

Greetings!

HAPPY VALENTINE'S DAY!

I hope you are enjoying a day filled with love.

I am blessed to have a daughter and her family and a sister and her husband all living in Fort Myers and I just celebrated 45 years of marriage - so life is good.



I have been in the image industry for more than 35 years and I have loved every day. Helping people look and feel better is extremely gratifying so I am equally blessed in my choice of career. If you think image consulting is something you'd like to explore call me and we'll chat.

One of my favorite things to do is help my clients shop. I call it "Shopping Savvy" because my goal is to teach you smart shopping techniques so you end up with purchases that look great on you and add value to your wardrobe. Don't you hate it when a sales associate tells you "That looks great on you!" and you know intuitively it doesn't look good at all? When we shop together, I will point out to you what works for you and what doesn't so you can feel confident about your choices. My Valentine's gift to all is a sale on Shopping Savvy. It is priced at \$250 for the first two hours. Now - until the end of March - you can book a shopping trip with me for \$150 for the first two hours!

Usually at this time of year I am getting ready to watch the Oscars and send out my Red Carpet Recap. This year the

Oscars is not held until March 27th. But it is at the Dolby theater and should be a better show than last year's which was just plain weird. All due to Covid of course. I haven't seen even one of the movies nominated but I always enjoy watching the fashions on the red carpet so hopefully you'll tune in for my recap which I will publish on Monday the 28th.

Stay healthy and give thanks for the love in your life.

Christine

SHOPPING SAVVY Is It For You?

One of my favorite things to do is help my clients shop! Some clients need to refresh their wardrobe, some want to shop for a specific occasion (wedding, graduation, etc.) and some just want to learn best shopping practices from an expert.

I call this service "Shopping Savvy" because, unlike personal shoppers, my goal is to teach you how to shop for yourself. I will select many things for you to try on and together we will discuss what works for you and why it works, as well as what doesn't work for you and why.

Do you really know what to look for when trying on pants? Why does one pair of pants look great on your body type while another style misses the mark? Are you better in a wide leg pant or a skinny ankle pant? Is a high rise or a low rise better for your proportions?

How long should your tops be? Crop tops or tunics? Which is best for you?

Are you comfortable choosing accessories to add the perfect finishing touch to a new outfit? Once we have decided what pieces are going home with you, we can shop for the perfect shoes and jewelry.

Shopping Savvy is now on sale! Call me to book a shopping session. 239 454 0044.

RED LIPSTICK - IS IT FOR YOU?

Everyone can wear red lipstick. But choosing the right red can be difficult.

Brunettes have the easiest choices. A red mouth with dark hair always seems to work. If your skin tone is golden or peachy and/or you have lots of freckles look for a red that has a brick or terra cotta undertone.



For those brunettes with a cooler skin tone such as milky white or pinky you'll want to go with a red that has a wine undertone like cranberry or burgundy.



Brownettes need to go a bit softer with their red lipsticks. Think watermelon.



Blondes really need to consider skin tone and eye color as the wrong shade of red can make a big difference for them. Golden blondes, strawberry blondes, honey blondes all need a coral red while silvery blondes and beige=y blondes all need a pinky red. And remember the intensity of your lip color should match the intensity of your eye color. Darker eyes need darker lip shades shile lighter eyes need lighter shades.



Look at the difference on Jessica Chastain. The bright cool pink looks harsh on her while the warm coral is a better choice for her golden undertones.



Sandra Bullock is one of my favorites but look how unexciting a pale pink lipstick is on her and how much better she looks in a strong red.



If you need help choosing your best red lipstick, call me. I have the perfect shade for you.

What my clients are saying:

"The difference you make, makes all the difference. Thank you for your time and expertise in improving my image.

People are noticing."

Joan B.

"Christine's services are so awesome! She has taught me what a difference colors, shapes, hem lengths - even eyeglasses - can have on my image. I'm so grateful that I found her."

Gini P.

"I found Image Matters through a friend. I had quit coloring my hair and let the natural white color grow out. I found that the old colors I had in my closet and the little amount of makeup I was wearing didn't look right anymore. In other words I was having an identity crisis and Christine came to my rescue. I call her my "Truth Mirror." She worked with me and helped me discover my new identity. Identity crisis over. Thanks so much

Christine!"

Deb A.

The Image Matters Way

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Shop Products



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about the newsletter?
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to see more of? Less of?
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