

Will this summer ever end? It's a challenge to get anything done and certainly challenging to feel inspired when the heat index tells you it's high 90's or even 100+.



Somehow I found the inspiration to get my new website finished. It's been months (Come to think of it, it's been about the length of time of each of my pregnancies!) and now this baby is finally online and ready to view. I want to thank Karen Moreale of S2R Studios for her help and also thank my model, Kristin Jambriska, who appears in the video. I have a special incentive for those who visit the new website and watch the video so read below for more information.

I'll be presenting several seminars this fall and will post dates and locations as they get closer. If you are a member of a group or organization looking for a speaker, keep me in mind. Or if you think your neighborhood ladies would enjoy some tips on looking and feeling great, call me!

Wherever you are; whatever you do this summer - stay healthy and stay safe.

Christine

www.IMAGEMATTERSSWFL.COM

My new website showcases the services I am now offering and my new business model. An added bonus is a video of the Color Identity consultation. Now those browsers who

have always wondered what is involved in discovering your most flattering color palette can see it from start to finish.

I have a "thank you" for anyone taking the time to browse through the website, go to the Contact page, answer a question and refer a friend who might be interested in a consultation. Here's how to get your complimentary thank you gift:

After watching the video, go to the Contact page. In the comment section tell me what the seasonal color palette of my model Kristin is. Then, send me the name, email and cell number of someone you know who might be interested in a Color Identity, Head to Toe Style or Wardrobe Renovation consultation.

I appreciate all my clients and the support you have always shown me. And I would love to grow my business even more and your referrals are the best way to do that.

**Here's the link: <https://imagemattersswfl.com/>
Enjoy the website! Enjoy the video. And thanks in advance for your referrals.**

*******SIX STEPS TO SWFL STYLE*******

In last month's newsletter, I addressed the first of 6 items every woman needs to have in her wardrobe. This month, I'm adding in the second item needed for a completely versatile wardrobe and that is - the classic tailored pant. And I'm not talking about leggings and I'm not talking about a cropped pant. What is needed is a full-length straight leg pant in the best quality fabric you can afford. And you'll want to get them in one of your best neutral colors (black, gray or navy for the cool seasons and brown, camel, olive or navy for the warm seasons.) The pant is the hardest item to fit so here's what you should check for:

1. It has to fit at the waist. If it's too tight you get the dreaded "muffin top" and if it's too loose it will be baggy elsewhere. 2. It has to fit in the crotch. There is nothing less attractive than a pant that is so tight it creates a tight

"vee" in the crotch (otherwise known as "camel toe,") 3. It has to fit through the hips and thighs. A well-fitted pair of pants will fall straight from the widest part of the hips to the hem. Too tight and the hips look bigger. Too loose and you have excess volume in the thighs.

Now, why is this item so important? Because you can put on this pair of pants, add a beautiful silk blouse in one of your best accent colors, put on a fabulous pair of earrings and a great dressy shoe and go anywhere in SW FL and look pretty stylish. The next day you can put on this same pair of pants, add a pullover tee shirt top, a fun pair of colorful, inexpensive earrings and sandals and go somewhere casual and still look appropriate and stylish. This is an item that has multiple uses and can add lots of versatility to any wardrobe.

I've included some pictures of pants I've worn and loved. First is the Trina Turk pant. The fabric feels delightful on the body and the construction details are great. Wearing this pant will make you feel and look great. And it should as the price tag is over \$250. Get them at Saks, Nordstrom or online at TrinaTurk.com.

Next is the Sympli pant. This pant has an elastic waist and is made from a lightweight polyester blend that drapes nicely and feels cool on the body. Price tag around \$100. Get them at Evelyn & Arthur at the Promenade Shops.

Lastly is the Investments pant only available at Dillard's. This pant is available in different styles for different body types (curvy, straight, side zipper, front fly, pull-on, etc.) and comes only in neutral colors. Priced from \$50-\$80.



Enjoy shopping. And if you need help, I'm a phone call away. I was born to shop and I love helping other women build their own fabulous wardrobe. 239 454 0044

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.

IMAGE
matters 

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I'd love to hear from you.
What do you like or dislike
about the newsletter?
What would you like
to see more of? Less of?
Send comments to Christine.

[Email Christine](#)
