



30 Fashion Secrets

to Inspire Your Imagination, Ignite your Inner Beauty and Revitalize Your Personal Style

From Ginger Burr, Total Image Consultants

Let these tried and true fashion secrets lead you to a wardrobe you love.

- 1. Expand your wardrobe beyond black.** While most women have at least some black in their wardrobe too often their closet is a sea of black because it's so easy. Need a boost? Try adding some color—even just one. Four colors that look good on most people are: forest green, deep periwinkle, rich teal and watermelon.
- 2. Fit is important.** Tailoring a garment so it fits you perfectly makes even an inexpensive garment look great. If you are not willing to make the alterations (even if you only paid \$5 for the garment), then leave it at the store!
- 3. Make sure your wardrobe reflects you.** Are you sweet, dynamic, feisty or serene (or something else)? Be sure what you wear reflects your inner beauty and you will always be excited to get dressed.
- 4. Keep your self-talk positive.** As Louise Hay says, every word you utter is an affirmation. So, why not make your words as uplifting as possible! If you need reminders, have positive affirmations like “I create new ways of thinking which support and nourish me” pop up on your phone once or twice a day.
- 5. A bargain is not a bargain if you never wear it.** It is easy to be seduced by a big sale. But, before you head to the cashier ask yourself if you would have been intrigued by this garment at full price (even if wasn't in your budget). If the primary reason you are considering it is because of the price and not because you love it or it looks fabulous on you, leave it at the store.
- 6. Complete the outfit.** No matter how seductive the price is, if you cannot make a complete outfit with it (either in the store or knowing you have something at home to wear with it), do not buy it.
- 7. Do not shop if you are tired or crabby.** If you do, chances are good you will make poor choices or leave frustrated. Instead, take a few minutes and have a cup of tea then start over, or go home and shop another day. You (and your bank account) will be glad you did!
- 8. Banish your magnifying mirror.** Yes, I understand that sometimes it is necessary for applying eye makeup but if so, stick to that and then put it away immediately. Do not spend time examining and critiquing your face through a 5- or 10-magnitude mirror. Yikes! Everyone on the planet can find something to obsess about in one of those.
- 9. Learn to create visual interest and personality in your outfit.** If your outfit feels blah, add an interesting accessory, some texture or a beautiful print to enhance a basic look.
- 10. Stop the insanity.** So many people get stuck shopping at the same place over and over expecting different results. If you repeatedly do not like what you see at the store, it's time to find a new place to shop.
- 11. Get an attitude adjustment.** It is easy to fall into a slump. Have you ever gone shopping with the attitude that there are no shoes out there that fit you . . . that your feet are impossible and everything hurts . . . or that all the good shoes are too expensive? And what did you find? That's right — you will get exactly what you expect. Start to change all that now by focusing on what you do want to find and with renewed expectation that it will be easier than you think. The results might just surprise you!
- 12. Simple changes mean a lot.** Beautiful, effective, synthetic makeup brushes have claimed their stake in the beauty industry, and the truth is that they do just as good a job as animal hair brushes. . . except no animals suffered to create them.
- 13. Do not shop when you are desperate.** If you shop when you need something to wear that night, stop! You are better off wearing something you already own (even if you don't love it) or borrowing an outfit than spending money on something that you don't feel good wearing. It's a waste of money and drains your self-confidence.

14. **Be ready for a special occasion.** Do you scramble at the last minute or have you previously turned down invitations because you don't have anything to wear? Prepare in advance (this is the antidote to #13!). You only need one or two outfits that can go to a wedding, Bar Mitzvah or holiday party and dressier clothes can stand the test of time. When you are prepared there is no last minute stress—just fun anticipation!
15. **Make today a sparkling day!** That doesn't mean you have to wear sequins everywhere. It may mean you wear a color that makes you glow or add some flair with a gorgeous scarf tossed over your shoulder. Maybe you wear a statement necklace, red shoes or simply add your most engaging accessory. . . your smile! Decide what sparkling means to you and let it shine.
16. **Think carefully about where you put your handbag.** The last thing you want to do is have it on the floor of a public bathroom (or any bathroom for that matter) and a few minutes later on your kitchen table.
17. **Be a role model.** How you dress for work is scrutinized by women coming up the corporate ladder. This is an incredible opportunity to model professionalism & advise by example.
18. **Start with a good foundation.** Your clothes fit better when your bra fits you well—it can even make you look and feel slimmer. If it has been more than 18 months or you have gained or lost weight, have a professional bra fitting today.
19. **Do not over wash your clothes.** Turn the clothes you wore today inside out and hang them up overnight. Doing this lets the air circulate and helps odors dissipate. In the morning you can decide if something needs laundering. Of course, if you spill something on your shirt or sweat profusely, by all means, toss it in the laundry or take it to the cleaners. Less washing means clothes last longer and it is better for the environment.
20. **It's a win-win.** When you see someone wearing a pair of shoes (or other garment) you like, stop her. Tell her you love her shoes and was wondering where she got them. She'll be delighted you noticed and will be happy to share. And, you just might discover a new resource (or even a new friend)!
21. **Never settle for good enough.** Only buy something if you love it and it makes you smile when you wear it. Everything else will just sit in your closet taking up space. If you don't know how to find something you love, ask for help. Good enough will never feel good enough.
22. **Take good care of your lips.** Whether you wear lipstick or not doesn't matter. Cracked, dry lips do not look or feel appealing. Keep a lip balm, gloss or lipstick handy and replenish often so your lips feel soft and smooth (especially if you live in a dry climate).
23. **Your sleepwear and gym clothes can be beautiful, too.** Just because you sweat in your workout clothes and no one sees you in your pj's doesn't mean they cannot be beautiful colors and fit you nicely. Why not make yourself smile when you look in the mirror as you hop into bed or run on the treadmill?
24. **Is this you?** If your coloring is deep and rich and your voice is light and airy, be sure to add softness and feminine touches to your outfit, especially around your face.
25. **Pay attention to what catches your eye.** If something intrigues you it never hurts to try it on. The worst case scenario is that it looks terrible or doesn't fit right (and can't be tailored). You can always take it off and put it back on the rack. But it might surprise you and look great, too!
26. **Don't ignore these.** Eyebrows are one of the most neglected facial features, but also one of the most important. With a professional shaping (it's not expensive) you can instantly add a beautiful frame and lift to your eyes.
27. **If your clothes could talk, what would they say about you?** Write down whatever comes to your mind first — do not censor it. Then, ask yourself, "Is it saying what I want it to say?" If not, use one of these fashion secrets to make a change.
28. **Stand up straight.** Much of our daily life contributes to consistent slouching: cell phone use, heavy handbags and even stress. Don't let them get you down! Remind yourself regularly, especially as you get older, to stand tall with your shoulders back and see how good you feel.
29. **Wear your favorite things now – stop saving them for best or you risk not getting the full enjoyment from them.** If you leave your favorite items languishing on a shelf somewhere, it's very possible that by the time you go to wear them they could have yellowed from age or not fit anymore. Create beautiful memories by wearing and enjoying them now.
30. **Fashion myth alert: You do not have to have a lot of money to look great.** Whether you shop at Kohls or Saks doesn't matter. What does matter is the choices you make in color, fit, balance, proportion and expressing your authenticity. These principles are the same whatever the cost of the outfit.

These 30 tips are just a few of the fashion secrets I have learned over my 30 years as an image consultant. I am sharing them with you as a special gift to help make your personal style journey easier and more satisfying. I recommend choosing 3-5 tips that excite you the most and begin there—don't try to do them all at once. Most importantly, have fun creating your wardrobe with beauty, style & grace!

Ginger

