIN CALM – Graciously acknowledge a faux pas if it happens. A fork could drop onto the floor, or a piece of food could get stuck in your throat. Don't let any unexpected event fluster you, instead, pardon yourself, be cool about it and continue the conversation. Your ability to handle a hiccup with grace will go a long way toward showing that you are as effective and adept on the social scene as you are in business.

ENDING - The conclusion of a business meal is as important as its beginning. A verbal "thank you" at the end is always appropriate. Send a thank-you note when you are back at the office.

ÜBER COOL!

Be the **1st 3 customers** to sign-up for a Personalised Image Management Program with Image Mastery and receive a **FREE Vitamin E lipstick worth \$30.**

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 **Guinevere Ho at 8163-8169** or email to **guin@imagemasteryint.com.**