

"Why look good when you can look great!"

Stylezine May '08

Welcome Back!

I am very excited to be heading off to Tampa, Florida this month to attend the AICI Annual Conference. I truly believe that the profile of IMAGE is being raised. More and more we are recognising the power of image and how critical it is. Today I want to talk about some very important aspects of image, which when understood can bring you the success you have always wanted.

What is Image?

One definition of image is: The perception held by the public about a person, product or organisation.

Everyday we unconsciously decide who and what we bring into our lives; from the products we buy to whom we choose to be friends with and do business with. We live in a fast moving world and now have to make snap decisions based on our intuition. Thus the perception of others can make or break careers, concepts and organisations.

Portraying the right image is vitally important. What we wear has a direct effect on how we feel and how we project ourselves. Our image influences our thinking, our feelings and our behaviour, but most of all how others interact with us. Our image affects their thoughts, feelings and behaviour also.

Opportunities are gained and lost based solely on another's first impression of us. The type of clothes we wear, how they are worn and the condition they are in all speaks volumes about who we are.

Clothes are powerful universal elements of non-verbal communication that say many things about who we are and what we are like, where we have come from and where we are going.

Improving your image will not only maximise your potential for greatness but give you the results you desire to achieve your goals and dreams.

"When a woman is poorly dressed you notice the clothes, when she is impeccably dressed you notice the woman" Chanel.

WHAT SORT OF COFFEE ARE YOU?

Because it is something that most people consume, coffee is a great way to illustrate the power of image.



Moccona has a very good reputation and is priced at a premium. It is in an attractively shaped glass bottle dressed with a gold wrapper. It feels substantial when held. It is quick and easy to make plus it tastes good. It also is very consistent.



Home Brand on the other hand has a dubious reputation. It looks plain and cheap. It has no handling appeal and commonly tastes ordinary and cannot be relied upon.

Looking at both jars of coffee, which one appeals most to you. Which one would you choose based on its image only?



Jane Allen
Image Consultant

Styleledge Facts

It takes 7-10 seconds to make a first impression. Psychologists have determined that the impression we make is based upon three things.

1. Visual Presence 55%
2. Tonality 38%
3. Words 7%



Websites

Lil Mama is a funky up-market online boutique. You can celebrate your curves with a glamorous "Australian Made" fashion label for real women, specializing in plus size clothing.

Check it out!

www.lilmama.com.au



When we think about certain trade marks and icons such as Disneyland and Coca Cola, immediately we get a picture of what those words represent. What sort of picture or impression do you wish to leave when meeting someone for the first time, going to an interview or when you are just out and about?

What is an Image Consultant?

An Image Consultant is someone who specialises in helping others improve their visual, verbal and non verbal communication.

I can help you get noticed

Make a statement

Gain advantage

Start afresh

MAY MOTHERS DAY SPECIAL

I would like to wish all the mothers a very Happy Mothers Day and I hope you truly get spoilt.

Make sure you take the time for you. You are special, unique and absolutely amazing!

Every mum (or daughter) who books for either a colour or style consultation during the month of May will receive a free manual, Accessory Magic, valued at \$30.00



LAUNCH

Mary Kay will be launching their new Mineral Makeup and Replenishing Serum at the Medina Conference Centre (Giles St) in Kingston between 1-3.30pm, Saturday 10th May.



I will be presenting on the Power of Colour, including a live make over demonstration showing the difference between Warm and Cool skin tones. All are welcome!



Questions or comments? Email me at jane@styleedge.com.au or call 02 6288 9262

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MAY SPECIAL:

