

Image workshops for Clients

by Victoria Rayner, Contributing Image Editor

Here are some *tips* on how you can counsel your clients to look better and project a more beautiful image, by **Victoria Rayner**. These suggestions are reprinted from "The Art of Self Nurturing," from **Victoria's** book *The Survival Guide for Today's Career Woman*.

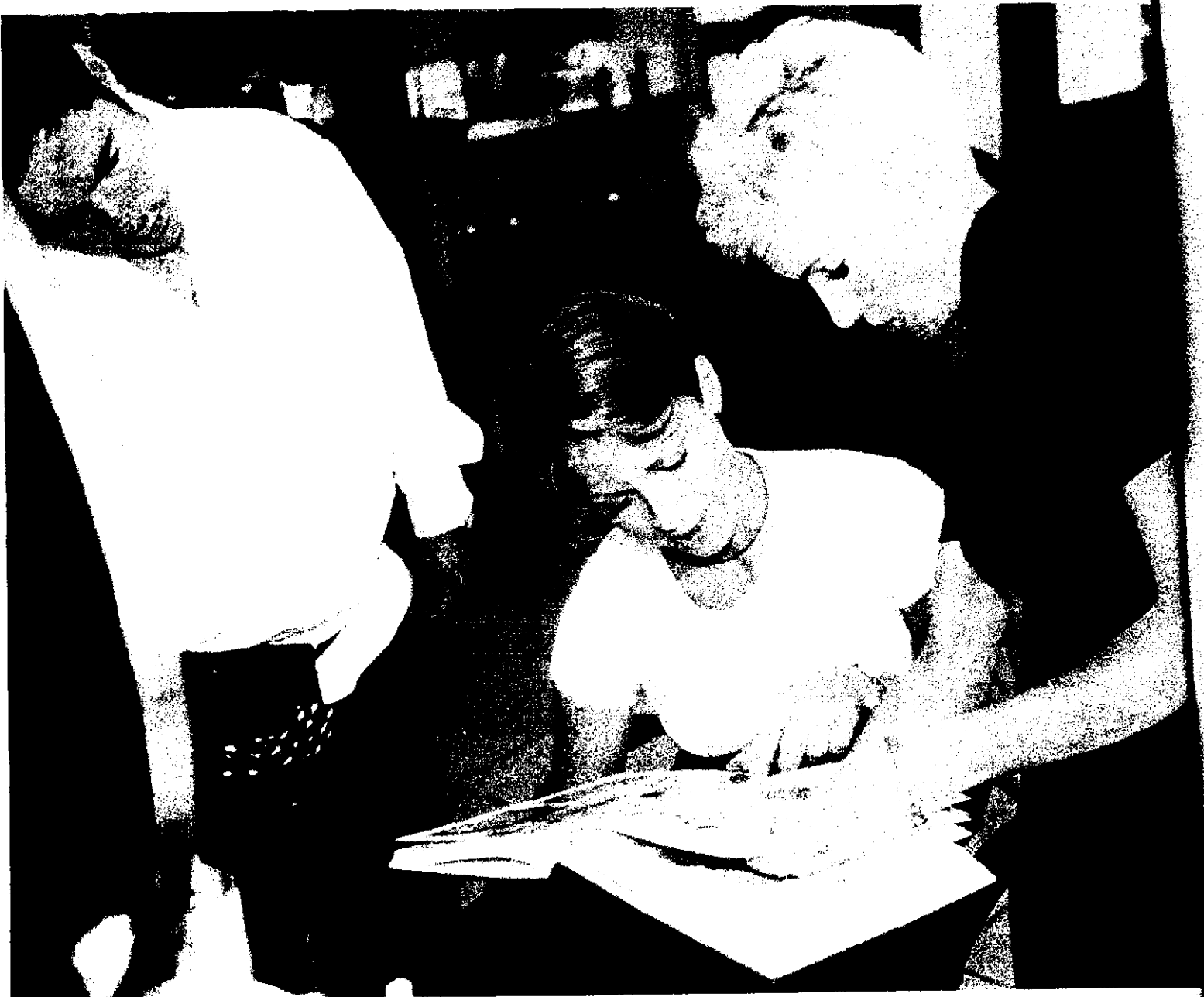


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Apppearance plays more than just a subtle role in the way the business community views professional women. It is not by accident that the majority of successful women are those who make a conscious effort to look their best. An attractive, dedicated career woman who has achieved success has, in the process, developed and matured. This, in turn, is reflected in the image she projects. She radiates power. Inevitably, the female professional with a commanding presence wins.

A halo is the circle of light that appears to surround a **shining** body. The term "halo effect" **defines** the powerful, psychological **influence** that **our** appearance makes upon others during initial contact. It occurs from the very first moment we encounter another person; it is the initial impression that we make upon others as a result of our posture, body movements, facial gestures, and clothing.

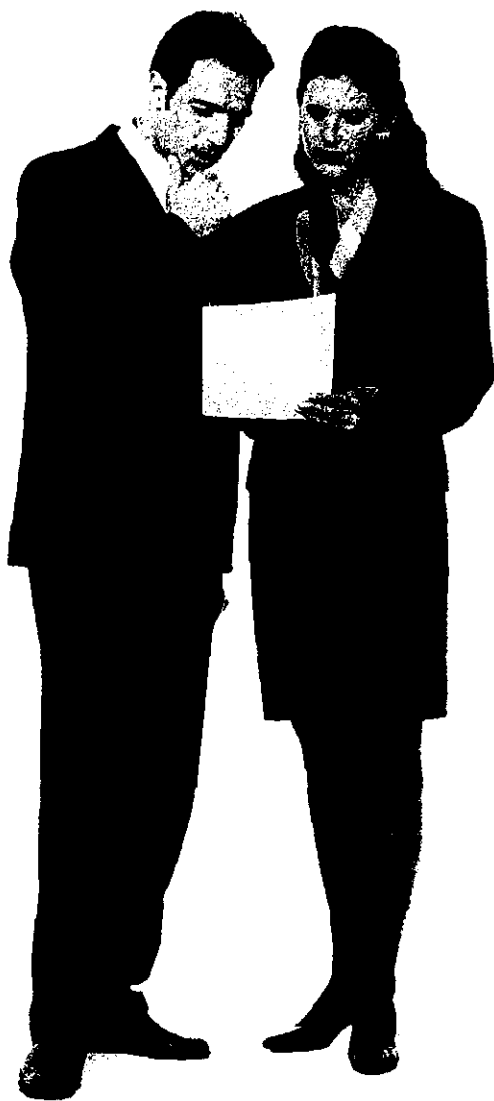
From the moment you **arrive** at your place of work until the time you leave at night, you are on center stage. Like any actress, you have fans and you have critics. If you are a serious-minded career woman, you will want to have as much control as **possible** over the details of any scene you may **be involved** in.

Self-evaluation

Make a careful study of yourself. Disrobe, stand **in** the nude, and look into a full-length **mirror**. **View** your image as if you were a stranger and you were seeing it for the first time. Each of us **has certain** parts of **our** body that we wish we could change. It is probably those areas that are the first to grab your attention. For the purpose of exploring your body effectively, you must look past those areas and allow yourself to become acquainted **with** your entire body. It is amazing how easily we become emotionally attached to **things** we don't **like** about ourselves and how we take for granted the things **that** we do like.



A woman's business uniform must be tasteful, appropriate and expressive. Color must be becoming and worn discretely.



We should keep **in** mind that none of us had a say; we inherited our physical traits at birth. As you observe your physical self, **make** a mental commitment to like the way you look, or at least, to come to **terms** with what you have to work with. Vow to make the most of your **attributes**.

Posture

No matter how pulled together your look is, poor posture will betray you. **Your mannerisms**, the way you walk, sit, and stand strongly communicate to others how you feel about yourself. When you slouch and slump forward with your shoulders **drooping**, you appear defeated. However, when you stand erect, hold your head up high, shoulders back **and** stomach tucked in, you convey confidence by appearing to be more efficient and alert.

Makeup for the salon

Elaborate makeup **if worn** during daylight hours, **can** appear theatrical **looking**. Thick or greasy foundations, brilliant **eyeshadows and** harsh eyeliners, are inappropriate at the salon. **Makeup** for the **salon** should be kept to a minimum. Use just enough to even out your skin-tone **and** enhance your most attractive facial **features**. Makeup shades should be carefully coordinated to match your own coloring and that of your business attire. To ensure that your application always looks natural, inspect **your** makeup carefully **in** daylight before arriving at work.

Workplace wardrobe

A professional woman's clothing should always be spotlessly laundered, dry-cleaned, and wrinkle-free. Take pride in your wardrobe. A woman's business uniform must be tasteful, appropriate and expressive. Color must be becoming and worn discretely. Also, the use of decorative accessories should be minimal. In short, all of the elements that contribute to **an** attractive, well-planned image need to be skillfully combined. Your work costumes **should** convey authority, power, and position.

Enhancing the salon services

One way to enhance your salon's services and win your client's loyalty is to provide continuing education **programs** that are both informative **and fun**. Imagine the enthusiasm that you can generate by focusing on your clients' favorite topic: **themselves**. By using this guide on how to create a positive personal **image**, and getting your clients to create their own workbooks of the images and wardrobes that they feel would be appropriate for their lifestyles, you are providing them **with** a tool they can **use** everyday, one that has your personal signature on it.

You can create a workshop **or** educational session for your clients using these tips as a foundation. Clients can actually create their own workbook from which they can plan their wardrobe requirements **and** their work and play attire.

This process can be broken into multiple sessions, in order to allow **time** for the **clients** to look **around** for the looks that most appeal to them, and **allow** their image goals to evolve during investigation and conversation at your salon. **Here** are **three** steps your clients should take in creating **an** image they **can** live with. You can guide them along the **way!**

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1. Design a new image workbook

Try designing a "New Image Workbook" as **an exercise** that can help you focus on how you wish to project yourself. The secret of dressing well is to know the **rules** of **fashion...and** how and when to break them. One of the first requirements of a well-dressed woman is a keen sense of observation and the ability to perceive how clothing and accessories are **successfully** combined. You **will** need to collect **pictures** that illustrate fashion ideas that are especially appealing to you. Obtain as many **photographs** as you can from European and American fashion magazines and catalogs. Select only those publications containing illustrations of clothing, makeup and hairstyles that most interest you and that would fit into your lifestyle. The **more** variety you have, the more clearly you will be able to discriminate about the fashion looks you **prefer**. In a short time, you will begin to **recognize** your personal **sense** of style by **becoming** aware of the colors, fabric, texture, patterns and designs that appeal to you.

2. Put together the workbook

Below **are** the suggested classifications for your binder. As your collection of photographs increases, you may want to make changes or add subdivision. Use index dividers to separate **your** binder into the following subdivisions:

- Makeup **and** hairstyle
- **Leisure** and sportswear
- Professional and business look
- Formal and evening wear
- Materials and patterns
- **Jewelry**, shoes, and other accessories
 - **Current** fashion information

Place the photographs you have selected into the clear acetate folders and **file** them into their corresponding sections. The insertable pocket folders are for keeping photographs that you may *wish* to file at a later date.

Makeup and hairstyles: In this **section**, you will select photographs of models with facial features, bone **structure**, and coloring similar to yours. Select only the photographs of makeup styles that appeal to you.

Next, collect photographs of hairstyles that you like. Remember to choose only the styles that are **worn** by models with your same face shape. However, it is not necessary for you to

select picture of models with the same hair or skin color as **yours**. File these photographs in this section as well.

Leisure and sportswear: This section is designated for illustrations of comfortable fashion looks that you would wear for casual outings or at home. Be on the lookout for photographs of clothing or accessories that you **already** have. **This** will present you with a variety of new ideas of how to update your current wardrobe.

Professional and business look: Regardless of what you do for a **living** or where **you** work, a business look is always a little more formal. Select only fashion looks that you would feel confident **being** at work with.

Formal and evening wear: **Again, consider your** lifestyle. **Look** for evening **wear** that **you** think would accentuate your **assets** and **minimize** your figure problems.

Fabric, materials, and patterns: Now is the time to ask yourself what types of fabrics and patterns you prefer. You are not limited to what you already own; your tastes may have changed. Be daring and consider selecting new patterns and fabrics to wear. (Optional: visit a fabric store and collect swatches of material for this section.)

Jewelry, shoes, and other accessories: Each woman makes her own statement by accessorizing the wardrobe. Your accessories should be your own **individual** trademark. They are used to enhance your clothing and to make you look more sophisticated. When you are selecting your photographs of jewelry, pay particular attention to which accessories are in style. Select photos of shoes, stockings, belts, scarves, and jewelry.

Clothing that works: A career woman's life is **active**. Reaching, bending, sitting, standing, and walking—all the motions of the day are made easier by wearing the right clothing. Make sure that your business attire is functional **and comfortable**.

Note: **After your** workshop **participants** have gone through **the process** of collecting **the** photographs in albums, **they** can **re-convene** with your guidance and **feedback** to determine the **best** looks for them and **the right** choices for their jobs **and at-home**, using the recommended clothing inventory in the **section that follows**.

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For eyeglass wearers,
the style of your
eyewear, frames, and
lenses will determine
how you should apply
your eye cosmetics.



3. Instructions to your clients

Take the time to go through your closet and consider each garment **carefully**. Make a complete inventory to determine if you have the appropriate clothes an hand to accommodate everyday business, special **business** engagements, and dress-up business affairs.

Creating the basic clothing inventory: The recommended clothing inventory below will help you to **plan** your future clothing purchases more carefully. It includes garments that **can** be worn on a limited budget. with every article of clothing being **appropriate** and functional. Tailor the following **guidelines to your** own personal preferences and work situations.

A businesswoman's **wardrobe** should at the very least consist of the following **clothing:** a coat (solid color, no trimming). a jacket, two sweaters, a daytime dress with simple lines, a business suit, two blazers, two skirts, two pairs of slacks, three blouses, **and** an evening dress. Select clothing styles that can be altered completely **with** accessory changes.

It will save you a lot of money if you commit to one **dominant** color and build your wardrobe around it Choose from violet-blue, navy, **dark green, tan,** brown, gray or black. Color **varieties can** be introduced in less expensive accessories.

The more expensive clothing items-such as a coat, a suit, or a dress-should **be** purchased **first** because they **will** serve as the basis for all of your other wardrobe items.

Sheer, **see-through** clothing, low-cut necklines or frilly designs are not **functional** in a **business** setting and **are not appropriate** professional wear.

Accessories: One garment with different accessories can look like three **different** outfits. Pick accessories that will improve, not confuse the natural lines of your clothing.

Shoes: Quality shoes are a better investment **from** both **an** esthetic and a functional point of view. Footwear for work should have built-in cushioned support systems that offer comfort Styles should be plain. such as low-heeled walking pumps made of patent leather, leather, or suede. You will need different shades in brown, navy blue. and black. To prevent leather shoes from **cracking,** waterproof them with silicone water **repellent**. If you keep your shoes on **shoe** trees, they will retain their shape much longer.

Purses: Purses can be relatively large but should never be out of proportion to **your** size. Invest in a **quality** attache case; it is a must for the professional woman. When not in use. the purses should be stuffed with wrapping tissues so that they will retain their shape.

Scarves: A **scarf** is the most versatile accessory that you can have in **your** wardrobe. They come in a variety of finishes, shapes, colors and sizes. You **can** modify the appearance of a long neck by wearing a scarf across the neck and shoulder. If your neck is short, create the illusion of length by **wearing** an oblong scarf to draw the eyes down.

Jewelry: The size of your overall jewelry pieces should be in **proportion** to **your** overall frame. If you are small-boned. for example, large **chunky** jewelry **will** overpower you; if you are **tall** and full-figured, small pieces will look **undersized**. **Inexpensive** pieces, if chosen with care, **can** look more **costly** than their actual value. Pearl earrings and a string of pearls **are** always a a **good** investment As for gold jewelry, it is considered more dressy than silver. Polished stones, mounted in poorly **finished** settings, can look garish **and** are considered **poor** taste.

When purchasing a necklace, consider the contours of your face. If your face is **thin,** and your neck is long, you will want to create the illusion **of** width by **wearing** shorter strands. If your face is round and full. your objective will be to select longer necklaces to create the illusion of length. When you want to **slen-**

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derize the look of your face, select stones or beads that are irregularly shaped. If your face is **thin**, oval or round stones and beads will soften angular features.

Always coordinate your earrings to match your necklace or pin. They do not have to match exactly but they should resemble the same basic decorative style. Do not let the size of your earrings overpower the size of your earlobes.

Avoid wearing gaudy jewelry, dangling earrings, or jangling bracelets during office hours. This type of **jewelry** is too conspicuous for the business professional.

*Considerations in **Selecting** Eyewear* Properly fitted eyeglasses are of **course**, essential. Eyewear should fit securely and be able to stay in place without fussing. When selecting eyewear, you **will** also want to consider the following factors: the size and shape of your face, your facial features, your natural coloring, the color **and** design of the frames, the color of the lenses, the **applica-**tion of your eye makeup.

Makeup for Eyeglass Wearers: The style of your eyewear, frames, and lenses will determine how you should apply your eye cosmetics. **If** you are nearsight-

ed, you will want to make your eyes appear larger. On the other hand, lenses that correct **farsight-**edness will magnify the appearance of the eyes. If you are farsighted, apply makeup sparingly.

Darker frames require stronger cheek and lipstick shades to balance color. Cheek color should never be applied to the point where it disappears under eye-glass frames.

The next steps

You can **bring in** wardrobe **con-**sultants, makeup experts, and color consultants to **finish** off the basics that your in-salon workshop has **begun**. Your clients will love it, and you can sell some of the makeup products that are being recommended, and have your stylists achieve the hair looks that your clients will require at the end of this program. ■



Victoria L. Rayner, lectures on **personal growth**, stress management, image development and motivation and wrote "The Survival Guide For Today's Career Woman" and "Clinical Cos-

mctology: A Medical Approach to Esthetic Procedures." A contributor to several professional and consumer publications, she's a frequent guest on radio and television. She can be reached at (415) 398-6013, fax (415) 398-7240.

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