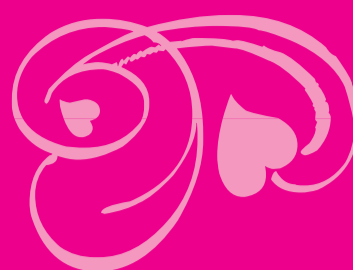


DRESS THE PART!

“Dressing up & looking good is part of the deal” Mandla, SA Style Awards 2008

Make your style resolutions count this year.
Now is the perfect time to plan your look & wardrobe for the year ahead!
This can easily determine what goals you achieve this year.



APPEARANCES COUNT!

Especially in today's world, in the global business environment. Not only in first impressions, but also in ongoing interactions. First impressions are 67% accurate. When the visual message, you portray is positive, people tend to assume that other aspects about you are equally positive and vice versa. Grooming is a signal to the world, indicating how you value yourself. It is made up of dozens of small details that all come together to make a powerful statement about you.

“It's in the detail of what you wear that makes the difference” – Lynne McMaster

Grooming is equally important as what you wear. You may select the right clothes, but neglecting your personal hygiene can ruin the image you want to present. Your appearance is a statement of who you are.

Most of us want to be valued for our own individual contributions. Image is a way to define that. Consider the 4 A's in the business world: Does your image & clothing reflect the following about you?

- 1. APPROPRIATENESS** – to the industry, job, geographical area and the occasion/meeting. Various situations demand different looks. Do you know how to create these looks with minimum thought & effort?
- 2. ATTRACTIVENESS** – enhance your features, colouring & silhouette. Very few offices are staffed with people that have the perfect silhouettes. Professionals with more real life shapes can minimize figure challenges and emphasize their assets to create the illusion of a more perfectly proportioned silhouette. Are you doing this?
- 3. AFFORDABILITY** – meeting your budget, using your selection time effectively & creating the maximum use/versatility of your wardrobe. The secret is using your resources wisely however limited or abundant they are.
- 4. ASSURANCE** – conveying both visually and behaviourally a sense of competence and confidence. Appearances and actions need to be congruent to complete the picture of an assured professional.

If you have answered NO to at least two of these questions, consider meeting with a professional Image Consultant to discover how to bring out the best in you and your performance in the business world. The results created for you, will be an increased presence that commands immediate respect. Your visual perception will take on a more credible aura. The rewards are awesome!

“We must become the change we want to see” – Mahatma Gandhi

SPOIL YOUR LOVED ONE WITH A GIFT VOUCHER THIS VALENTINE'S DAY!

They'll love you even more for it.
Buy one now, it's so easy!
Gift vouchers available nationwide!

NEW EXCITING OFFERINGS FROM DRESSBYLYNNE

Colour & Business Dressing for Men & Women!

- Colour has power!
- It is a powerful element of attractiveness, often the first thing noticed by both sexes.
- In the business world, it immediately establishes presence and substance or it militates against them.
- It is an essential feature of the way we dress for work, and should be a natural expression of our personality.
- It is a reflection of our 'personal' brand as well as the company we work for.
- It can magically transform us and increase our productivity in the work environment.

Book Lynne now for an entertaining motivational presentation to your team, colleagues etc and.....
Learn what colours mean in the business world and how to wear and use them effectively!

MONTHLY RETAINER CONTRACTS/SERVICES FOR INDIVIDUAL CLIENTS

Whether it comes to revitalizing your image, ensuring your look stays fresh and up to date on a regular basis or revamping your wardrobe, sourcing outfits for special occasions and getting seasonal must-haves, or simply shopping for the perfect black pants to suit your silhouette shape. Gift & décor shopping included as well.

DRESSBYLYNNE is now offering 3, 6, 9 & 12 months retainer contracts. All contracts are a minimum of 4 hours per month at R 1000.00 monthly fee. This will appeal to any busy business person/family orientated individual that doesn't have time to focus on these details and wants more 'ME' time. Allow Lynne to simplify your life.....

“Simplicity is the ultimate sophistication” – Leonardo da Vinci

TOURIST SHOPPING TRIPS

Overseas & local visitor's arriving on your door step expecting to be entertained? Let Lynne take them on a unique 'South African' shopping trip for a day (Whether it's to source diamonds & tanzanite at wholesale prices, finding favourite/unique South African curio's, going to flea markets, factory shops & or shopping malls), DRESSBYLYNNE will provide a fun filled educational entertaining shopping experience.

DÉCOR SHOPPING CONSULTATIONS

Fashion & décor go hand in hand. With an absolute passion for shopping and a discerning eye allow Lynne to select beautiful décor items to suit your home, lifestyle & budget.

Contact Lynne McMaster on 082 520 1412/031 209 7571 or email dressbylynne@mweb.co.za for more information on the above mentioned services.

BOOK LYNNE McMASTER TODAY!

Contact Lynne McMaster for guest speaking, corporate events, group presentations/consultations and public workshops.

Yours in fashion always,
Love Who You Are
Lynne

