Dress to Impress Yourself
And Others

by Gloria Starr

Global Image, Etiquette, Communication and Leadership Coach

www.gloriastarr.com
expert@gloriastarr.com
Executive Image, Etiquette, Manners, Communication and Leadership Advisor and Coach, Gloria Starr

Educate, Empower and Enrichment Seminars and Coaching sessions dedicated to the training and development of people in pursuit of excellence. Building bridges between people, cultures, customs and countries since 1983.

For more than twenty-five years, Gloria Starr has been an indispensable resource in helping people dramatically increase their image impact, visual presence, improve their business and social skills, maximize their communication skills and improve their levels of performance. Gloria Starr is fondly known as Lady Starr in diplomatic circles around the world.

Her areas of expertise include leadership, personal branding, image consulting, business and social etiquette, manners, ambassadorship skills, media coaching and effective communication skills. Gloria Starr, professional speaker and global consultant is available for executive coaching, staff development and training, to speak at your conventions, conferences and retreats.

Royal Persuasion Ms. Starr is Private Counsel to Members of the Royal Family in the Middle and Far East and dignitaries and executives around the world. Her coaching and training sessions have taken her to Taiwan, Dubai, Saudi Arabia, South Africa, Hong Kong, Nigeria, Moscow, Geneva, Qatar, Korea, India, Singapore, Italy, South America, the United Kingdom, Mexico, United States and Canada.

Ms. Gloria Starr is the author of:
Dining Etiquette and Manners
Dress to Impress Yourself and Others (for men)
Dress to Impress Yourself and Others (for women)
Enhanced Communication Essentials
Modern Day Finishing School for Teens
Modern Day Manners
Modern Day Princess Finishing School
Qatar Insights
Strategies of Success
Tea Etiquette in the Modern Day World
The Art of Conversation and Your Electronic Presence
The Modern Day Finishing School
Wine Wisdom in the Modern Day World
Gloria Starr International
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Gloria Starr - Global Leader Impression Management, Etiquette, Communications
Author of 12 books, DVDs and MP3s, Master NLP Practitioner
Private Counsel to Royalty in the Middle and Far East
Advisor to Foreign Dignitaries
Middle East Expert, coaching North American companies
Recipient of the Communication Guru Award of Excellence
Rated Excellent by the Society for the Advancement of Consulting
Building Bridges Between People, Customs, Cultures and Countries
Established 1983

Dress to Impress Yourself and Others (for women) ©
by Gloria Starr, Global Business Coach
Dress to Impress Yourself and Others

It is remarkable how much mediocrity we live with on a day-to-day basis. We surround ourselves with daily reminders that the average is acceptable. Take a few minutes and assess all of the things in your life that promote you being just average. These are the things that keep you powerless to go beyond the limits you currently live within.

The first step to having what you really want is to remove everything in your environment that represents mediocrity. Why be average or boring? Why eat white bread and Velveeta cheese when you could have champagne and caviar?

Are you thrilled about your wardrobe? Are you satisfied with your level of success, the amount of money, power, charisma and romance in your life? Life is not a practice run...this is the real thing!

We all know there is a better life than the one we are experiencing now. Most of us envision a life for ourselves that is constantly expanding and growing. When we release the brakes, we discover the catalytic force that takes us into a life of greater appeal, affluence, and influence.

Most people are not willing to let go of the good in their lives to make room for the better or the best. Sometimes we find ourselves in a rut and can't see our way to creating a better life. When you are experiencing anger, frustration, or boredom in your life, these are the signs of agitation. The greater the agitation and discontentment, the greater the breakthrough you are about to experience.

Money gets its impulses from you based on the quality and passion of your thoughts and actions. When you have a positive attitude coupled with enthusiasm and a passion for life, your life becomes more vibrant. You have a millionaire lying dormant inside of you. Being newly rich is a much, much better condition of living than being poor. If you refuse to accept anything but the best, you will get the best.

Are you willing to look your best every day? Are you willing to experience the joy of living a life of prosperity and happiness? We are all Living Treasures. Set some wonderful goals. Decide exactly what you want and when you want it. Be very specific. Think, act, speak and behave like a winner. The fact and evidence that something is really yours is always preceded by the desire to have it.

Power is how you are perceived by yourself and by others. Develop a standard of excellence that exceeds everything you have ever thought about or imagined. Your every act, look and gesture should express a quiet, rich assurance of success and prosperity. Think, act, and look successful. Use positive posturing for success. Forget about being reasonable. Be unreasonable and simply awesome!

Move constantly toward your dream. It is your positive energy, your vitality, and your velocity that makes things happen. Everything about you and your environment must be pleasing and memorable.

Beauty is more than skin deep. It is soul deep. You achieve as you dress. People who present themselves as though they have already arrived are well on their way to being there. It pays to dress beyond your current job and lifestyle.
An attractive personal presentation is your international passport to success. Present yourself as a winner and you will be treated as a winner. Golden opportunities will come knocking on the doors of those that present themselves as winners. Showcase yourself at your personal best. By presenting your personal and professional best self, you are conveying a greater sense of power, authority, believability, sophistication, and presence.

Do you ever feel like you’ve been getting dressed for a decade or more and you still don’t have anything to wear? Getting dressed is an opportunity for your personal and business expression and making conversations stop and heads turn. So, my advice to you is to ignore what fashion says is in, ignore the questionable advice from your teenagers and friends and wear only garments that make you feel attractive, vibrant and beautiful.

In the last twenty years you have probably changed dentists, doctors, hair stylists, automobiles, and maybe even partners. Nothing remains constant. Things change, times change. Your taste has changed, your career and role in life has changed, and your income has changed. It is probably time for a new image as well.

One of the Dynamic Laws of Prosperity is to create a void. When you create a void, new things, ideas and ways of living will come to fill the void. Regularly create a void in your closet and fill it with beautiful, quality garments that are you, at your best at this time in your life.

Let’s begin by taking a look at you in a fresh, new way. Learn to dress the body you have today. You are unique, ready to be discovered, appreciated and rewarded with all of the great things in life. Look, act and dress the part and the doors of success will open wide.

What Your Image Says About You

We all have an image, whether we design it consciously or not. How we look and feel about ourselves is heavily influenced by our childhood experiences and our self-image as an adult.

Have you developed a clear sense of your own personal style based on an honest and current self-analysis? Is your image in harmony with your environment? Does your image reflect your personal and professional standards and ethics?

Clothing and presence is a silent language; a visual shorthand. Is your personal presentation a true reflection of you at your best?

Clothing and appearance are among the most important criteria we use to judge people. Clothing in a business environment covers 90 percent of the body, so it is inevitable that it makes a very powerful statement. You have the power to be a major influence in your life. If you are not in charge of your life, someone else will be. Your greatest signature is your mate. If they are not becoming to you, they should be coming to me. As an impression management coach, I can fix it.
Successful people generally look successful. They wear clothing that looks attractive on them. They are well groomed, speak well and radiate confidence. The message that comes across is that they feel good about themselves. If you feel confident about your clothes, hairstyle, and make-up, you will send out a positive and confident image. Your personal image is your calling card to success.

**You Are the Message**

What is influence? Influence is power and power is how quickly you can move from one position to another. Influence is the process of getting other people to associate their most desired feelings, states, or sensations to you, your product or service.

**Our Thirty-Second Culture**

Television has had a profound effect on all of us, not only because we spend so much time watching it, but because it has enhanced our abilities to form judgments in all things visual, instantaneously. After a lifetime of being bombarded with ten to thirty-second commercials with messages that are clearly and persuasively conveyed through imagery, we are programmed to make judgments about people and situations in a few fleeting moments. In those few seconds, we decide to buy or not to buy, to hire or not to hire, to trust or not to trust.

People do things for one of two reasons: to avoid pain or gain pleasure. Influence happens in a moment! The components of human influence are: Fifty-five percent of your impact on someone is based on your appearance, body language, and the way you take up space. Thirty-eight percent is based on how you deliver your message: the tone, volume, pitch and pace of your voice. Seven percent is on the spoken word. Strike a profile for profit and dress to conquer the world every day.

**The Power of Personal Marketing**

The Visual Image Is Always Dominant

When you walk through the door, although no one has ever seen you before, you create what social psychologists call the threshold effect. This means that in that decisive moment people will determine: your economic level, your educational level, your trustworthiness, your social position, your level of sophistication, your social and economic heritage, your success in previous and current endeavors, your moral character, your future and even if they like you. Through the process of matching and mirroring you can influence someone’s behavior. To create a winning image it takes charisma, salesmanship, charm, grace, flair, personal style, a great wardrobe, good business manners and social graces.

**Physiology**

It is how you sit, stand, posture and position yourself. It's how you move; it is your energy, your gestures, and the congruency between all of these things. Voice: It is the pitch, the pace, the pattern, and the tonality. Are you packaged for success? Nothing succeeds like the appearance of success. Some of your best features are developed not inherited. Superficial things like dress and speech do matter in the business world. Certainly competence is more important, but substance and style will take you farther

Learn to sell the sizzle! Others do judge you on the basis of how you look. You can look like a soon-to-be-millionaire, even without the income to match, and you will be
treated like a millionaire. Dress to conquer the world every day and strike a profile for profit.

Studies show there are three reasons why someone buys you, your product and or your services. You appear honest; I feel that I can trust you. You appear knowledgeable, I feel you know what you are doing. You appear sincere, I feel you have my vested interest at heart.

Companies spend billions of dollars in advertising and packaging to make their products more desirable, to gain their customers attention and confidence, and to increase their share of the available market. People can also be perceived as products. Either you or the competition will be bought. Are you packaged as a winner? Create your own unique identity and consistently reinforce it. You are known by the places you frequent and the company you keep.

**Smile**
A real smile starts in the heart, shows on the lips, and then around the eyes. What you thought were wrinkles are really positive attitude indicators. A good handshake consists of a full hand clasp, shaking three or four times. No bone crushers or limp handshakes. Use good direct eye contact. It adds to your believability. Show sincere interest in the person you are meeting.

**Remember Names**
A person’s name is the most important word he hears and instantly captures his attention each time it is used. Think, act and look happy and successful. Everyone likes a winner. Think, act and behave like a winner.

Dress to be included. It's not right or wrong but what's appropriate that counts. Great clothes are a necessity of life. The better your exterior looks, the more confident your interior becomes.

To look taller and thinner, use the one color dressing technique. For more powerful body language, use smooth gestures and decisive movements. Take a positive, enthusiastic approach to life. Never complain, never explain. Be well spoken and give sincere compliments. You are known by the company you keep and the places you frequent.

**The Thirty-Second First Impression Rule**
Smile, introduce yourself, shake hands and give good direct eye contact. Bearing: Take up as much physical space as possible. Eye Contact: Maintain eye contact 60%
to 90% of the time. Mixed Messages: Avoid sending mixed messages. People will believe the body language before the spoken word.

Hand Shaking / Meet and Greet  Minding Your Manners

**Authority Dressing Guidelines**

- **Jacket** - A jacket will always add instant power and authority.
- **Quality** - Quality speaks very quietly and very loudly.
- **Color** - Darker colors have more power and authority than lighter colors.
- **Comfortable and Appropriate** - It’s not right or wrong, but what is appropriate.
- **Accessories** - Select a few quality pieces suited to you and your garments, fashionable and geared to your profession. Watch the movers and shakers within your organization and emulate them.
- **Cosmetics** - Equal intensities on eyes, lips and checks.
- **Consistency** - Every day counts. People only notice the one or two things that you didn’t do as well as you should have or could have.

**Seven Image Killers**

- Dressing in an inconsistent manner
- Dressing beneath yourself
- Allowing someone to interrupt you
- Appearing nervous or anxious
- Not making decisions quickly
- Using poor dining and social skills
- Strike a profile for profit and dress to conquer the world every day

**Achieve Personal Excellence** - Five Rules of Professional Behavior

- Be focused
- Be discreet
- Do not waste your time or anyone else's
- Be reliable
- Be positive and acknowledge others

Speak words of praise and kindness. You are known by the company you keep and by the places you frequent. Every relationship you are in is like an assignment. Your job is to find out what you are to learn from the other person. Every person we come into contact with has a lesson for us. What can we teach, what can we learn, and what can we share?

Think of yourself as an ambassador. You are your own public relations expert. You represent yourself, your company, your family, your country and your lifestyle every day.
Imagine you were being video-taped from the time you get up in the morning until you go to bed at night. How would you sit, stand, move? How would you interact with others? It is true; you never get a second chance to make a great first impression. You are the message. It takes years to build a solid reputation, to create your personal and professional image is just a phone call or email away. gloria@gloriastarr.com

**Your Personal Style** The clothing and fashions you select can play havoc as you establish yourself in the working environment. If something is in fashion, it is most likely not appropriate for business attire.

- **Dress for Success**
- **Build a Classic and Timeless Wardrobe**
- **After Five Dressing Tips**
- **Executive Dressing Techniques**

### Women’s Styles - Know Your Style Before You Go Shopping

- **Classic** This look is traditional, conservative, uncomplicated, tailored and timeless. The classic woman has an air of elegance and refinement and always appears poised and poised. The timeless elegance of the classic look is worn by women who value quality more than quantity and style more than fashion.

- **Dramatic** This look is bold and sophisticated, and makes a statement when entering a room. The dramatic woman is confident, assertive, striking and intimidating. Whatever her seasonal color palette, the dramatic woman should wear the strongest colors from her season, as this commands attention.

- **Artistic** This look is innovative, free-spirited, creative, ethnic, and avant-garde. The artistic woman is the individual stylist who refuses to wear a packaged look. She is unpredictable in the way she mixes colors, separates and accessories. She will never be conventional.

- **Romantic** This feminine look is dainty, soft, demure and ladylike. The romantic woman may have the girl next door look or the Scarlet O’Hara look. Her look is
alluring, with great attention to detail. Visually it says soft, gentle, feminine, take care of me, lunch is on you, Dear.

**Euro-chic** The key to this look is simplicity and this woman has a style that has an unquestionable edge over women who have become the victims of fashion. The attitude is assured, elegant and relaxed. This woman exudes a very personal drama, even for her everyday image.

**Sporty** This is a relaxed style that allows easy movement and projects a carefree look. This woman appears to have the least interest in fashion of all of the style types. She goes for comfort, nothing form-fitting; just soft, flowing looks with an earthy, natural look.

**Your Color Palette**

People tend to decorate their homes, select their clothing, accessories, and even their cars according to their color preferences. It is reported that one out of every ten men is color blind, and may have a difficult time selecting colors. This may stem from their lack of experience or inadequate training or guidance growing up.

From the teenage years on, most women use shopping as a form of socialization. Men watch sports, women shop. If women stopped shopping, the whole economy would probably fall apart. As a woman, it is our moral duty to stimulate the economy.

A total wardrobe planning concept for you has been created around the seasonal concept: spring, summer, autumn, and winter. In making an assessment of your seasonal concept, we take into consideration the skin tone (pink or peach undertone,) color and patterns in the eye, color of freckles, color of the tooth enamel, and the shade of dark circles under the eyes. Surprisingly, even the personality of an individual coincides with the seasonal concepts. Your inner season has nothing to do with astrology; it is neither mystical nor mysterious.

**Color Analysis**

Once you have a color analysis and you gain an understanding of the color family that truly enhances your complexion, you will look radiant. Wearing colors that are unflattering will make you look sad, tired and under the weather and will give you a day off work if you need it and that is definitely a form of Impression Management.

The colors are initially divided into two groups: warm and cool. The warm colors have peach undertones and are identified as Spring and Autumn. The cool colors have a pink undertone and are identified as Summer and Winter.

**A Closer Look at the Four Seasons**
**Spring**

Springs are descendants of the Scandinavian races, the Netherlands, the British Isles and Northern Europe. Springs have an outward and enthusiastic energy about them and are quite effervescent. They are sometimes shy but enjoy being in the limelight. Possessing a mercurial disposition, the Spring person may sulk if they don’t get their own way; their temper may erupt quickly but just as rapidly subside. They usually have many projects on the go at the same time and can be easily distracted if something sounds like it would be fun. Ready to go at a moment’s notice, they are impulsive and move quickly. They usually like children and pets but are quite happy having someone else taking care of them. They may appear innocent and naive, but they know what they are doing every minute. Springs have an ageless, wholesome, natural appeal.

**Spring**

Skin: ivory, peach, golden undertones, warm freckles, rosy cheeks. Hair: strawberry blonde, flaxen blonde, auburn, golden blonde. Eyes: aqua, turquoise, light golden brown, clear green, teal blue with white and yellow flecks. Colors: camel, peach, ivory, apple green, aqua coral, buttercup yellow, clear blues, periwinkle. The three intensities of Spring are Early, Sunny and Vital.

**Summer**

The Summer season combines many racial mixtures that include the British Isles, Scandinavian countries, the Netherlands, and Northern Europe. Summers are usually the classic type, even-tempered, calm, and quietly set in their ways. Summers are fashion conservatives and with their gracious, poised personas, look exceptional in classic designs. Summers are often artistic and they excel in many endeavors. They are good sports and a loyal friend, the salt of the earth and the backbone of the nation. Summers are usually fashion conservatives, and they very seldom can pull off a dramatic or bold look. Summers look best in soft colors and classic designs.

**Summer**

Skin: beige/pink, rosy/pink, pale beige, cool brown freckles. Hair: platinum blonde, ash blonde, cool brown, soft gray, salt and pepper. Eyes: gray/blue, soft blue, blue/white flecks, green/white flecks, clear pale aqua, soft brown. Colors: soft white, taupe, cool brown, lavender, pink, rose, soft gray, soft yellow mauve, raspberry, blue/gray, blue/greens. The three intensities of Summer are Soft, Classic and Vivid.

**Autumn**

Autumns can be a mixture of any racial background with no specific origin, unless you count the red-headed Irish. Most redheads are Autumn, unless they have blue eyes, and translucent skin and then they may be Springs. Autumns are busy, colorful people with many projects on the go at once. Usually extroverts, but at times quiet and reserved and may demonstrate extremes in temperament: very high or very low. They are independent, original in their thinking, and make good leaders. Loyal and affectionate, Autumns are inventive, courageous, and incurable optimists. They
are often sensitive, perhaps temperamental, willful and proud. Autumns wear tweeds, paisley and rough textures, and the full range of the harvest shades.

**Autumn** - Skin: ivory, peach, golden beige, beige, ivory with freckles. Hair: red, golden blonde, strawberry blonde, golden brown, chestnut brown, warm gray and auburn. Eyes: teal blue, aqua, amber, hazel, golden brown, dark brown, green/gold flecks. Colors: cream, camel, tan, butterscotch, brown gold, mustard, olive, moss green, teal, turquoise, orange, brick red and salmon. The three intensities of Autumn are Mellow, Tawny and Spicy.

**Winter**

There are more Winters in the world than any other season. With their mixed heritage, Winters can come from any nationality. The Winter person is distinct and definite with an air of sophistication. Winters will gray prematurely, and they will retain their elegant and attention-getting looks for years. They wear bright, bold colors and always stand out in the crowd.

**Winter** - Skin: very white, beige, rosy beige, brown, brown/black, cool brown freckles. Hair: black, ash brown, gray, blue/black, salt and pepper, silver/gray. Eyes: clear blue, gray, blue, dark red/brown, gray/green, teal, blue with white rays. Colors: white, navy, black, red, purple, emerald gray, hot pink, navy, fuchsia, forest green, royal blue. The three intensities of a Winter are Soft, Dramatic and Exotic.

**The Psychological Energy of Color**

It is a known fact that certain colors affect us psychologically, physically, and aesthetically. Wearing certain colors can help elicit the desired reaction from people. An example would be if you wear a red suit you will feel more energetic and command attention. Red is only one of the colors with subtle visual powers. There are eleven key colors and I will share with you advice on ways to use each color.

**Red** The color red includes warm red, burnished, bright Christmas red, and tomato red. Light shades such as pink, mixed shades such as fuchsia or dark shades such as burgundy are not included in red. The positive psychological powers of red are high energy, confidence, assertiveness, and excitement. Red can also be perceived in a negative way and appear to be aggressive, domineering, and threatening. Choose red: to project authority, give a visual boost of energy, for occasions when you want to draw attention to yourself or when you want to attract the opposite sex. Avoid red: when you are being interviewed on television, if your position is controversial, if you are not prepared to defend your views or position, if you are overtired or stressed.

**Yellow** The color yellow includes sunny, bright, warm, golden yellow and lemon yellow is not included. The positive psychological powers of yellow are cheerfulness, positive, anticipation, activity, and uninhibited. Negative feelings: impulsive and volatile. Choose yellow: to elevate your mood, when you are in a fun and playful
mood, when interacting with children. Avoid yellow: in a sunny, hot and humid climate and when you want to be taken seriously.

**Green** The color green includes forest, moss, olive, pine and true green. The positive psychological powers of green are dependability, nurturing, growth, prosperity and self-reliance. Choose green: to create a balanced, level-headed feeling, mixed with navy in business situations, when over-stressed or over-tired. Avoid green: for fundraising events and in evening wear, unless it is emerald and shiny.

**Purple** The color purple includes medium violets to dark purples, plum, indigo, and periwinkle. The positive psychological powers of purple are intuitiveness, sensitivity, and imagination. Purple in certain cultures represents bereavement. Choose purple: in front of the media, for evening formal events, and as an alternate choice for business navy. Avoid purple: in some parts of the Asian/Pacific Rim.

**Gray** The color gray includes charcoal, taupe (gray/beige), and pewter, medium to dark. The positive psychological powers of gray are neutrality and respectability. On the negative side gray looks safe, drab, or boring. Choose gray: for business, in any sort of arbitration, mixed with a bright color for business. Avoid gray: when you want to be noticed, in all creative vocations, and when interacting with children.

**Brown** The color brown includes golden, chocolate, cocoa, and red-browns. The positive psychological powers of brown are stability, earthliness, and continuity. Brown can be perceived as boring, safe, or unsophisticated. Choose brown: to open the doors of communication or to appear less threatening. Avoid brown: for evening wear unless it is rich velvet, and among your peers and colleagues unless you want to blend in.

**Orange** The color orange includes tangerine, peach, and pumpkin. The positive psychological powers of orange are enthusiasm, uninhibited, fun, vitality, and vibrancy. Orange can be perceived as a fad color or superficial. Choose orange: if you are a spring or autumn, mixed with a flamingo pink for a vibrant look. Avoid orange: unless in a very expensive fabric and garment cut, in most business situations.

**Black** The color black is actually the absence of color. The positive psychological powers of black are sophistication, power, and formality. Black may be perceived as mournful. Choose black: for funerals as a sign of respect, for evening events, for lingerie. Avoid black: near your face unless you are well tanned or wearing additional cosmetic color intensity, on television, and for happy occasions such as a wedding.

**White** The color white is vibrant and pure. White includes all the shades of ivory and soft whites. The positive psychological powers of white are freshness, cleanliness, and purity. On the negative side, white can appear clinical or neutral. Choose white: as a bride, as a contrast with dark colors, for yachting and tennis, in hot, humid climates. Avoid white: unless your grooming is impeccable.

**Blue** The color blue includes navy, clear blues, medium blues, and royal blue, pastel blue and aqua blue. The positive psychological powers of blue are trustworthiness, strength, control, and orderliness. Choose blue: the darkest blues project the most authority, mid-tone blues work well on television, mid-tone to dark blues inspires confidence. Avoid blue: at a conference of bankers, lawyers or accountants unless
you want to blend in, and when working in a creative field such as advertising, design and marketing.

**Pink** The color pink includes both cool and warm hues, mid-tone salmon colors, cotton-candy hues, corals, and raspberry pink. The positive psychological powers of pink are safeness, accessibility, femininity, and gentleness. Choose pink: for garden parties, afternoon tea and baby christenings, in a blouse to soften a power suit, as a petitioner in divorce court. Avoid pink: in a management position, unless extremely tailored, discussing a promotion and in a leadership role.

**The Dynamics of Color**

Color affects our mood, our emotions, and how others perceive us. The dynamics of color go even deeper. A hue is another name for a color. A shade is a color with black added. A tint is a color with white added. A tone is a color with gray added.

The intensity is the brightness of a color. Colors in the same family are called monochromatic color. Colors that are opposite each other on the color wheel are called complementary. Colors next to each other on the color wheel are called analogous.

Colors can create wonderful illusions. Color is a form of light and each color has its own wave length. Red and yellow have longer wave-lengths than blue or purple. The eye flows according to the image or illusion we create. Bright colors are attention getters. Less intense colors have a calming effect. Colors such as red, yellow and orange are warm colors and seem to advance toward you. On the other hand, cool colors such as green, blue, and violet seem to recede.

**Yin and Yang**

The Yin and Yang, ancient Chinese symbols, represent the balance between the contrast found throughout the universe and make a good comparison for the clothing and images we create in our dressing. You will discover that you have qualities of both Yin and Yang, but one will dominate. Also, at different times in your life, your dominant characteristics may change. Yin is soft, gentle, feminine. It says, take care of me, lunch is on you, Dear. Yang is assertive, masculine, outgoing, and strong. Our personalities, body language, and clothing all have Yin and Yang characteristics. The key is to have congruency in all aspects of our personal presentation.

**Yin:** pearls, lace, frills, floral prints, dainty, blonde, petite, cute, rounded collars, flowing lines, soft fabrics, youthful, slender, light colors.

**Yang:** bold, high contrast, straight lines, geometric prints, plaid, hounds-tooth, dark hair coloring, angular lines, sophisticated, dark colors.
To create a look that is right for you begin by assessing your body type. Tall, lean, petite, soft curves, angular features, etc. The clothing designs you select should complement your body lines and your lifestyle and reflect your desired outcome. The Yin and the Yang also represent your inner qualities. Your personality and lifestyle dictate your personal style. If you ignore your personality and purchase your garments based on what is in fashion or by what looks good on your friend, you will end up frustrated because nothing will go together. Analyze the fabrics, textures, prints, and accessories to determine the compatibility of each of the elements of design, your lifestyle, your job, and your personality.

The Elements and Principles of Design

People in the fashion industry set the trend with their sense of style and design. They have the knowledge and the tools to create and coordinate fabulous fashion statements, season to season. By getting to know the tools of the trade, you too can put a wardrobe together that has style and flair. These tools are referred to as the elements and principles of design. They are the essence of a great wardrobe.

The elements include line, design, form and shape, texture, and color. The principles of design include balance, proportion, emphasis, and rhythm and harmony. Common sense is not so common.

Elements of Design

**Line** is a major element in clothing design. Straight lines suggest formality, strength, and precision. Curved lines appear graceful, flowing, and feminine. Vertical lines represent stability and horizontal lines, tranquility. Diagonal lines represent action and movement and nervous energy. There are structural lines and decorative lines. Lines of structure may be pleats, cuffs, dropped waistlines, and pointed collars. Decorative lines are fancy stitching, button placement, and the pattern in a fabric.

**Form** describes the shape of a garment. Shape can express feelings of stability, artistry, or freedom. Form includes the width and depth and can be described as full, bell-shaped, or tubular. Form can also describe the shape within a garment such as pockets, fancy sleeves, etc. Space is the background of the design and also brings into play buttons, bows, trims, and pockets.

**Texture** is another element of design and it incorporates the sense of touch. People with the seasonal palette of autumn colors look great in tweedy textures such as wool crepe, suede, velvet, and corduroy. These would be considered warm textures. Cool textures are fabrics such as silk, polished cotton, leather, satin, and taffeta. Winter and summer seasonal people look good in the cool textures. When coordinating an outfit, select warm or cool fabrics but avoid mixing them in the same outfit. Texture is wonderful to create illusions. Warm, fuzzy fabrics add visual weight and smooth fabrics are slimming.

The principles of design relate to balance, proportion, emphasis, and rhythm and harmony. There are two kinds of **balance**: formal and informal. Formal or symmetrical balance is when each side is the same. Formal balance creates a feeling of stability, reliability, and confidence. Informal balance or asymmetrical suggests that although each side of the imaginary line is different, the feeling and visual
weight appear to be the same. The top and bottom of an outfit must also appear to be balanced. Even the length of a skirt relates to balance. So forget what is in style; select a skirt length that works for you and sends the correct message in business and social situations.

The next principle is **proportion**. Each portion of the garment needs to be in proportion to the other parts and also in proportion to the wearer. As a petite woman, I have discovered that a short jacket is proportioned to my body and a long jacket, even when worn with trousers, the "look" is completely out of proportion to my body. Small patterns, tiny buttons, and small details on a garment are out of proportion on a large woman.

Business skirt length is considered the middle of the knee cap or lower. Shorter skirts work well for social or weekend adventures. Avoid the dowdy look. Skirts that are too long may make you look old. Skirts that are too short make you look cheap.

The next principle is **emphasis** or a dominant point of interest. Emphasis should lead to your face in most instances. Choose a stunning scarf, a great pair of earrings, or a fabulous hat. Emphasis can be achieved through contrast in size, color, texture, line, or shape. As you glance into the mirror, whatever catches your eye first is the point of emphasis.

**Rhythm** is a look or image that keeps the same pace or energy of other aspects to the outfit. When coordinating outfits, repeating the color, line, or texture pulls the look together. Harmony is created when all the pieces are pulled together to create an outstanding and unified look. A skirt and blouse does not create a unified look. Add a great belt, stockings, fabulous shoes, a complementary handbag, and flattering earrings, and WOW, you have an ensemble.

**Spotting High-End Merchandise**

High-quality garments will always project a quality image and executive presence. Regardless of the dollars invested certain garments will look expensive. In today's economy, clothing purchases need to make a statement about who you are and where you are going. Manufacturers maintain quality in styling and construction within different price points. There are six different levels used to identify clothing: couture, designer, bridge, better, moderate and budget.

Haute couture is the ultimate in quality, fit, and style and represents made to order garments. The garments are constructed using the finest workmanship and the best fabrics. The garments will have generous seam allowances, matching threads and the finest of buttons. These items are investment quality and a couture suit may well run $15,000. Clothing items that fall into the designer category are of high quality and will often project a fashion-forward statement. These garments are made of high quality fabric but without the custom fit of the couture garment. Designer apparel includes Christian Dior, Oscar De La Renta, Escada, Yves Saint-Laurent,
Zenga, and Brooks Brothers to name a few.

Bridge apparel represents a price point between designer and better merchandise. These garments are made by Anne Klein, Ralph Lauren, Perry Ellis, and Calvin Klein. The garments are well known for their consistent quality and fit.

The better merchandise includes classically styled garments made from less expensive fabrics. This category of garment offers good value for the investment and includes merchandise by Evan Picone, Jones New York, and Lacoste.

Moderate priced garments include the clothing many people purchase for their everyday wearing. These merchandise lines include Arrow, Gloria Vanderbilt, and Koret. The garments are high volume and moderately priced.

Budget merchandise is made from lower quality fabrics, inferior thread, plastic buttons, and offer limited styling. Time-saving construction is paramount in the making of these garments.

Buy fewer items of higher quality and give some thought to upgrading the buttons to enhance the look of all of your outfits.

**Accessories - Finish with Flair**

If in doubt do not wear it. An understatement is always better than overdoing it, especially when it comes to jewelry. Rings, one per hand to feature it effectively. Keep accessories in proportion to your size.

Fewer items of higher quality will always create a better impression. Use accessories to set the tone of your look. Select pieces that have the same mood as your garments: classic, romantic, town and county, chic, dramatic or elegant. Shoes should be darker than your hemline and in excellent condition. Ideal pantyhose colors for women are beige, taupe, spice, soft gray, or hint of black. Always wear pantyhose in a business environment. Accessories include hair clips, necklaces, earrings, buttons, handbags, clutch purses, gloves, hats, sunglasses, shoes, stockings and rings.
The accessories you select should complement what you are wearing, be in proportion to your size, be appropriate for the time of day or evening and truly flatter you!

Everything you wear sends a message.

Chunky, beaded necklaces are Yang.

Pearls are Yin, soft, gentle and feminine.

This dainty pearl bracelet is both Yin and Yang. Yin for the dainty aspect and Yang for the size of the bracelet.

A watch should be in proportion to your wrist size. When selecting a watch consider the shape of your face and choose the same shape for the face of the watch.
Eye Glasses should be in proportion to the size and shape of your face. Select a gold frame if you are Spring or Autumn. If you are a Summer or a Winter select a platinum colored frame.

Hats Small faces can wear a very wide brim and a short crown in hats. A woman with a larger face can often wear a taller crown and a wide brim.

Handbags Select your handbags to compliment the size and shape of your body. Fashion may say large handbags are in and clutch bags are out. I say buy what suits your body, compliments your clothing and your lifestyle.

Accessories

Accessories Make the Difference

The Art of Shopping

If you don't love it...don't buy it. If it does not suit your lifestyle...don't buy it. If it isn't a more outstanding look than you currently own....don't buy it. Think investment dressing. Shopping is an art form and like any art, you will need to practice. Becoming a savvy shopper takes time and skill development to select the correct items to make an outstanding wardrobe that works for you. The world of fashion can be a jungle and most of the garments in the stores will not be right for you. Prior to shopping, itemize your current garments and decide what specific items will maximize your current wardrobe.

Using your color swatches, write down your key items and place a color sample along-side the listing of each item. This will reduce the chances of impulse shopping and ensure maximum return on your shopping dollar.

Select a time when you are rested and feeling good about yourself. To ensure good service, try to avoid the peak shopping times at the malls. Here are a few guidelines to ensure a successful shopping day.
Dress up for shopping. When you dress well, you will receive better service. Shop alone and stay focused. Examine the garments closely for quality workmanship. Become aware of fashion trends and then lean toward a classic, timeless look. Think of complete units to make a stunning outfit, right down to the accessories. Consider the fabric content and the amount of care a garment will require. Scout out the high-end consignment shops for excellent price breaks. Use a three-way mirror to ensure a good fit.

Hair Styles and What They Say About You

Women have three kinds of hair. Hair that is appropriate for business, hair that is sexy, and hair that looks like a lost cause. On the other hand, men have four kinds of hair. Hair that is in, thin, fuzz, or was. We have an active lifestyle and the days of going to the hair dresser for a wash, set and comb out are over. A precision hair cut every six to eight weeks, daily washing, and weekly conditioning are necessary and appropriate today.

Your hair cut needs to compliment your bone structure, profession, lifestyle, and personality. There is a huge difference between a good haircut and a bad haircut. In both cases, you leave the hairstylist looking great. The true test is when you style your own hair, and it falls right into place. Now, that is a great hair cut!

The cut and condition of your hair eloquently communicates your degree of personal hygiene and how you feel about yourself. Dry, brittle, over-processed, and over-colored hair tells others that your appearance is of little concern or merit.

If you choose to color your hair, select a qualified professional. Select a color that looks natural and is flattering to your skin tone. If you decide to change your hair color, do it gradually.

Gray hair on men can give a distinguished look but women tend to look old with gray hair. Of course, there are exceptions. If you color your hair, stay within one or two shades of the color you were in your thirties. Highlighting is an excellent option to enhance the face or lessen the look of gray hair. Lightening dark hair softens facial wrinkles and brightens the eyes.
Building Your Ideal Wardrobe

Dress the body you have; not the one you wish you had, the one you used to have, or the one you are going to have.

Wardrobe Basics and Beyond     Build a Classic and Timeless Wardrobe

Your Personal Style

Plan carefully. Start with classic garments in a basic color and use them as the anchor your wardrobe for the season. Classics maintain a stylish appearance for a considerable length of time. Invest the most money in classics. Do not purchase fads or extreme fashions. Keep in mind the total cost per wearing formula when shopping: Cost of the item, the number of times you will wear the item = cost per wearing.

Don’t shop emotionally. Make a plan and stick with the plan. Pay attention to detail and remember that many, if not all items may require alterations. Solid colors and classics are timeless.

Select separates that will coordinate with at least two other items in your wardrobe. Select garments from natural fabrics or blends that can be worn year round. Purchase accessories to create pattern and interest or to change the look of an outfit. These are wardrobe stretchers. Dress well when shopping. You will have better results and will be treated with more respect by the sales staff. Keep in mind that salespeople can be helpful because they know their inventory. However, they do not know your figure proportions like you do. Their job is move merchandise; your job is to look your best. Purchase fewer items of higher quality. Use a full length mirror when dressing. Buy the best quality you can afford. Shop when the sales are on.

Image Tips for the Professional Woman

Wear a conservative business watch. Use perfume with a subtle fragrance. Wear subtle makeup to enhance your features. Wear your hair in a current and flattering style. Keep your nails well-manicured and select polish in a neutral or light color. Keep a toothbrush and mouthwash in your desk and use them frequently.

Make sure your foundation blends with your skin tone. If you are using the correct color, you will never see a line at the jaw. You may need to change foundation colors throughout the year depending on the amount of sun you
are exposed to. Have your eye brows and other unwanted facial hair waxed.

Make sure that your shoes are highly maintained. A sheet of fabric softener makes a handy instant shoe polisher. Always keep a spare pair of nylons handy. Check the little details of your appearance like hems and buttons in a full-length mirror. Carry a neat handbag or leather briefcase. These items are a large part of your everyday wardrobe. Buy the best quality you can afford. Wear a jacket for added visual authority. Avoid wearing sleeveless or revealing garments, extremely bright colors, very short skirts, and tight garments. Dress for the job you want, not the one you have.

**Slenderizing Garment Lines**

Create optical illusions  
Can deceive the eye  
Can make you look shorter and broader  
Can make you look taller and slimmer  
Horizontal lines move across the figure and shorten it  
When you shorten a figure, you broaden it, adding width  
Vertical lines move up the length of the figure and you appear taller  
When you lengthen a figure, you slim it, which adds height  
Diagonal lines are slimming because they keep the eye moving and adds interest  
Curved lines add pounds and fullness to the figure because they are round  
Asymmetrical lines disguise figure faults

The eye will travel in the direction of a line. Lead the eye where it will enhance your figure: towards your best features and away from your figure challenges. Use the effect of lines to create optical illusions that will help equalize your proportions.

**Slenderizing Fabrics** Textures that slim (minimize) are sheer woolens, crepes, matte jerseys, or smooth finish, non-clinging fabrics that are pliable and light-weight with a firm weave. Select silk, chiffon, or georgette for more formal wear. Textures that increase (maximize) are crisp, hard, stiff fabrics that reflect light. Clinging fabrics reveal the silhouette and play up imperfections. Other fabrics that also add bulk are thick, heavy tweeds, quilted and down fabrics, fleeces, nubby knits, and corduroys. For formal wear select, shiny, lustrous fabrics such as satin, taffeta, velvet, brocade, lace, sequins, and metallic lames.

**Color Notations** Colors that increase size are light, bright, or warm. Colors that decrease size are dark or medium value: muted, grayed, or cool colors. They make a figure recede into the background, producing an undefined, slimming silhouette. Black outlines the figure and produces a decided silhouette. Heavy, dark colors appear to be longer. Wear a dark skirt 1/2 inch shorter. Pastels appear shorter, so wear pastel skirts 1/2 inch longer. To appear taller, use the one color dressing technique. This will elongate the silhouette. To appear shorter, wear a darker color on the upper half of your body.
Basic Cosmetic Application A USA Today poll listed the number-one image mistake for women as too much makeup. The number-two mistake was determined to be too little makeup. Makeup conceals our flaws and accents our best features. Well-chosen colors, applied carefully can enhance any woman’s appearance. It has been proven that women who wear cosmetics to a job interview are offered up to 17 percent higher starting salary.

**Foundation:** Match the color to your jaw line. Blend downward with a sponge. Blend over the entire face including the eye area and to just beneath jaw line.

**Concealer:** Blend under and around eyes and nose to camouflage any dark areas.

**Powder:** Powder on top of the foundation will give a great base for your makeup. Loose powder gives a soft look. Oily skins may need the greater coverage of pressed powder. Apply with a powder brush, with downward and outward motions.

**Eyebrows:** Fill in sparse areas with a pencil to match your eyebrow color.

**Eye Shadow and Eye Liner:** Use a neutral color eye shadow. Eye liner should be a blended, light color to add definition to the eye. Brown, red, and blonde haired women should use brown or auburn brow liner. Dark brown and black haired women should use black, gray, or dark brown brow liner.

**Lip Pencil and Lipstick:** Should blend with blush color and your clothing. A red suit calls for a red-toned lipstick. Pink clothing requires lipstick in the pink family. Lip pencil color should blend with the lipstick color.

**Blush:** Apply from the apple of the cheek to the edge of the cheekbone. Blend with the blush brush to soften the edges. Do your eye makeup, then lipstick before putting on your blush.

**Mascara:** Blonde, brown, or red haired women should use brown mascara. Dark brown or black-haired women should use black or black/brown mascara. Use a comb to separate lashes. If you use an eyelash curler, use it before putting on mascara.

Professional Image Builders for Women
Showing self-reliance and self-motivation
Collaborating with team members without fear of competition
Giving and taking constructive coaching
Managing conflicts and being a risk taker
Returning phone calls within 90 minutes
Shaking hands and making good eye contact when you meet others
Building contacts, partnerships, and alliances
Encouraging and complimenting others
Following-up and thanking others
Answering telephone calls by the third ring
Dressing appropriately every day

**Professional Image Spoilers for Women**

- Dressing inconsistently
- Dressing for after hours or too casual
- Wearing too much makeup or not wearing enough makeup
- Not being decisive
- Projecting a negative or can't do attitude
- Not joining professional associations
- Not staying up-to-date with your profession
- Letting others interrupt you
- Being late
- Whispering in meetings
- Laughing at private jokes in the presence of others
- Being unorganized
- Having too little voice projection

**Underneath It All** A skirt with a slit requires a matching slit in the slip. A lined skirt is even better, since it does not require a slip. Select a non-cling slip or use anti-static spray under knit dresses. Never wear bikini panties under slacks. No visible panty lines. Wearing pantyhose gives a smooth line.

The best color selection for your bra is a flesh or neutral tone. The same color selection is recommended for panties when wearing light colored slacks. Flesh should not bulge over the top, bottom, sides, or back of a well-fitted bra. Business attire requires the professional woman to wear a well-fitted bra.

A small amount of fiber fill (padding) will generally enhance your appearance. Not wearing a bra in a business environment is unacceptable. Under clinging fabrics, avoid lace bras. Wear the front closure styles to eliminate the bump in back. Always tuck blouses into pantyhose to avoid lines. Make sure pantyhose are run-free and in good condition, without snags. Hanes Silk Reflections is a great brand.

**Organizing Your Closet** Your closet should function as your own personal boutique with its entire contents organized in such a manner as to provide you with quick, appropriate, and easy selections regardless of the occasion. Every item within should be clean, pressed, in good repair, and should not only fit well, but should also complement your figure, coloring and personality type.

Having a wardrobe that works is easy! Here are the steps to organizing your closet. Empty your closet completely. Everything comes out, including all shoes, handbags, accessories, etc. Eliminate all items which you have not worn during the past year unless it is formal wear that you believe that you will wear again. Use a separate hanger for each of your clothing items. Hang a jacket and matching skirt together.

Return all remaining pieces to your closet and hang all blouses together, jackets together, etc. Also categorize your accessories. Now, put all white blouses together, beige blouses together, tan, blue, black, red, and so forth. Do the same with your skirts, trousers, etc. Finally, do a written inventory of your newly organized
wardrobe and keep it handy for future shopping trips. Shop for separates that will expand your wardrobe mileage not simply increase its quantity.

What colors dominate your wardrobe? You will find a trend exists in the colors that repeat themselves throughout each category. Keep in mind what your repeating colors are when shopping, and buy only items that will coordinate with those colors.

Now you are ready to mix and match. For example, experiment by putting the jackets from your suits with other skirts, pants, or dresses. Don’t get locked into the idea that outfits purchased together must always be worn together. This will only serve to limit your wardrobe. See how many new combinations you can create. You should now have a closet from which your daily wardrobe choices can be made quickly and with confidence. Just keep in mind that reorganization is necessary periodically.
Style Analysis 24 pages of sketches to use when working with your clients.

- Neck Length
- Neck Circumference
  - Average
  - Very Thin
  - Very Thick
- Shoulders
  - Broad and Square
  - Broad and Tapered
  - Average and Sloping
  - Average and Tapered
- Full Bust Circumference
- Bra Cup Size
  - A
  - B
  - C
  - D
- DD and over
- Waist Circumference
- Full Hip Circumference
- Wrist Circumference
- Ankle Circumference
- Weight
- Age
  - Under 30
  - 31 to 45
  - 46 to 60
  - Over 60
- Prominent Features
  - None
  - Heavy Upper Arms
  - Very Thin Arms
  - Aged Upper Arms
  - Dowager's Hump
  - Saddlebags
  - Large Midriff
  - Sway Back
  - Flat Bottom
  - Large Bottom
  - Large Stomach
  - Large Thighs
  - Very Thin Legs
  - Very Heavy (or marked) Lower Legs
  - Bowed Legs
- Face Shape
  - Oval
  - Heart
  - Triangle
  - Inverted Triangle
  - Square
  - Oblong
  - Round
  - Diamond
  - Rectangle
### Your Bodystyle Worksheet

#### Body Size
- **HEIGHT**
  - SHORT (4’10”-5’3”)
  - AVERAGE (5’4”-5’6”)
  - TALL (5’7”+)
- **WEIGHT**
  - THIN
  - AVERAGE
  - HEAVY

#### Body Shape
- TRIANGLE
- INVERTED TRIANGLE
- HOURGLASS
- RECTANGLE

#### Body Proportions

**LENGTH**
- **WAIST**
  - SHORT
  - AVERAGE
  - LONG
- **LEGS**
  - SHORT
  - AVERAGE
  - LONG

**WIDTH**
- **SHOULDERS**
  - NARROW
  - AVERAGE
  - BROAD
- **HIPS**
  - NARROW
  - AVERAGE
  - BROAD
- **WAIST**
  - NARROW
  - AVERAGE
  - THICK

**SLOPE**
- **SHOULDERS**
  - SQUARE
  - SLOPING

**UNEVEN**
- **SHOULDERS**
  - LEFT LOWER
  - RIGHT LOWER
- **HIPS**
  - LEFT LOWER
  - RIGHT LOWER

#### Profile
- **BUST**
  - SMALL
  - FULL
  - AVERAGE
  - LOW
  - HIGH
  - AVERAGE
- **TUMMY**
  - FULL
  - FLAT
  - AVERAGE
- **DERRIERE**
  - FULL
  - FLAT
  - AVERAGE
Handbags and Purses
Cosmetics for Color Analysis

Color Analysis Techniques
You are the Message

Scarves, Shawls and Capes
How to Select Shoes

Travel Tips
People Packaging

Hats, Hats and More Hats
Hat Etiquette for Men and Women
Dress to Impress Yourself and Others

Gloria Starr - Global Image, Etiquette, Communications and Leadership Coach
Professional Speaker, Corporate Trainer and Executive Coach
www.gloriastarr.com Email: expert@gloriastarr.com

Author of 12 books, DVDs and Educational CDs
Private Counsel to Royalty in the Middle and Far East
Etiquette Advisor to Foreign Dignitaries
Recipient of the Communication Guru Award of Excellence
Board Approval for Excellence Society for the Advancement of Consulting
Global Leader in Impression Management, Etiquette and Communications
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Ms. Gloria Starr is the author of:
Dining Etiquette and Manners
Dress to Impress Yourself and Others (for men)
Dress to Impress Yourself and Others (for women)
Enhanced Communication Essentials
Modern Day Finishing School for Teens
Modern Day Manners
Modern Day Princess Finishing School
Qatar Insights
Strategies of Success
Tea Etiquette in the Modern Day World
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