

A little more polish. A lot
more confidence!

Dear

All shades of orange continue to dominate the fashion scene as we get closer to fall. The Pantone Color Institute doesn't announce their "Color of the Year" until November but I'll be surprised if it isn't something in the spicy autumnal range of terra cotta or bittersweet. Those who wear these colors best (Hello all you Autumns and Springs) should be out shopping. It's not often there is such a selection in this range of colors.



I will be at the Once Again Consignment Boutique on McGregor Blvd in Fort Myers on Thursday, October 5th at 5:30 pm presenting "Look Good and Feel Great . . . with Color!" Call the boutique to get your name on the guest list (no fee). 239 482 5445. 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!

Hope you can enjoy the slight shift in our weather patterns as our Florida "fall" arrives. And for my snowbirds - safe travels. We look forward to seeing you soon.

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 and in the comment section tell me what the seasonal color palette is for my model Kristin and send me the name, email and cell # 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 SW FL STYLE*******

In the last two newsletters I addressed the classic white shirt (or blouse) and the classic tailored pair of pants in a great neutral color. These are items that will boost your wardrobe's versatility. (If you missed either of those newsletters, click here to read them on my website.)<https://imagemattersswfl.com/newsletters/>

This month I want to address denim. Jeans are a staple in every women's wardrobe and most of us have more than one pair. Even for those that live in a community that doesn't allow denim to be worn in the clubhouse, there are still multiple uses for jeans.

First, you will want to make sure you have a pair of dark denim jeans (not black, but very very dark) in a simple

style that has little or no detailing such as grommets, top stitching or leather patch pockets. The detailing makes the jean more casual. A pair of jeans that is styled more like a trouser is more versatile because it can be worn casually or dressed up a bit. A dark denim pair of jeans worn with a classic white shirt (blouse), a great pair of earrings and a fabulous pair of shoes is a look that can take you most places. I love to see animal print shoes with jeans or a sassy pair of red shoes worn with jeans. The possibilities are limitless.

Next, you'll want to have a pair of jeans that is intentionally casual. This could mean a light wash of denim or perhaps you like the distressed look. Don't try to dress these up; just wear them with a tee and a pair of sneakers.

You will probably want some colored denim as well. A pair of white denim jeans can be worn year round (forget the old adage about "no white after Labor Day.") and jeans in any of your favorite colors are always a good addition.

One cautionary note: Don't wear a denim jacket with jeans. Only one piece of denim at a time, please!

Now let's discuss the style of jean - and there are many. The skinny leg is going to be very body hugging. So think about whether a body hugging style is what you want. Because this style is tight at the ankle, it accentuates the hip area. If you are trying to divert attention away from your hips, this is not the jean style for you.

A straight leg jean works well for every body type. This jean will fall straight from the hip to the floor and makes the body seem more proportioned. This is the easiest style to fit.

A wide leg such as the flare or boot cut is best worn by those that have some height; at least 5'6" or more. On someone short or with short legs, the volume of fabric at the hem only serves to make the legs look even shorter. However, this can be a good style for those that are fuller through the hip and/or thigh area as the wide hem

balances the width at the hips.

As with any item, it's all about the fit. Most jeans today are made with a lot of stretch in the fabric so don't be afraid to buy a pair that feels tight in the fitting room. As you wear them, they will stretch out a bit. Buying a pair of jeans too big because you "want to be comfortable" is not a good idea. A pair of baggy jeans is one of the most unattractive looks and makes the wearer look even bigger than she actually is.



- Popoptiq.com -

You might have to try on several styles before you find the one that's best for you.

A simple pair of dark denim jeans is very versatile. They can be dressed up or down.

A light wash will always look more casual.



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.

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about the newsletter?
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to see more of? Less of?
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Image Matters | Working Remotely, Fort Myers, FL 11111 239-454-0044

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