

## Free e-Master Class

### The 201 Most Powerful Strategies Grooming the Woman

***No matter how talented, you must also look the part.***

You should never judge a book by its cover, or a person by the way that they dress. But we do! You want, and indeed must, develop a reputation of distinction, renowned for being memorable and an outstanding performer, with high esteem and confidence exuding from every word you use. But, should your image and dress sense be less than inspirational, you will have given away **80%** of your personal power and impact before you walk on stage or into a room.

How you present yourself has an enduring effect on your presenters' image, your leader impression and sales pitch professionalism, and ultimately your reputation. And the effect is both *internal* and *external*. Recall a time when you dressed for a special occasion - with that new suit or dress, and as you stepped into the world, knowing you looked good made you feel good, and the rush of power rapidly moving up your spine, **such energy!** And in contrast on another day the opposite would be true, what you were wearing drained you of energy, created a 'lack-lustre' feeling, and much of the time you would have had little or no idea of the cause, but you *knew* that something was lacking!

I want to share with you a *deep* and powerful understanding of image and style to ensure you only ever have **Power** days' in the future.

#### Key Areas for Consideration

1. What is Image?
2. What is Style?
3. Understanding Colour
4. Understanding the Clothing Line
5. Wardrobe Personality
6. The 36 Commandments on Grooming the Woman
7. The 10 Imperatives to Dressing the Man from the Inside Out – 'Undressed for Success'
8. The Ultimate Grooming Tool for Men and Women – ***are you good enough to eat?***

#### 1. What is Image?

**Your image** is the outward representation of your inner thoughts and feelings, sending out messages about your ambitions and expectations. Ultimately it is the reflection of your personality. How you look is part of how you feel and vice versa. As you stand in front of others, your image creates mental pictures (not necessarily visual) within their minds, connecting to their feelings and their own sense of perspective. The energy that passes between you t establishes an understanding that you are trustworthy, confident and commanding, or alternatively, disorganised and unsure of yourself, which results in your audience being unsure of you.

#### 2. What is Style?

Your bone structure determines your bodyline, which in turn establishes your best clothing shape. Your personality and lifestyle determine your **style**. By understanding your wardrobe personality along with your body shape you can begin grooming to inspire yourself with confidence and style - ***your own style***. By analysing both shape and style, you will be able to establish how to achieve proportion of your body shape, creating a balanced harmonious image and camouflaging any problem areas that do not need to be visibly obvious. *This is the art of styling.*

### 3. Understanding Colour

**Colour** is to sight, what sound is to hearing. They both vibrate as waves of energy and they are capable of affecting us psychologically. As a presenter, leader or sales executive *you* must be able to create a balanced, confident and commanding look by choosing the right colours, the best hair-style, make-up, glasses, accessories, bags, shoes, briefcases and pen...

#### **You Must be able to...**

- Recognise the best colours that complement your hair, skin and eye colour (these will be effected if you use colour lenses and are heavily tanned).
- Understand the colours you must avoid.
- Use colours, lines and fabrics effectively to make the very best impression.

#### **Primary Characteristics in Colour - The Tonal Method**

This accurate method of colour analysis is used by our Consultants and determines three characteristics of colour. Below are basic guidelines to help you determine *your* most confident palette. For an accurate assessment please contact now, on 0044 (0)20 8534 6473 to book your consultation.

#### **Tonal Method Colour Characteristics:**

(Depth)	Deep	Light
(Undertone)	Cool	Warm
(Clarity)	Bright	Muted

The following guidelines on colour will support you in defining your colour palette. Evaluate if you are closer to deep or light colour, cool or warm, bright or muted. Many of us will be able to determine which direction is best for our skin, hair and eyes. The analysis becomes complex when our palette falls between two characteristics. A trained consultant will be able to guide you in these situations. You will know if you fall between two characteristics if you are struggling to see yourself in either one of the descriptions.

#### **Deep – Light**

##### **Deep**

Overall appearance is strong.

- Hair: Black, dark brown, chestnut, auburn.
- Eyes: Black, dark brown, deep hazel, deep green, olive, deep navy.
- Skin: Olive, beige.

You can:

- Combine light or bright colours with a deep one to create contrast.
- Wear two deep colours together.
- Deep, solid colours that cover a large portion of the body will work well.
- Avoid light and pastel colours on their own.

##### **Light**

Overall appearance is light with little contrast between hair and skin, giving a delicate look.

- Hair: Blonde, light to medium brown, medium ash brown, ash blonde, golden blonde, golden brown, darker hair that lightens easily to blonde in the sun.
- Eyes: Blue, blue grey, light hazel, blue green.
- Skin: Light ivory or beige, warm peach or cool pink, pale tone.

You can:

- Aim for medium to light contrast.
- Monochromatic dressing in medium to light colours will work well.
- Combine deep or bright colour with light.
- Avoid deep colours, such as black close to the face.

## **Cool – Warm**

### **Cool**

Overall appearance is an ashy look with some depth, medium intensity.

- Hair: medium to dark ash brown, deep ash blonde.
- Eyes: Cool, often clear with a grey rim, blue, blue green, grey, grey blue, brown with grey rim.
- Skin: Rose beige to beige, often sallow.

You can:

- Look for cool colours (cool colours have an blue base).
- Avoid two deep colours together.
- Avoid wearing beige / cream (warm colours have a yellow base).

### **Warm**

Overall appearance is warm, golden look, medium intensity.

- Hair: Red, warm brown, golden brown, strawberry blonde.
- Eyes: Green, hazel, topaz, golden brown, teal.
- Skin: Golden beige, ivory (often very pale with freckles), if there is high colour, it will be red, not soft pink.

You can:

- Look for warm (golden, yellow based) colours.
- Solid colours in medium strength will work well.
- Avoid two deep colours together.
- Avoid wearing white (cool colours) close to the face.

## **Bright - Muted**

### **Bright**

Overall appearance will be bright and crisp. Eyes are sparkling, high contrast between hair and skin.

- Hair: Medium to dark, ash brown, golden or warm brown, black.
- Eyes: Sparkling bright, blue, green, turquoise, blue green, steely grey, often with dark eyebrows.
- Skin: Often light, translucent and clear, porcelain, beige.

You can:

- Look for high contrast in colours.
- Wear two bright colours together.
- Avoid all muted or dusky tone colours.

### **Muted**

Overall appearance will show little or no contrast between the eyes, skin and hair.

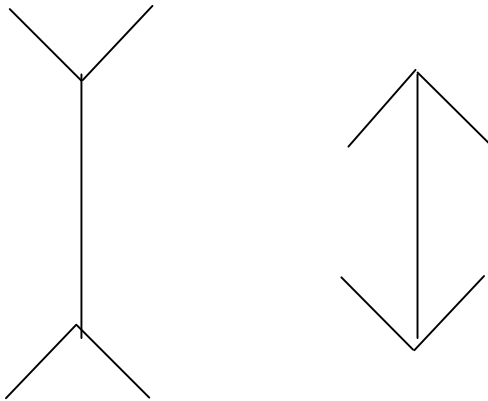
- Hair: ash brown blonde, golden brown blonde, soft salt and pepper grey.
- Eyes: Often hazel, medium to dark brown, green, teal, soft grey blue.
- Skin: The deeper the skin, the lighter the hair and eyes, gives little contrast.

You can:

- Wear solid colours in medium strength will work well.
- Combine light colours with medium colours.
- Avoid bright, strong colours.
- Avoid high contrast.

#### 4. Understanding the Clothing Line

When we look at a line, our eyes automatically lengthen it, making it appear longer than it really is. Our eyes continue to move vertically until something breaks the line and makes it travel horizontally.



Look at the vertical lines in the centre and compare them, the left appears to look longer even though they are in fact the same length. The eyes will follow the upward bars making them appear longer than they really are. The downward slope of the bars on the right bring the eyes down, making the vertical line appear shorter.

If these vertical lines were people of the same height, the visual effect of the upward lines would make the person on the left appear taller and slimmer on account of the visual illusion being created by the line. Reflect on the picture of Hillary Clinton, a petite female, always utilising unbroken vertical lines in her chosen style. Shoes without ankle straps to single button jackets moving upwards to a high collar, thus demanding our eyes follow directly to her swept back hair. Totally groomed with the unspoken message, I am a woman of substance, I know who I am and how to achieve what I want.



#### Vertical Lines

Vertical lines in trousers or skirts, pleats or pin stripes will create a slimming line. The straighter and longer the line is, the greater the effect. **WARNING!** If lines are placed too far apart, it can give a widening effect as they take on the eye line of becoming horizontal.

#### Horizontal Lines.

Horizontal lines draw the eye across the body, giving the appearance of greater width. This will work if the intention was to balance out the narrow part of the body, such as a thin neckline. **WARNING!** Placing vertical with horizontal lines will cancel out the effect, so never do it!

## **5. Wardrobe Personality**

Our personality and lifestyle reflects our choice of clothing, hairstyle, accessories and shoes. In fact everything that we put on our bodies sends a message about our ambitions, expectations and our achievements. It is imperative that you take into account your personality when choosing what you wear, as you must look and feel confident and commanding. The following five descriptions are used in Image and Style Consultations to establish what 'look and feel' you are drawn to.

Your preference may be Natural, but it is more likely that you will be a combination of two or three.

### **The Five Wardrobe Personalities**

#### **Natural**

Naturals want to feel relaxed and so will choose a casual look. Feeling totally comfortable in jeans, trousers, shorts, simple tops and shirts, with little or no jewellery, and if female, only the barest amount of make-up. Naturals prefer practical, hardwearing, non-fussy clothes that are easy to care for.

#### **Classic**

Classics are reserved and conservative in their dress style. Always looking to achieve a smart, neat and tidy appearance. Choosing the classic, simple, formal style that does not easily go out of fashion. They prefer materials of high quality that are understated, well organised and conventional.

#### **Dramatic**

Dramatics like to project their strong, highly individual personality. They will show their individuality in order to be noticed and attract attention. Never wishing to blend into the background with the rest of everyone else, so whether it is the fabric, colour, pattern or accessories, dramatics will always wear something that is striking.

#### **Romantic**

Romantics choose softer fabrics that flow with movement and elegance. Choosing colours rather than neutral shades, wanting to achieve an elegant, sensual or handsome look. Romantics like lots of detail, such as frills, ribbons, lace, polka-dots, stripes, florals, embroidery, fabric detail as well as printed detail.

#### **Gamine**

Gamines are lively, outgoing and energetic, having a neat compact petite body with a small frame. Looking youthful whatever their age, with neat features and a playful sparkle in their eyes. Gamines are always ready for action wearing flat footwear. Being petite they will wear close-fitting clothes, short jackets, waistcoats, boleros, fitted tops, tapered trousers, pedal-pushers and leggings.

### **The 36 Commandments for Grooming the Women**

Everything about grooming and styling is about balancing the body proportionally. If you are over six foot and you are female you will need to understand how to reduce your height appearance in certain situations. Similarly, if you are petite like me then you must learn the illusion of creating length through lines.

#### **Balancing a Tall Frame**

- Horizontal designs and lines
- Wide contrasting belts
- Layered clothing
- Full blouses / over-blouses / bulky material
- Contrasting bands of colour
- Contrasting shoes
- Bold jewellery
- Designs at hemline / coloured tights
- Full hairstyles, wide brimmed hats

#### **Avoid**

- Vertical lines
- Very broad shoulders / vertical necklines
- Monochromatic dressing
- Tiny prints and very small accessories

#### **Balancing a Petite / Slight Frame**

- Vertical designs and lines
- Uncluttered simple styles and lines
- Same colour or toning tops and bottoms
- Small prints and fine fabrics
- Jewellery and accessories that are small and neat
- Medium to small heels
- Short, neat hairstyles and hats
- Toning tights and shoes
- Direct attention up to the face with brooches and necklines

#### **Avoid**

- Wide and bulky garments
- Heavy textures

#### **Balancing Wide Necks**

- Open necklines
- Deeper V necklines
- Raise the back of shirt collars
- Long beads and scarves

#### **Avoid**

- High necklines
- Mandarin or stand-up collars
- Short hair
- Round or scoop necklines
- Chokers

### **Balancing Narrow Shoulders**

- Shoulder pads to extend shoulders
- Cap sleeves and puff sleeves
- Horizontal lines – yoke, epaulettes etc
- Wide scoop or boat necklines, sailor or cape collars
- Wide lapels or peaked lapels
- Side-tied scarves, wide placed brooches

### **Avoid**

- Soft shoulders
- Dropped shoulders
- Raglan sleeves
- V-necklines

### **Balancing Broad Shoulders**

- Direct interest to the centre front and face
- Vertical and diagonal lines, long beads and scarves
- No excessive pads or shoulder details
- Soft shoulders, dropped shoulders, inset sleeves
- Dramatic necklines, deep V or scoop
- Dolman, raglan, kimono or batwing sleeves
- Hip interest to balance shoulders

### **Avoid**

- Epaulettes
- Puff sleeves

### **Balancing Short Arms**

- 3/4 sleeves
- Roll-up the sleeves

### **Avoid**

- Deep cuffs
- Loose sleeves longer than the wrist bone

### **Balancing Long Arms**

- Short boxy sleeves
- Long sleeves with wide cuffs
- Placement of wristwatch or bracelet can make arms look longer – the arm will appear shorter as the bracelet / wristwatch will break the eye line from vertical to horizontal.

### **Avoid**

- Slim fitting sleeves
- Sleeveless style

### **Balancing Full Upper Arms**

- Long 3/4 length sleeves

### **Avoid**

- Short sleeves or sleeveless garments

### **Balancing Small Bust**

- Horizontal detail at the bust line / area
- Yokes with fullness at the bust line
- Generous loose fitting styles or layering
- Design detail at the bust line and pockets
- High-waisted skirts and trousers, empire line
- Wide belts

### **Balancing Full Bust**

- Find an experienced bra-fitting expert, example Selfridges Oxford Street London.
- Open collars, V neckline or scoop
- Soft draped necklines, shawl collars
- No lapels or very narrow straight lapels
- Dropped waisted garments, low slung belts
- Long sleeves
- Vertical or diagonal seaming on tops

### **Avoid**

- Short sleeves ending at bust level
- Puff sleeves
- Smock style tops
- Front button fastenings and breast pockets
- Wide or plunging necklines or high neck such as polo necks
- Large, colourful prints or heavy textures on tops
- Wide, full hairstyles
- High-waisted garments
- Short jackets and blouson tops
- Clutch bags under arm

### **Balancing Long Waisted**

- Wide belts the same colour as the shirt, trouser or dress
- High waisted styles
- Smocked or yoked dresses
- A darker colour top
- Emphasise horizontals

### **Avoid**

- Dropped waisted styles
- Belts the same colour as the top
- Tops that are too short

### **Balancing Short Waisted**

- Drop waists and hip focused clothes
- Narrow belts the same colour as the top, low slung wider belts
- Blouson tops
- Emphasise verticals

### **Avoid**

- Snugly fitted bodies
- Wide waist bands / belts, contrasting belts

### **Heavy hips / Thighs**

- Widen shoulders with shoulder pads, yokes
- Softly pleated skirts
- Skirts with centre pleating
- Gored skirts with centre panel narrower than side panels (skirt with a flirty, full hemline, flat front with elastic back and sides, fantastically slimming.)
- Straight cut shorts, culottes

### **Avoid**

- Close fitting tops
- Tops with hemline at widest point
- Design detail at hip
- Short full skirts
- Very narrow knife pleats
- Very short shorts and pedal pushers
- Leggings
- Shoulder with long straps

### **Balancing Narrow Hips**

- Baggy or pleat top trousers
- Full, pleated skirts
- Cropped boxy jackets

### **Avoid**

- Very slim skirts, centre seams on skirts
- Tight trousers

### **Balancing Larger Bottoms**

- Softly tailored skirts and jackets
- Long blouson jackets over slim skirt
- Fuller cut trousers
- Eye-catching tights and shoes if you have good legs

### **Avoid**

- Very fitted jackets and skirts

### **Balancing Long Legs**

- Dropped yokes
- Turn ups on trousers

### **Avoid**

- Cropped trousers
- High waisted trousers
- Very short skirts
- Cropped tops and short jackets
- Ankle length, slim cut skirts

**Balancing Short Legs**

- Short skirts
- High waisted styles
- Cropped trousers

**Avoid**

- Turn up trousers
- Full, very long skirts
- Long jackets
- Mid calf skirts
- Flat pumps or ultra high heels

**Balancing Thick Legs**

- Below mid calf skirts
- Dark tights and shoes

**Avoid**

- Short skirts
- Light coloured tights and shoes

**Sway Backs**

- Choose styles generous at the hip
- Have excess fabric tucked out at the waistline and let down the back hem

**Full Stomach**

- Avoid tight belts
- Avoid buckle on the tummy line

**The Ultimate Grooming Tool for Men and Women – Are your Good enough to Eat?**

We eat with our eyes first, then we smell the food and then we go for gold and eat it, and 93% of the experience of eating is in the look and smell and human interaction is no different. You must look and smell good enough to eat!

The Tool - Pay Attention to Yourself morning, afternoon and evening... **Killer impressions** begin **and end with a commanding, credible and memorable YOU!** Here are the 20 most terrible yet common failures that if ignored will kill your interaction – dead...

<ul style="list-style-type: none"> <li>• <b>Men</b></li> <li>• Never; wear a shirt two days running – ever! You may think it smells fine but we are immune to our own sense of smell, but others are not.</li> <li>• Dirt on collars and blood from shaving, check in the morning and during the day, if necessary have a clean shirt to change into if you suffer from grubby necklines, also check your showering routine if this is happening, exfoliating the neck area will help. – women do this all the time.</li> <li>• Always remove nose and ear hair, it repulses certain people. CHECK –CHECK and CHECK again...</li> <li>• Use hand creams to keep your skin supple and ensuring a handshake to remember – soft hands are not just for women.</li> <li>• Shower morning and evening, if you suffer from body odour it is essential you shower twice a day. Have a friend tell you if you body odour is becoming bigger than you.</li> <li>• Creased Jackets are awful, they demonstrate a lack of care and attention, never wear a jacket whilst driving or on a plane. Treat your clothes as you wish to be treated yourself – and if that is crumpled then, well, I will leave you with that thought.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Women</b></li> <li>• Pile on the make-up – it adds years to you.</li> <li>• Wear a bra that is too small for your bust, it makes you look cheap.</li> <li>• Check for make-up or dirt on collars and not just in the morning; continue to check throughout the day.</li> <li>• Re-adjust your lingerie straps every time you wear the garment to ensure no slippage.</li> <li>• Never wear your clothes too tight – bra and panty lines look awful.</li> <li>• Check all your hosiery for runs when washing them, wearing them and throughout the day.</li> <li>• Slips that show below the hemline or skirt split are so dated darling, just don't do it. It reminds people of their Grandmother.</li> <li>• Shape eyebrows, never let them meet in the middle (you will look like you are scowling), pluck or wax regularly and this goes for you legs and underarms too.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Both – Ensure this is not You!</b></li> <li>• Dandruff on clothes.</li> <li>• Clothes that are pulled, frayed, stained or unpressed.</li> <li>• Underarm staining.</li> <li>• Missing buttons or hooks.</li> <li>• Unkempt nails and skin.</li> <li>• Unkempt shoes – run down heels or toes, or plain unpolished.</li> <li>• Bad breath, drink plenty of water to keep hydrated, visit your dentist every three months – have a friend tell you if your breath smells.</li> <li>• Always:</li> <li>• Check yourself in the mirror in the morning and at every opportunity during the day to ensure you are good enough to eat.</li> <li>• Have clean, shiny, well-cut and a well managed hair style. If you of the age that I am, keep your roots covered, never go longer than 4 weeks.</li> </ul>
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To find out how we can help you to master these skills you only have to take one simple action. Just call, email or write - our response will be immediate, and without equivocation.

**Contact us now: 0044 (0)20 8534 6473**