

What suits you best

A summary of advice from Sarah Brummitt award winning personal branding expert (1st April 2014)

Sarah explained, through the use of pictures, that each one of us is unique and looks for different things in our choice of garment,....comfort, boldness, feminine, classic, glamorous etc. Therefore it's a case of recognising the following:

- Knowing what you want your clothes to express about you. What's your style? Knowing what statement you would like to make.
- Understanding the practise of creating optical illusions. Accentuate your good bits and camouflage the bits you don't want people to see.
- Knowing what suits you. Most women blame their body when they don't like an outfit. Instead you should blame the clothes. Your size doesn't matter but your shape does when it comes to dressing well. Therefore follow your silhouette to find clothes to suit. Don't wear clothes that end where the garment ends at the widest part of your outline. e.g. top of arms, hips. Finish above or below.
- What's the focal point of your outfit? What do you want to draw attention to? For example consider wearing a striking necklace or bright lipstick to draw attention to your face or colourful shoes to draw attention to your legs.
- Understanding the F words.....Fit and Fold. Clothes should crease and fold as you move and sit down. If you see a horizontal fold, when you stand up, it means the garment is too tight. A vertical fold means the garment is too big. e.g. the back of trousers
- Recognising the impact that colour has. i.e. there are 3 qualities - depth, undertone and clarity. You can basically wear any colour but you have to be careful what colour you wear by your face. The right colour makes you look fresher.
- Refreshing your outfits. Repair, retire and recycle clothes that don't work for you. You don't need lots of clothes, just lots of outfits i.e. 3 skirts and 6 tops. Be adventurous!

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