

In This Edition

Hello Sunshine.....

Guidelines for Dressing The Professional Business Man

and

Guidelines for Dressing The Professional Business Woman

by Julie Zanes

Welcome.....

I don't know about you, but I have certainly noticed how much happier and motivated I feel when the sun starts to shine! I know that many of our clients have felt the same way, and we have been helping them with a wide variety of tasks over the last few months, which you can read about below.

I also recently attended a great presentation by Julie Zanes from Instyle Image, and asked if she could provide some information for our newsletter. Please enjoy reading her tips for dressing for professional business men and women.

In amongst all of this I have been busily planning my wedding and the January date is fast approaching! We're holding our wedding at Penny's Hill Winery in McLaren Vale, and I can't recommend them highly enough.

If there is anything we can do for you in the lead up to the silly season....Christmas shopping, gift wrapping, event organising, carpet cleaning.....just let us know!

Kind Regards,
Abbie Martin
Principal
Personal Concierge



Why not surprise someone special, or even spoil yourself and let us arrange for flowers to be delivered by our fabulous florist

Hello Sunshine....

It's so much nicer to be out and about when the sun is shining! This first glimpse of Summer is welcome as all of us here at Lifestyle Elements relish the chance to soak up some much needed vitamin D.

The last few months have been busy at Lifestyle Elements, and we have had great fun taking on a wide variety of jobs for our clients. Here are just some of the ways we've helped our clients over the last few months. Maybe these examples will remind you of what we can do for you!

- **Car care** – it can be difficult finding the time to organise for your car to be serviced or repaired. Even cleaning your car can often seem like a chore that 'takes a back seat' on your list of priorities. That's where we can help. Anything from taking your car to your preferred mechanic, to having the keys re-coded, or even the exterior and interior cleaned by professionals – we can organise this for you.
- **Window Cleaning** – as the weather gets nicer, we seem to notice the dirty windows more than when it's raining outside. However, this is not usually a favourite chore. This is why several of our clients let us arrange for this to be done for them by our 'window-man' Andrew.



- **Knife Sharpening** – this is something that we rarely think about until we try to slice a tomato but end up squashing it instead! It is important to keep your knives sharp as they are safer – so why not make this a spring-cleaning task. We can pick them up and deliver them back to you when they're ready.
- **Odd jobs** – everyone has odd jobs that are always going 'to be done tomorrow'. Whether it's a loose handle, a squeaky door or a gate that's fallen off its hinges, we can get this sorted for you.
- **Research** - the world is so full of variety for today's consumers that sometimes it's difficult to make decisions as to which brand, size or model to buy. We can do all of this time-consuming research for you, to arm you with the important information that you need to make your decision. We are happy to help with anything – as big as a car or plasma TV, or small as children's birthday present.
- **Entertaining** – with the warmer weather encouraging us to spend more time entertaining family and friends in our homes, we start to realise that even a simple bbq can be a stressful task. We can help with any area of your preparation; from collecting the heavy bottles of wine and beer, to organising invitations, food and entertainment.
- **Washing, ironing and alterations** – especially as we are adding to our wardrobe for the spring weather, these new clothes may need to be altered. We can also organise to collect and deliver your washing, ironing and dry cleaning.
- **Flowers** – most people love to have beautiful fresh flowers to brighten up their home. We can organise this for you on a regular or on-call basis. We work very closely with a reputable florist who would love to create something beautiful for you, that we can deliver to your home.



Guidelines For Dressing The Professional Business Man

- Keep your jacket buttoned if you are standing or walking.
- Hang your jacket in the car when driving to avoid that crushed look.
- Ensure your clothes are well presented and stain-free.
- Frayed shirt collars and cuffs are a definite no-no.
- Check for perspiration/deodorant stains on the underarms of your shirt and jacket – not a good look.
- Buy shirts with stays in the collar.
- Wear matching shoes and belt.
- Check your tie is not twisted. It should sit just below the line of your belt.
- Avoid 'loud' or animated ties.
- Your shoes should always look 'as new'. Check for worn down heels regularly.
- Avoid wearing a belt that is worn. Like your shoes, belts should look 'as new'.
- Always wear a belt.
- Wear socks that cover your leg, even when you cross your legs.
- Avoid socks of a lighter colour than your trousers.
- Always check your appearance in a full-length mirror before leaving home.



Guidelines For Dressing The Professional Business Woman

- Dress to reflect success.
- Wear moderate amount of make up consistently. Studies prove that you look more professional.
- Choose quality not quantity – work out the real cost of clothing!
- Keep clothes clean, pressed and in good repair.
- Low cut clothing (over-exposed cleavage) inappropriate for the business environment. Sends out the wrong message.
- Understand your colour and style direction, so you know exactly what suits you.
- Shoes talk! They say a lot about the wearer. Keep them well heeled, polished and scuff free. Open and strappy shoes not suitable for some business environments.
- Don't wear anything that is "too" anything! Too tight, too loose, too short, too long, too clingy, too sexy etc. Wear clothes that are a comfortable fit.
- Wearing hosiery – It's a matter of appropriateness. Most women don't have time to maintain great legs. Forget about seamed, patterned or shiny hosiery for the office environment. Hosiery should match hem and shoes, otherwise nude works with all colours.
- Look after your hair – your most important accessory! Find a good hairdresser and schedule a cut and colour every 6 weeks. Always keep hair maintained.
- Don't wear cheap or inappropriate accessories. In corporate environments understated quality has the greatest impact.
- 'Casual Day' It's a fine line and many people cross it. Be consistent with the quality of your casual clothes.
- Always view yourself in a full-length mirror before you leave home. You never know what you are wearing behind you!

Julie Zanes is the principal of Instyle Image, a leading national image consultancy, servicing the corporate sector and individuals on personal image, professional image and etiquette. She established Instyle Image in 2001. A corporate background in sales and marketing has enabled Julie to develop an understanding of the importance of positive first impressions.

For more information about Julie and Instyle Image, please visit the website www.instyleimage.com.au

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