

LOVE WHO YOU ARE

“Buy your clothes intentionally”

Vivienne Westwood

With facing fairly uncertain economic times, the days of buying clothes for the sake of having something new to wear have passed often with clothing purchases being weighed up against other spending.

A personal shopper, image & fashion consultant can help you make wise clothing choices. Clothing mistakes are expensive. Garments bought in the spur of the moment or on sale often end up at the back of a cluttered wardrobe never to see daylight again!?? Not buying clothes can equally cause problems, wearing clothing that is worn, 'tired' or out of date can damage your appearance and affect how you feel.



This is what a client had to say about her recent shopping experience:

“Hi Lynne, thanks for your passion & energy and all your assistance this morning. It was great fun!” – Nelia Nieuwoudt

Now is a fabulous time to take a good inventory of your wardrobe before all the winter stock hits the stores get it sorted early!
 Winter stock has already started coming through in the major retail stores.
 Put your best foot forward so to speak!

Watch out for next month's newsletter to get a taste & feel for winter, where I will focus on the latest fashion trends for the season!

FASHION SWAP PARTIES

What to do with the discarded items in your wardrobe? Want to refresh your look, closet or wardrobe?

A form of shopping that's taking South Africa by storm is 'Fashion Swap Parties', aka the new 'book club' not only for the rich & famous! Yes, celebs and locals alike love this concept!!
 A fun time had by all!

Ask everyone to bring items they're bored with (in a wearable condition) or want to get rid of.

On a long table or on rails, arrange the items into 3 categories:

- Cheap
- Mid-price
- Expensive

Use post - it notes, one colour for each pile.

On arrival, let everyone put their clothes & accessories in the pile they think suits their item the best. Let them write their names on it using the appropriate colour post it notes.

Then let people take turns (put names in a stylish hat!) and go up and make their choices & negotiate with the prospective seller whether it be paying for the item or swapping it with similar value items.

Have everyone try on their new outfits, show off & trade!
 Shop up a storm!

There are various other ways that you can swap/trade as long as the participants feel it is fair & equitable process.

FACTORY SHOPPING

If you're happy to wait and find last season's must have's then factory shops are the way to go. They offer discounts ranging from 25% to 75%. Ensure you're 110% happy with your purchase decision (check the garment for flaws) as most won't exchange merchandise.

As a guideline, the latest merchandise is sold in the factory shops approximately 8 weeks later after it has appeared in the retail store.

The majority of suppliers will go to great lengths to protect the identity of the retailers they supply hence you will often find that the labels have been cut out.

Factory shopping is different to retail shopping.

The plush surroundings, fancy changing rooms and ambience created by the retailer is generally not available here, remember why you are shopping at a factory shop, it is to find a bargain.

Always phone first to check what stock is available and what their trading times are as most factory shops are in outer lying areas.



WHAT'S HOT THIS MONTH - NEW TO DURBAN, WOOLWORTHS LAUNCH COUNTRY ROAD AT GATEWAY & PAVILION STORES:

This month's fashion fix, if you feeling like a total spoil and splurge then join the style-savvy and get a fashion forward hit of cool girl & guy looks from Woolworths.

They're launching the Australian brand, Country Road at Gateway & Pavilion stores on the 29th March & 1st April respectively.

A truly decadent, stylish brand of superb quality!

WIN A MAKE OVER WITH DRESSBYLYNNE, NIVEA DOUBLE EFFECT & SARIE MAGAZINE WORTH R 49 740!

This win is pure indulgence and luxury including a complete makeover for you.

Your partner or friend can join you for two relaxing days whilst you will be spoiled with a complete make over. To enter, see competition details featured on page 76 in the Sarie March 2009 magazine edition.

It's so simple, no long story to motivate why you believe you deserve a make over, simply sms your contact details and the answer to the question.

Closing date: Friday 27th March 2009.

The winner will be telephoned on Friday 17th April 2009.

DOES YOUR TEAM REFLECT YOUR BRAND/COMPANY TO ITS BEST?

In these financial times, customers and clients are making very selective choices as to who they will do business with to achieve the best outcome for their needs.

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 behave professionally, closest to what they relate too and like.
- The total service experience has to have the 'WOW' factor from start to finish.
- People do business with people who look the part.
- Do you have a dress code policy in place for your employees?
- Are you happy with your team's grooming/personal hygiene/attention to detail of what they wear?
- Is it up to the required standard?
- Do they exceed the required standard?
- Are they confident in what they wear?
- Does your team feel valued for their unique contribution?
- Do they stand out from your competition?

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

BOOK LYNNE McMASTER TODAY!

Contact Lynne McMaster for individual and group consultations, for inspirational, motivational workshops to corporate companies and their clients, guest speaking at events and public workshops.

Yours in fashion always, happy swapping/shopping & factory shopping!

Lynne

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