

THE NITTY GRITTY OF IMAGE CONSULTING

Issanaa





*« The nitty gritty of image
consulting »*



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With this writing I have the pleasure of introducing you to what I call the nitty gritty of image consulting. This is a good way to make you aware that the most important thing is to achieve this agreement between the image you project, the one the other person captures and the one that lives inside you. It is when these three images correspond that we can say, following the example of the Navajo Indians, that :

"We are truly walking in beauty ».

A beauty that is our own, that belongs to us and that each of us possesses.



PHOTO: Lillie Bartysh

This collection is primarily intended for you ladies, but many of the articles in it are just as relevant and instructive for you gentlemen.

The collection begins with an exhortation to us women to feel free to express our femininity, to feel, as Marguerite Yourcenar wrote, « as feminine or as unfeminine as we wish without it having anything to do with being taken seriously or not ».

This is followed by advices on colour, the colours that are yours and that are determined by your natural colours: the natural colour of your hair, your skin tone and your eyes. By being well informed about and respecting your natural colours, you will be able to create unity in your outfits and express the personality that vibrates within you.

Follow the silhouette. To choose the cut of your clothes, you must be well informed about your silhouette, your body. Stylists work with cuts. Knowing the cuts that suit you means getting straight to the point: knowing what to wear, knowing what to buy.



One might be tempted to give little attention to underwear. Who sees them? But they're the first thing you put on and the last thing you take off, so that's why they're so important.

And they stick to your skin, so don't you think that that alone is enough to make them a real influence on how you feel? Finally, their impact on your silhouette and your posture is decisive. So, in addition to the charm you want to exert on your little darling, give your underwear all the attention it deserves. They'll pay you back fivefold!

As you know, it's all about style! To have style or not to have style, that's the question! And it is certain that saying that a person "has style" immediately gives them another dimension. Style is your signature, it's your personality, it's who you are. Conversely, not having a style, not being well informed about it, leads to disharmony and inconsistency between who you are and how you are seen and perceived. A contradiction that can only lead to insecurity, fragility, unease and so on. Hence the most important attention to be well informed about your style. A fascinating job, not always easy but worth the effort, to say the least.

When you're called a headpiece, how can you not be taken seriously? For me, the headpiece is an essential accessory to any outfit, I would say it is its crowning glory. In this article I explain how I go about choosing my headwear. A method that will give you the confidence to make the right choices and encourage you to give this accessory the place it deserves.

When it comes to style, I meet far too many people who confuse style with dress code. This confusion has consequences that are not always the most pleasant. So it's best to make the distinction between style and dress-code and this article is here to put you on the right track and thus avoid many misunderstandings. You have everything to gain by reading it carefully.

So, I'm happy to offer you this collection and enjoy your reading!

1. Know how to be free to express your femininity!

“We are not born a woman, we become one”

Simone de Beauvoir

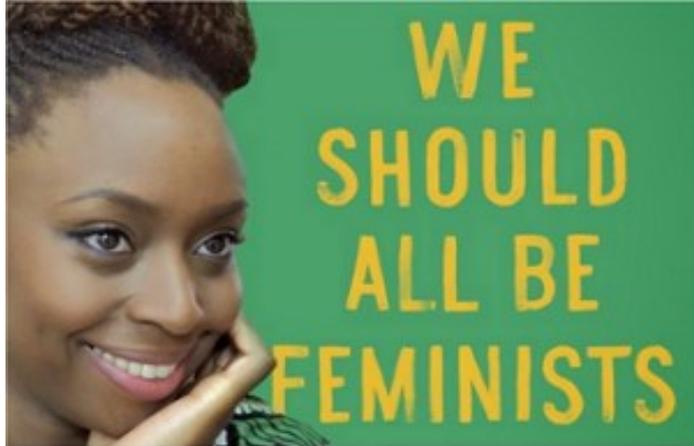


- Why not be feminine and feminist?

In a previous news item entitled "How to find your femininity" I wrote: "being male or female is a biological fact, being feminine is a choice...". One could say that a feminine woman is a woman who wears heels, a dress, lipstick, frills But for me this is a bit of a caricature, even if it is part of the tools that help to express one's femininity, tools that are very useful. For many women, unfortunately, these are tools that they associate with a lack of seriousness, with superficiality, to the point where they come to oppose femininity and feminism. I refuse to oppose femininity and feminism.

As Chimamanda Ngozi Adichie says:

"I think this idea that if you are a woman and want to be taken seriously you should not give importance to your appearance, your image is something typically Western."



Chimamanda Ngozi Adichie

Such an attitude reflects in my view a surrender to the grip of a diktat stated and put in place primarily by the prevalent male power. An attitude that goes against the very values that a well-understood feminism free of domination should

defend and advocate. To the point where I feel offended by women who claim that you cannot be taken seriously if you express your femininity. Like Marguerite Yourcenar, the first woman to be elected to the Académie Française, I believe that a woman should be free to be as feminine or as unfeminine as she wishes without this having anything to do with being taken seriously or not.

- **Appearance and being**

For me, well before appearance, there is being. But you have to be connected to this being, be aware of it. It is a question of really going to meet it, of learning to know oneself, to look at oneself, to speak to oneself, to listen to oneself.

The first step is to accept ourselves as we are and above all not to forget that kindness begins with ourselves. So be kind to yourself as much as to others! Be respectful of your body, of your soul, of the life that is in you. To live your femininity is to live it first and foremost for yourself and for that you have to go to the root of who you are, who you are deep inside.

To be feminine is also to take time, time to breathe, time to reconnect with oneself and why not simply time to be with oneself...

To be feminine is to flee negativity, resentment, backbiting and hatred, judgment and prejudice. So many attitudes that can only lead to bitterness and how can you be feminine when you are bitter? It seems to me incompatible. Sourness destroys inner beauty, destroys the beauty of the soul. And without inner beauty there is no outer beauty and no room for femininity unless you are satisfied with appearances. A feminine woman is open-minded, she cannot be bitter. Knowing how to accept yourself

- **Know how to accept yourself**

In my opinion, to be a blossoming woman, a woman at all, you must first accept yourself as you are. Then you will be radiant and full of femininity. You will never be the neighbour and the neighbour will never be you. You have a bit of an under-butt! So what! A little bit of belly! I'll say "so what" again. Maybe you've put on a bit of weight or the other way round. Is this what will determine your well-being? For me femininity is much more than that. What would the world be like if we were all the same!



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- **True beauty is you**

Being feminine is also about beauty, and true beauty is you, your uniqueness, your authenticity, your difference, but you have to be aware of it. Once again, it's a question of being in line with what you are deep down inside.

- **How to dare your femininity?**

Once you are at peace with yourself you can dare! A pretty neckline, a miniskirt, beautiful heels, a slightly pin-up lipstick... It's all a question of balance. Dare to wear pink, which is the colour of femininity par excellence. Remember my famous trifecta: "Know your Colours, your Style, your Figure".

Don't be shy, awaken your sensuality, be sexy and classy at the same time, release the woman in you.

- **Taking care of yourself**

To be more feminine, connect to your body and give yourself the right to take care of yourself, your hair, your hands, your feet, your pototo, your teeth, your tongue, your nails. So you need to have simple, basic, practical, daily, weekly or even monthly routines to at least have a clean body.

Knowing how to take care of oneself is within everyone's reach.

It is not a question of means.

Having fresh breath by using the "tongue scraper" every morning or when needed only involves the

cost of buying the tongue scraper which can then be used for years. I clean my facial skin daily and remove my make-up with a damp cotton pad soaked in a few drops of olive oil.

With one litre of organic olive oil I have enough for years, hardly a penny a day. I could go on, the list is long...

Taking care of oneself means having a good posture, a posture that reflects the inner dynamism. It means doing physical exercise to feel good in your head and body. Without losing sight of the fact that everything is once again a question of balance.



Google Image

- **And what about the pototo!**

Allow me, my beauties, to go a little further. I would go as far as what is between a woman's legs. I find that this intimate part of the woman plays a very relevant role. It is the centre of the sexual and creative force, the source of life. That's how much energy it contains. It is a part that we must protect and preserve. For me it is of great value to be aware of this. Two practices in particular help me to feel connected with this part of my body: pilates and yoni eggs. Pilates are exercises that help develop the deep muscles, especially the perineum.



Ayo Magazine

As for the yoni eggs, this is a very ancient practice that consists of introducing a precious or semi-precious stone egg into our sex and, thanks to contraction/relaxation exercises, strengthens our pelvic floor and makes us fully aware of our vagina. Two practices that allow us to get in touch with our sex with love and kindness and make us feel all its energetic power. For me these two practices are an integral and fundamental part of my femininity. Why have kindness for our face, our hands, our feet and not for our inseam which is the source of the flow of life that flow within us?

In conclusion, I would be tempted to say that for me being feminine means feeling good about the woman I am, about the clothes I like to wear, about the lifestyle I have chosen. Hence the importance of a good knowledge of one's trifacta. An inclusive attitude that does not forget to embrace my masculinity.

2. How to wear colour successfully!

"Colour is everything. When colour is good, form is good" Pablo Picasso



Google image

- **Some generalities**

Colour is life. Each colour sends its own message. Every clothing, every environment, every fashion, through their colours transmit an energy and a symbolism. Every colour has something to say. To go to an event, for example to a wedding, we will go towards pastel tones in order to convey lightness, cheerfulness...

However, this symbolism is also a function of the culture. In some countries, for example, black is used to express mourning or to go to a funeral, while in others, white is used, as in Japan...

- **Symbolism of colours**

The symbolism of each colour describes both one of its sides and its opposite.

For example, white, which is the mixture of all colours, represents both clarity, life, light, but also pallor, barrenness, cowardice...

Black, which is the absence of colour, represents authority, independence, elegance, but also darkness, coldness...

Colour will therefore allow you to dress well, to harmonise your wardrobe, but also to send a message...

Colour and emotion

Colour is also energy. By paying attention to our feelings we can capture the energy of each colour.

Have fun closing your eyes and listening to how you feel about the colour you are wearing at that very moment. Wearing one colour rather than another is not inconsequential and can have a significant influence on our mood at the time. The key is to know how to wear a colour according to our natural characteristics determined mainly by our skin tone.

innocence, pureté, propreté, espace, neutralité, deuil	amour, passion, chaleur, danger, colère, peur
énergie, confort, joie, courage, excitation	soleil, joie, créativité, amitié, maladie, tromperie
nature, santé, argent, paix, jalousie, envie	sécurité, calme, confort, confiance, intelligence, froideur
royauté, exotisme, luxe, spiritualité, mystère	amour, romance, féminité, sincérité, faiblesse
nature, stabilité, confort, sécurité, terre	pouvoir, intelligence, élégance, qualité, mal, mort

Pinterest

- **Colour and clothing**

Colour should bring you visual harmony so that you look radiant in your clothes and accessories, not the other way around.

"If a woman is improperly dressed, her dress is noticed, but if she is perfectly dressed, it is she who is noticed". Coco Chanel.

I know that it is not necessarily easy to bring colour into your wardrobe when you don't really understand or have limiting preconceptions...

With the directional method you will be, as I was, the first to realise that your old colours were not so flattering.

If you want a practical, easy and harmonious wardrobe you can't do without colour.



Pinterest

- **Six secrets to wearing colour well**



Pinterest

First of all, you need to know your best colours. The goal is to create a visual harmony of your make-up, clothes and accessories according to the natural and original colour of your complexion, eyes and hair.

My second secret is to harmonise your wardrobe, outfits and accessories, favouring your best colours. They have the huge advantage of being interchangeable, easy to wear and practical...

Thirdly, to wear colour well I would also advise you on the so-called universal colours. They have the advantage of going with most complexions and are easy to wear with each other: navy blue, black, petrol blue, grey, beige...

Wearing each colour with itself and its tonal variations is a simple and accessible way to combine colour without making mistakes...

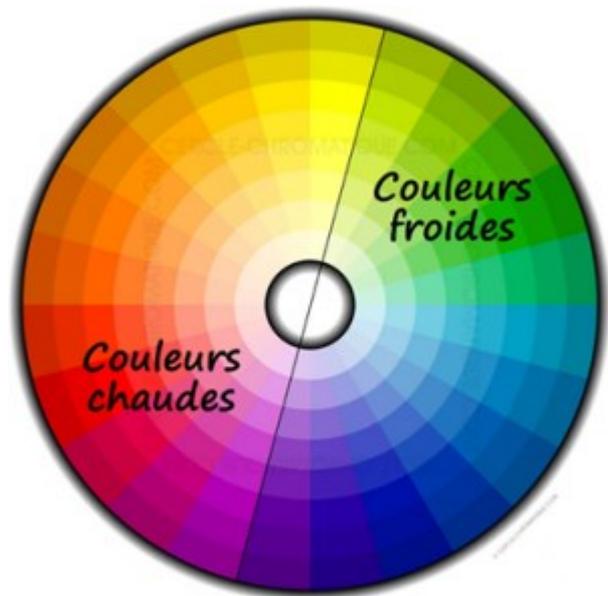
I can't tell you enough that you need to know your best colours to know whether it is the warm or cool colours that suit you best. This is the best way to harmonise your wardrobe.

Minimise black. Like every colour, black has its advantages and disadvantages. Use it to your advantage. If you wear too much black too often, you risk blending in, you won't stand out and it's often the uniform in many areas...

And if, like me, you like black, I would advise you to avoid wearing it close to your face where it will tend to make you look dull or stiff. If necessary, accessorise it!

Of course, if you're into warm climates, black is not for you, so go for brown colours instead...

Once again, it is useful to know your best colours!



3. Be well informed about your silhouette!

"I have my mantra about silhouette, proportion and fit. I believe that when they are in harmony and balance, you will look good in anything" Tim Gunn



- **The Silhouette: The Essential Element of the five pillars**

For me, proper dressing is based on five essential pillars: Colour, Style, Silhouette, Accessories and Wardrobe Management. Each of these is unique to each of us. If you know what these five pillars are for you, dressing yourself becomes a pleasure and you are sure to do it correctly. It is therefore essential to know them. Naturally, the image of the "Winner's Quintet" came to mind.

Today I would like to suggest that you focus on one of the winning numbers: the Silhouette.

For the time being, I'm going to talk to you about the women's silhouette, but in a future article I'll give a nod to the men.

- **My approach to the silhouette**

As you may have noticed, the human being is at the heart of my approach to Image Consultancy, and as such I have a duty to bring my clients long-term results.

I sometimes meet people who say to me:

"You who are an image consultant, tell me about my silhouette, am I an H or an 8?"

And me to tell them that I don't work with these categories and that my approach is based on an in-depth analysis that requires a minimum of time and that determining your silhouette is not done in three minutes on the edge of a counter.

As an Image Consultant, I would like to make a few suggestions that can not only contribute to improving your Silhouette but also help you to get closer to that harmony that is the result of the balance between outer and inner beauty.



It all starts with your underwear: For us women, the right underwear is definitely one of the ways that can contribute to having a nice silhouette. For that it is primordial above all to have underwear with the good size and in conformity with your shape and your morphology. This is a necessary if not sufficient condition for a well-shaped silhouette.

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A good posture: In the same day, whether I am sitting or standing, I can think about straightening up my spine, raising my head, relaxing my shoulders, all of which are considerations, decisions and actions that will change radically my silhouette. This awareness and action will not only affect my posture but also my mind. Walking with a hunched back and head bent forward not only expresses a state of mind but also gives substance to that state of mind. Straightening the spine from the lumbar to the cervical vertebrae helps to overcome this negativity and to see the day in a more positive light. This helps to align your outer beauty with your inner beauty.

Harmony: The cut and shape of the garment you choose should match your silhouette or body type. An integral part of the famous Winning Quinté, (Colour, Silhouette, Style, Accessories and Wardrobe Management) which will guarantee you a visual harmony from head to toe and toe to head.

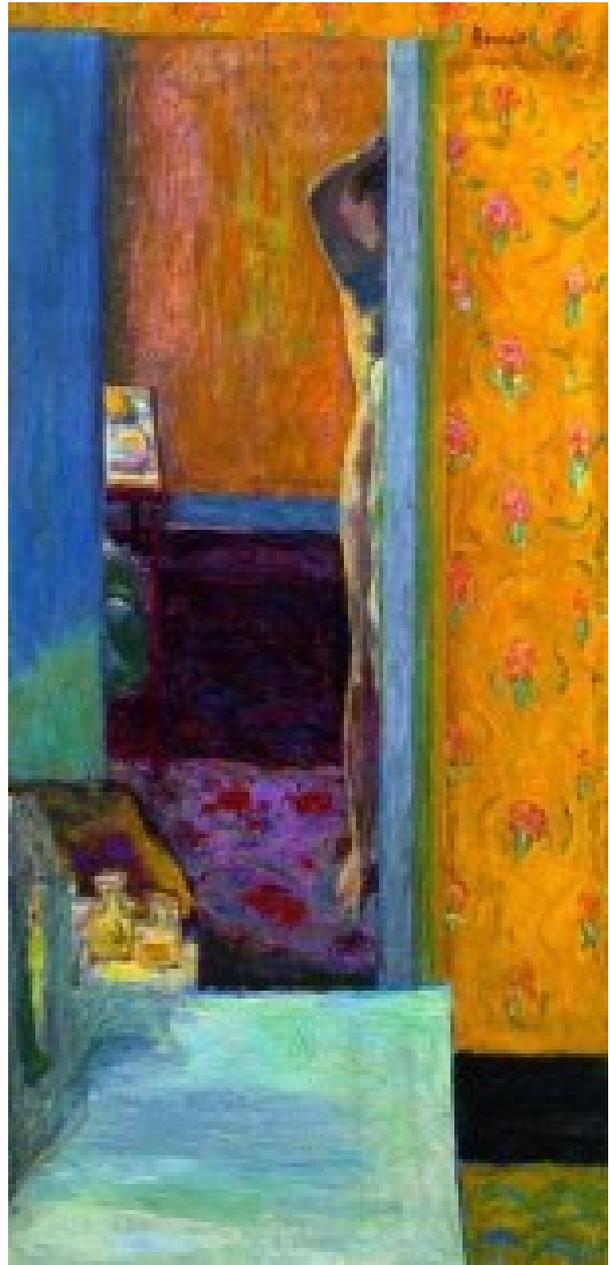


Acceptance: Knowing how to deal with what you have and what you are, isn't that a whole art of living? Today, like yesterday and like tomorrow, there will always be all sorts of sizes, body types, silhouettes... Not everyone can look like everyone else, and fortunately! It all depends on what we decide to do with those differences. In order to decide what to do with them, it is necessary to identify those differences and then to make them fully one's own, to reclaim one's body, one of the essential conditions for feeling good about oneself, one's own self, the one that makes us unique. Those differences are precisely where the richness of each of us lies. To identify them and make them your own, with full knowledge of the facts, there is nothing like an outside eye, and if possible from a qualified person. There is no harm and even less shame in getting help, so why not call on the Image Consultant that I am!

The garment then becomes your ally. It is now there to reinforce your personality, give you more confidence, boost your energy and make friends with your body.

All this to achieve that symbiosis between clothing and person that makes Coco Chanel so rightly say:

"If a woman is improperly dressed, her dress is noticed, but if she is perfectly dressed, it is she who is noticed".



Google image: Pierre Bonnard

4. First garment on, last garment off: How much attention should I be putting on my lingerie?

"I think it's really what she wears underneath that inspires a woman to feel beautiful in her clothing."
Alice Temperley

A garment, no matter how pretty, worn with inappropriate underwear relative to your body proportions, your silhouette, will not beautify you as it should. No matter how good the clothing is, combined with a bra with loose straps or simply with unsuitable underwear, it will only disadvantage your look. Dressing well therefore starts with choosing the right underwear. To choose your underwear well, it is useful to be well informed about your best colours, your silhouette and your style. These are the three pillars that will allow you to make appropriate choices when buying your lingerie.

Many women don't wear the right size or shape bra. Breasts come in all shapes and sizes and the same is true for bras. A good fit of the straps of a bra improves the position of the breasts and contributes to an attractive appearance.

If you have had the opportunity to do a colour analysis and are well informed about your best colours, I would advise you to choose the colours of your underwear in the same way as for your outfits. However for your underwear you can really go for your best pastels. Don't forget that accessories are the final touch to any outfit and you can dare to go a little further by using your underwear as real accessories. Good way to avoid wearing see-through straps, which in my opinion are not classy at all.



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I can't help but give a little nod to the legendary 14th of February and to sweethearts!

So I continue with : Valentine's Day and lingerie!

Somehow for me there is a little something that connects these two words. Between you and your sweetheart, isn't it the lingerie that makes all the difference? It is what dresses your body without dressing it, it is what is closest to your body, it is the first garment put on but also the last one taken off. In either case, isn't it the privilege of your sweetheart?

What is certain is that apart from your sweetheart, lingerie is your privilege. How much do I disagree when I hear a woman say "Oh, but lingerie! What's the point! I'm the only one who can see it! There's no point! » That's really not how I feel. I choose and wear my lingerie primarily for myself. Well chosen, in the right size, in the colours that suit me, under this outfit, without even thinking about it, not only do I know that the lingerie I have chosen to wear is there but I know how much it makes me shine. As a result, it makes me feel comfortable, it boosts me, it contributes to my well-being, to my energy, to making me feel good. Conclusion! Even if I'm the only one who knows I'm wearing it, it contributes to my beauty.

Don't buy and wear lingerie with the sole idea of pleasing your sweetheart. Be convinced that the lingerie you buy is primarily for you. Only buy and wear lingerie that makes you happy, that makes you feel great, that makes you feel radiant. By buying what you like and wearing what you like, your sweetheart will be seduced. And that's what style is all about, bringing out the best in you!



5. The importance of knowing your style!

"Style is a way of saying who you are without having to speak".

Giorgio Armani

- **From writing to clothing style: a little history**

The word "style" has its origin in antiquity. It was the iron tool used to write on wax, the ancestor of the "pen" in a way. It is therefore the tool of writing. From there, quite naturally, came its figurative meaning, that of writing with or without style.

As Camille Laurens, Professor at the University of Geneva, points out in her book *Tissé par mille*:

"Cicero uses it in this figurative sense as early as the first century BC".



Diximus.fr

Then the notion of style was extended to any human activity, whether or not an artefact was produced. Thus we speak of an architectural style, but also of the style of a play actor or a film actor and of course of the style of clothing.

- **Why is it useful to be well informed about one's style of dress?**

The literary style, the first one, reflects the thoughts, emotions and feelings of its author. This applies just as much, if not more so, to clothing style, since style closely defines the image that the individual projects of himself, the way he is perceived and the way he understands his true self. To have style is to know how to align these three components.

To achieve such a result, it is essential that there is coherence between the elements that make up this image and that they illustrate the same inclination. For this coherence and this inclination to have a chance to exist, it is necessary, as in literature, that the elements that make up this image faithfully reflect the thoughts, emotions and feelings of the person who wears them. This is the price to pay for stylistic unity and for this stylistic unity to reflect the personality of the individual who wears it. A unity between the atmosphere of what is worn and the energy of the wearer will be created. The ideal, in terms of well-being and charisma, of what all dressing should be.

To identify one's style is to be able to align one's clothes with one's personality in all circumstances..

Style is the third dimension of clothing. The first is its colour, which we will match with your natural colours. The second is its coupe, its shape, that we will harmonize with your silhouette, your body. And then the garment has an atmosphere, an energy, a universe, which must be in unity with your personality, so that the two universes meet. Style is at the interface of your clothes and who you are.

An outfit is made up of several elements and having style means not only making our outfits correspond to ourselves, but also making all the elements that make up an outfit illustrate the same inclination, defining our stable stylistic unity. This is what it means to have a style, to have a stylistic unity, we can even say "to have style"! And it is through this stylistic unity that the image you project, the way you are perceived and the way you perceive yourself internally are all in line and create an overall physiognomy, regardless of time and place. And it is this coherence and this overall appearance that is likely to give you more confidence, self-assurance, presence, unity and charisma on any given occasion. A stable stylistic unity that is independent of time and place. What is most important is to clarify the way you dress, to clarify your signature.



- **Dress code and Style**

Just as in literature, where style retains its permanence and characteristics through the various works of its author, a person's style of dress will not vary according to the different situations and circumstances he or she experiences over time. This is the difference between style and dress-codes.

Just as in literature, where style retains its permanence and characteristics through the various works of its author, a person's style of dress will not vary according to the different situations and circumstances he or she experiences over time. This is the difference between style and dress-codes.

Dress codes are dictated by situations, while clothing style remains the same regardless of situations. You don't dress the same to go to work as to go to a dance, but in both cases you keep your style. This is the fundamental distinction between dress-code and style. An essential distinction to better understand style and not to confuse it with dress codes, which is too often the case.

Being well informed about dress codes allows you to approach all situations in everyday life without fear of making mistakes. It will also be of help to determine precisely the proportion of time spent in each situation corresponding to a different dress code and thus to organise your wardrobe according to your real needs. Why have as many outfits for a situation you only experience two or three times a year, such as a dance, as for a situation you experience almost once a week, such as a family outing to a restaurant?



Closer

- How do you identify your clothing style?



Women's and men's clothing styles are the same, but they translate differently.

I work with 8 clothing styles, 8 styles that are all compatible with each other, i.e. an individual can have one or more styles.

In my approach to personality and its correspondence with one or more of the eight styles, I use, among others, the enneagram technique. A method that defines personality types represented by points on a geometric figure. This technique was developed in the United States in the 1970s within the framework of psychology and has since been widely used in North American universities, particularly in business schools.

In addition to the Enneagram, I use eight books, each composed of a series of visuals representing one of the eight styles of clothing in different situations. These eight books allow each person to choose the book or books with which she feels most in tune. By combining the technique of the Enneagram with that of the books, it is possible to come closer to understand and define the style or styles of each person. It will then remain through exchange and discussion to deepen, analyse and interpret. It is then up to me to bring all my experience, my sensitivity, with of course the agreement of the person, to go in search of his or her in-depth personality and to lead him or her to discover the deep unity that inhabits him or her and thus his or her style(s). A path that brings unity, energy and charisma.

An approach and a method that have proved their worth. But what remains essential is my experience coupled with my sensitivity and my professionalism, an approach and a method where judgement has no place.

6. How to choose your headdress



Google Images

Today I would like to share with you some advice on an accessory that, in my opinion, is not given the attention it deserves and yet ... I want to talk about headdress. First of all, the name alone should make us think. An accessory is "that which comes with or after what is principal, essential, a non-essential part of a toilet". But is it really an accessory when it is called "headdress"? One may wonder. What can there be above that which covers the head, I ask you? In this sense, isn't the headdress more like the "crowning glory of an outfit"? Moreover, the crown is indeed one of the headdresses. In addition to the crown, headgear includes: hats, bonnets and turbans.

I myself have always liked to wear headdresses, whether it be hats, bonnets or turbans. And the fact that for a few years now I've been shaving my head regularly has only increased my pleasure in wearing headdresses. If not already to protect me from rain or snow, cold or sun.

As with any piece of clothing, accessory or not, you owe it to yourself, my Shining Stars, to take into account your colours, your silhouette and of course your style. To do this, I'm going to introduce you to a bonnet and two hats and share with you the questions I asked myself and the considerations I took into account when choosing them.

Let's start with the bonnet



Lilli

It's a lovely little blue knitted beanie I bought in London.

When it comes to colour, the first thing that interests me before deciding to buy it is whether it will find its place in my wardrobe and complement many of the outfits that are already there. Navy blue is a colour that I wear easily, whether it's with shoes, coats, tops, trousers... So it will go with many of my outfits and identify its place in my wardrobe. So as far as colour goes, it passes the test.

And I like the decoration on the left side of it, which looks like a flower. I like it even more being surrounded by its white border. It's an invitation, when I wear it, to remind me of the colour. In this case I made it with the necklace and the lining of the coat.

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With my silhouette and given my height I'm not going to wear a tiny bonnet. It would be out of proportion and would make me look comical if not ridiculous, which is not my intention. But this one fits me perfectly.

Note that the flower on the left side gives it a romantic touch. I happen to have two main styles: romantic and dramatic. In that sense this hat fits well with part of who I am and can help me to express it. It can do this even more because the blue flower with white trim on the left side gives it that touch of femininity that fits me perfectly.

Finally, on the approach, as you can see from the photo, it's spring. But we're in London and, even in springtime, the air remains cool, hence the need for a hat, especially with my shaved head. This doesn't prevent me from taking it off and putting it in my bag, as the temperature can warm up during the day.



Lilli

The second headgear is a nice grey hat, a neutral, an easy to wear colour, a colour I like. There is no shortage of grey pieces in my wardrobe. So once again a headdress that will easily identify its place in my wardrobe.

As you can see on the picture I have done a grey reminder of the hat with the boots and the shawl.

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This is a hat with character, enough character to make the same outfit with or without this hat look radically different. An accessory that alone makes one outfit into another. That's one of the bonuses of using an accessory wisely. Think about it my Shining Stars!

With this hat there is a bit more of my dramatic side coming through than with the beanie.

Still a spring headgear but one that can protect me from a little rain. But here in London, you shouldn't forget your umbrella because not only can the rain come at any time and especially when you least expect it, but it can also be quite heavy, even for me coming from the tropics.



Lili

With the third one it's something else altogether. I feel like saying: it's the crowning glory! A hat that I love, a hat that makes me be myself. What more can you ask of an accessory!

I love the shape, I love the size. They fit my body perfectly. Plus it has that little "African-Touch" feel, just the right amount of nobility.

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As for its colour, burgundy red, the least we can say is that it is fully present! As you may have noticed, I like to wear colour. In this case I matched and enhanced it with the necklace, the print of the dress, the tights and the boots. That's it! And I identify that it looks really good.



Lili

And now, framed with this ecru coat it sure spells it out. In that sense it takes a good dose of drama to wear this hat, a dose I definitely possess. A hat that I like and that is one of my favourites, a hat that expresses my personality well and helps me to walk with my head up whatever the circumstances, a hat that asserts my presence.

Here you go, my Shining Stars! All this to encourage you to use an accessory that belongs with any outfit, wisely and tastefully. Whatever your colour, your silhouette, your style, I know you will identify a hat that suits you! Headgear that will enhance your outfit, that will give you that little extra that makes all the difference. Use them, they will give you back a hundredfold.

7. The importance of knowing how to distinguish between Dress-Code and Dressing Style?



Have you ever felt uncomfortable at a meeting, a dinner, a reception or any other group event, be it professional or private, feeling uncomfortable, not really in your place?

There was a time when these were situations I experienced and there was nothing pleasant about them. At the time I had just arrived on another continent, Europe^{EU}, had not yet identified myself in another culture, the French culture^{FR}. Since then, water has flowed under the bridge and above all I have become an Image Coach and Consultant, many reasons why these are no longer situations that I experience.

Still, it is not always easy to put our finger[👉] on what makes us uncomfortable on such occasions. Perhaps our centers of interest are simply not those of the group we were with. Maybe on that day and time we were not really in the best shape, for some reason, and as a result we found it very difficult to make contact, to participate, to exchange. Or just plain tired. 😊

But there is a reason, not necessarily the most obvious one, but which, it seems to me, is more frequent than we tend to admit, that of our dress, how we were dressed. Whether we like it or not in any society there are what are called "dress-codes". We don't dress the same for a business meeting as we do for a night out with friends, whether it's in France^{FR}, the US^{US}, China^{CN} or South Africa^{ZA}.

Whether in Paris, Los Angeles, Shanghai or Pretoria, not being well informed about dress codes is simply committing a blunder and it's never really pleasant to be aware of having committed a blunder. Either you have committed a blunder because you did not know the dress code of the place and time, so you might as well know them so as not to experience those unpleasant moments, or you have consciously committed a blunder by knowing the dress code of the occasion and not respecting it voluntarily, so it is a matter of assuming the consequences of your choice.

My experience as an Image Coach and Consultant makes me think that many of the blunders committed in terms of dress-codes are the consequence of a confusion in many individuals between "Dress-code" and "Dressing style". A conscious or unconscious desire to express one's personality by breaking the dress-code, because they are not well informed about their style. How many times have I asked a client what he thought his "dressing style" was, and have I not heard the answer: "Casual", "Professional", "Formal " or any other name. This is a basic error that on many occasions will cause you to experience not always the most pleasant moments at your expense.

No ! " Casual ", "Sporty casual ", "Classic", are not dressing styles, they are "Dress-codes". They are dependent on the circumstances. Your dressing style is at a much more fundamental level, at the level of your personality, it is independent of circumstances, it is invariable, at least as much as your personality is. It is up to you to express it in all circumstances

Let's take the example of the "Vienna Opera Ball". There are very few people who would not like to have the opportunity to attend it and participate at least once in their life. I'm not speaking as a « débutante » for whom the "dress-code" is so strict that it becomes a uniform, but as a selected adult. Assuming that this is the case and you can go to this famous Vienna Opera Ball, then you will be obliged to submit to a "Dress-code", namely: white tie and tails for men and long floor-length dress for women, otherwise, despite the invitation, you will not be allowed to enter the famous "Wiener Staatsoper".

But in case you are well informed about your style, such a restrictive dress code will not prevent you from fully expressing your dressing personality. You will have all leisure according to your dressing personality, that is to say your style, to choose the colour(s) of your floor-length dress, its shape, not to mention the choice of your accessories which precisely will correspond to your style and will personalize it.

issanaa

All this to say that your dressing style is not dependent on circumstances. It reflects "who you are" and we can hope that "who you are" doesn't change according to circumstances. But here's the thing! Knowing your style is not only knowing who you are but also and above all knowing how to match who you are with your dressing.

Knowing how to match who you are with your dressing is, as you may know, not always as obvious as that. It is a meeting with oneself that has its requirements and that on one hand can easily ask us to leave our comfort zone and on the other hand to have a minimum of technical knowledge on colours and shapes. A search that is not easy to do on your own. But this is really where calling on the Image Coach and Consultant that I am brings all its benefits to not only get you out of those blunders and their discomfort forever, but more importantly to bring you that satisfaction and pleasure of feeling like yourself on a daily basis in the clothes that you wear. A sure way to boost your self-confidence, femininity, elegance and charisma.



Entre la tenue et le décor l'accord est parfait !



PHOTO: Lillie Bartysh

You have taken the time to read this collection of articles, my gift. Items you won't find anywhere else. My job is my passion and the quality of these articles reflects it well. At one time or another, somewhere, during your reading, a sentence, a piece of information, a situation, challenged you and made you realize a little more about the importance of your image and to what extent it is important to know how to dress consciously. My mission is to provide you with the tools to dare to be yourself in your image whatever your story.

For this I suggest you spend a quarter of an hour with me by WhatsApp or Zoom, the opportunity to take stock, to know where you are, and to decide, if there is compatibility, to work together.

To take advantage of it, get in touch with me on this WhatsApp number: +44 7405712220. I will answer you to offer you an appointment.

Finally, if you are like me respectful of the energy of the exchange, I set up a 30-minute consultation at the symbolic price of 67€ which will introduce you to the tools allowing you to dress consciously and to radiate the energy of your Image beyond limiting beliefs.

[If this is your wish, I encourage you to take a consultation by clicking on this link,](#)

Are you ready to take the step!

