

IMAGE *Update*

A Publication of the Association of Image Consultants International

December 1998

The Game Plan

*Look your best
for Professional Success!*



Anna S. Wildermuth, AICI is founder of Personal Images, Inc. specializing in corporate and individual image consulting. Currently President of the AICI Chicago Metro Chapter. For helpful monthly tips visit: <http://www.personalimagesinc.com>

Start now:

A three season wardrobe is the key to a consistent image. This means you can wear most of your wardrobe nine months of the year and some pieces year round. Lighter colors are for spring/summer and darker colors for fall/winter. In the professional arena, think fewer better pieces of clothing rather than more clothing and variety. Look for light weight gabardines, heavy suede silks, combination polyester with cotton, wool and rayon. Be careful of blends. They wear the least well in the area of comfort. Polyester is getting better, but it does not breathe. Be careful of acrylic, which also does not breathe. The polyesters and acrylics will wrinkle less and in some cases hold color longer.

Designers are using these synthetics more because the quality has greatly improved. Blends are popular for sport clothes and items that get heavy duty wear and tear.

Basics:

Always buy the best you can. Shop the most expensive stores for comparison, and then go to the stores you can afford and match that quality. If you shop Nordstrom, Marshall Fields, Saks Fifth Avenue, or a boutique, align yourself with a salesperson who you like and who knows your taste. Have her pull items for you or use the store's personal shopper. A good place to start is in upscale state of the art designs in Neiman Marcus' and Bloomingdale's couture departments.

Here are the rules:

- 1) Only buy what you like. Find a basic uniform that is appropriate for your profession.
- 2) Tag size is not important — fit is.
- 3) You must feel good in what you wear.
- 4) Clothing must fit the best it can. Alterations are a must for most women. Correct fit will give an expensive look, wear better, and make you feel your best. Only 10% of us are a perfect size.
- 5) The blink test. Close your eyes, step away from the mirror, then quickly open your eyes.

Today's woman wants to stand out and fit in at the same time...

How does it look? You must really like the way it looks; otherwise don't buy it. Be sure you are not being over critical. We all do not look like Barbie or Jackie O.

Today's woman wants to stand out and fit in at the same time. She wants to have her own effortless, smart, easy style. She's interested in the 4 A's - Attractive, Appropriate, Affordable (time and money) and Assured (self-confident). She does not want to look like a bookend to someone else in the room. Her wardrobe will have a newer piece of clothing compatible with her existing wardrobe. The older woman wants to look current and not dated. The younger woman wants to have a presence about herself without looking trendy. We all want to look and feel beautiful in our own style. The inner to the outer connection is key. Professional and personal style is content visible. It promotes and tells the world who you are.