

a fresh look

a makeover series

Step into Spring with a New Look

How to be appropriately dressed for every occasion

Break your wardrobe down into these 5 areas and ensure you have small capsules of 6-8 items of clothing in each category to mix and match.

- 1 Casual Sport**
 - Active exercise and sports wear
 - Running shoes
- 2 Casually Smart**
 - Washable fabrics, less structured, fun, fashionable weekend wear
 - Flat shoes
- 3 Dressy/Business Casual**
 - Dry clean or washable fabrics, less structured, suitable for more casual workplaces, going out with friends for a casual evening
 - Flat shoes or heels
- 4 Presentation**
 - Structured clothing for work, interviews, meetings and presentations
 - Flat leather shoes or heels
- 5 Elegant Evening**
 - Formal evening wear – black tie, weddings, etc.
 - Strappy heels

Whether your look is Chic, Elegant, Glamorous or Spicy, BJs Fashions has clothes to suit your personal style.

This is week four of a six week fashion makeover for Karen, a dietician working in an office. Karen felt her clothes were boring but didn't know where to start to improve her look. Sitting in her office she would often ask herself "Why did I wear this today?"

As a first step to her new look, Image Consultant, Patti Morrison, conducted a Style Assessment with Karen. This tool reviewed every aspect of Karen's appearance including her buying habits and body concerns. Karen wanted her look to be fun, approachable, feminine and current. The two discussed how this was going to be achieved within Karen's budget.

The first step in the process was to conduct a thorough closet cleaning. Together they reviewed each item, discarding clothes,

shoes and accessories that either did not suit her, were outdated or no longer fit. Patti selected certain items of clothing from Karen's existing wardrobe that could form the basis of her new look and together they took these to BJs Fashions in Dunderave West Vancouver, a store that has an extensive and varied selection, for an exciting shopping expedition.

"The styles and colors this Spring are very dynamic" says Jan Sharp, owner of BJs Fashions and an experienced buyer of women's clothes. "We specialize in clothing for today's busy women. Women with active lifestyles want clothing that can take them through both their day and evening activities."

Karen says shopping at BJs with Patti and finding clothes that she loves and feels good in has given her a much needed boost in her confidence. She is looking forward to the next phase of her makeover which is choosing new eyewear.

Patti dressed Karen in a dressy casual outfit for an evening out with friends — Dusak cardigan (\$95), Nally & Millie top (\$85) and Isda & Co. pant (\$95).



Karen's makeover is being coordinated by Image Consultant, Patti Morrison.

For your own Personal Style Assessment at the discounted price of only \$55 (promocode: nsnewspromo) or to receive Patti's free e-newsletter go to www.imagestrategist.com or call her at 604.929.2193.



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