

love who you are

## Celebrate Women's Month

"I'm gonna make a change for once in my life.....feel real good.....I'm starting with the man in the mirror, I'm asking him to change his ways, no message could be any clearer, if you want to make the world a better place, take a look at yourself and make the change"

'Man in the Mirror' song - Michael Jackson, 1959 - 2009

As we know the month of August focuses on us, women. As 'Mom' clients often tell me, a happy mother is a happy household and vice versa. I encourage you to take time out and treat yourself this month, to something special for you.

If you want to make a complete transformation (see quote above) then I recommend a shopping consultation with a professional image and fashion consultant to create a new look that makes you look and feel real good. It saves you time and money in the long term, no more costly mistakes that hang in your wardrobe with the price tags still on them!

A good image & fashion consultant will have gained experience from dressing women of all shapes, ages and sizes. Like a good hairdresser, she will consider what your lifestyle requirements are, likes, dislikes, budget and particular needs however she'll put her expertise to work for you by offering a few ideas of her own.



When it comes to shopping, most women fall into two categories: those who love it and those who find it as appealing as scrubbing the bathtub.

The former end up with impulse purchases that leads to a disjointed wardrobe of throwaway pieces that the wearer quickly retires out of boredom. The latter end up with a wardrobe of make-do pieces that neither excite the wearer nor make her look and feel great.

### HERE ARE SOME TIPS TO HELP YOU SHOP WISELY:

- Plan – take stock of what you have, and what you need.
- Determine how much you can spend.
- Shop when you're feeling good about yourself.
- Dress comfortably.
- Buy for the body you've got, not the one you want.
- Buy for your real life.
- Shop on Friday's as the retailers have launched the new promotions during the week & the stock is full for the weekend.

### SPENDING TIP:

*If your budget won't allow for high quality pieces, scrimp on the dark colour clothes. Workmanship is much more noticeable on a garment that is made of a light coloured fabric, so inexpensive light coloured pieces will always look cheaper than inexpensive dark coloured ones.*

This is what a client had to say about her experience (style, wardrobe & shopping consultations):

**"My Mom says she gives you 200%, stunning job!"** - Chantel Kruger, 29.06.2009

### INVESTMENT DRESSING

**"Investment Dressing"** is the buzz word in fashion at the moment. Spend money on good quality basics that can be worn for years without looking dated. Audrey Hepburn stuck to classic shapes which are why her simple, chic look still takes the breath away. The most important word in fashion is fit. Good fit means that clothes skim the body.

### TREND MANAGEMENT

There's no denying it, buying and wearing a trendy item can give you a rush. It gives your wardrobe a shot of the new and helps you to look and feel fabulous.

### TREND TIP:

*When shopping choose a trendy shape or a trendy colour, never both.*

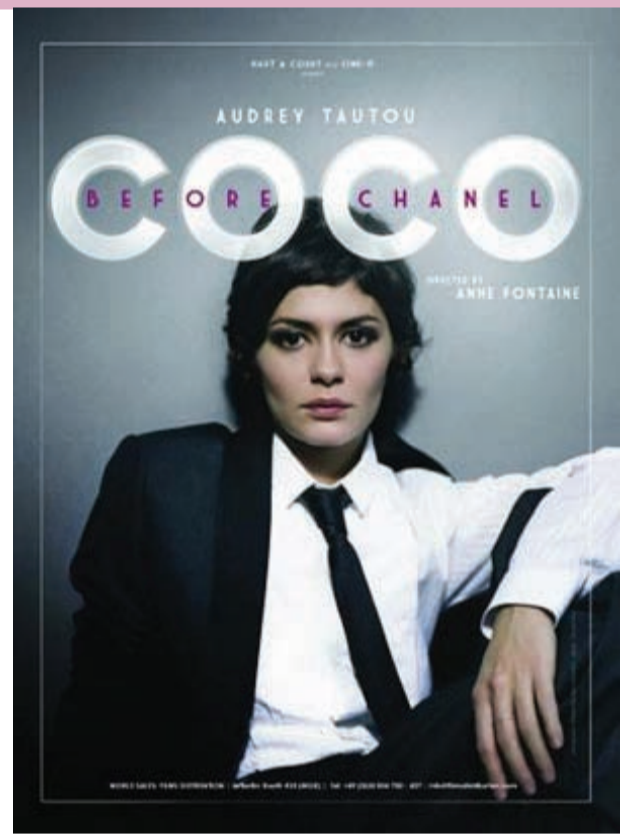
### MUST SEE MOVIE:

One of my absolute favourite fashion icon's is the legendary Coco Chanel. I'm so excited and cannot wait to see the movie of her life *Coco Avant Chanel* (*Coco Before Chanel*). It will premier on the big screen on Friday 28th August 2009.

Directed by Anne Fontaine. With Audrey Tautou, Benoit Poelvoorde, Alessandro Nivola. In French with English subtitles. Audrey Tautou plays the legendary 'Coco' Chanel in an enthralling exploration of her early life before she rose to worldwide fame as the most celebrated fashion designer of the 20th Century.

Audrey Tautou puts on a splendid performance as the headstrong, self-sufficient French designer, while Alexandre Desplat's tasteful music score and veteran Catherine Leterrier's exemplary costume work contribute to the impeccable period imagery of the film.

'This is an epic story that gradually develops into a beautiful and beguiling homage to the first lady of fashion.' - **Little White Lies**



### WHAT'S NEW

Woolworths launch the Australian brand T R E N E R Y nationally from 20th - 22nd August 2009

Trenery is for the man & woman who appreciate everyday luxury, quality, style and craftsmanship. Timeless and easy elegance, Trenery is a beautiful simply edited collection of modern classic collections created by the team behind the brand Country Road.

The cut is a very generous block (love this as we end up wearing smaller sizes!).

Available exclusively at the following Woolworths stores:

- Gauteng: Brooklyn, Cresta, Eastgate, Fourways, Hyde Park, Melrose-Arch, Menlyn Park, Rosebank & Sandton,
- Cape: Canal Walk, Cavendish Square, Tygervalley & V&A Waterfront
- KZN: Gateway & Westville (The Pavilion)
- Eastern Cape: Walmer, Port Elizabeth



### TUNE IN TO

The Power Within on SABC 3 on Saturday morning's from 11am – 12pm during the month of August to Cigar's ([www.cigarwomen.co.za](http://www.cigarwomen.co.za)) tips on how best to dress your shape.

### PASSION FOR CLOTHES – YOUR GUIDE TO GARMENT CARE WITH SKIP INTELLIGENT

Skip Intelligent have brought out the most amazing issue (issue 001/2009) on passion for clothes, including your guide to garment care, do's & don'ts of high fashion laundry. I received my copy with the latest Fairlady magazine (Anne Hathaway is on the cover). Well worth the read!

### THE VALUE OF QUALITY

People are looking for the value of quality. Looking solely at charges doesn't give the whole picture. For any business, be it corporate or a small to medium enterprise now is the time to ensure your teams look & style reflects a professional image that encapsulates your brand in order to get the sale/business.

**Remember clothes are your silent message; it represents the 'visual language' of your company or brand.**

What does this mean?

Customers/clients will most likely choose a service provider that looks and behaves professionally, closest to what they relate too and like. The total service experience has the 'WOW' factor from start to finish. People do business with people who look the part – Donald Trump

If not then in these economic times it is critical to spend time with a professional image & fashion consultant, who can focus and ensure that the visual language/brand of your business and team ties up with the services your company offer so that prospective clients/customers make you their first choice.

### SEPTEMBER 2009 – 'SECRETARIES DAY/SPRING'

Contact Lynne McMaster for individual and group consultations, for inspirational, motivational workshops for corporate companies and their clients, guest speaking at events and public workshops for September Secretaries Day/Spring month.

Yours in fashion always  
 "Where passion meets fashion!"  
 Lynne

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