

A little more polish. A lot
more confidence!

Dear

Hard to believe, or maybe it isn't, that January has already come and gone. Not getting out the first newsletter of the year is hardly an auspicious start but I will try and do better as the year progresses



February is a month to wear red. Not just because Valentine's Day is around the corner, but because this month is known as "take care of your heart month." When it comes to wearing red, please make sure you are wearing the most flattering shade. Red can be a tough color to conquer as it is a very bold color and the wrong undertone and intensity of the red you wear can make you look tired, dull, ineffective or just plain weak. That's why so many women avoid the color. But if you find the right shade of red to complement your skin tone and hair color, you will look fantastic! Tip: Make sure your red lipstick is the right shade as well.

This month I provide the final installment of "6 Steps to SW FL Style" as I discuss the importance of the handbag. Hope these tips help.

The Oscars are being presented on Sunday, March 10th this year so stay tuned for my Red Carpet Recap on Monday. I love watching this awards show and critiquing the stars - even though none of them are paying attention to me. Some have asked why I don't critique the stars at the Grammy's. I don't devote my time to that show because it's not about glamour and fashion; it's about who can be the most outrageous. Style has nothing to do with the

Grammy's.

Hope your January was great and your new year is off to a great start.

Christine

Red Carpet Pre-Cap

Some of the actresses nominated for an Oscar this year are Annette Bening, Emma Stone and America Ferrera (just to name a few of the 10 nominated for either Best Actress or Best Supporting Actress). Here's what I would love to see on these women.

Annette is a Spring and always has a very feminine, youthful image. Even at 65, she still looks years younger. I want to see her dressed in a soft, flowing gown with some feminine details such as rouching, lace, soft pleats or draping. The color of the year, Peach Fuzz, would look fabulous on her.





Emma Stone has very warm coloring and could wear both Autumn and Spring colors. She will do better in shades that are a bit more bold than Annette because her hair color is bolder and her general appearance is stronger rather than delicate.



Although Emma looked good in the champagne dress she wore to the 2015 Oscars, a deep forest green color would look even better. Emma is a Natural style personality so the structure of the green gown is also better for her than the

lacy gown, which is too "girlie".

America Ferrera is a bold Winter and would look great in black or red but she will probably wear pink as an homage to "Barbie." Hopefully she will choose a strong pink such as fuchsia or magenta.



This would be a great choice for America. It will show off her curves, the architectural back skirt gives it a touch of drama and yet it is simple without any "frou frou" details.

I'll be watching on March 10th and will be awarding the "Immies" (Image Matters) for Best Use of Color, Best Style and Best Overall.

Here's a recap of the items I've discussed in past newsletters; items that every woman should have in her wardrobe:

- 1. A white or off-white shirt**
- 2. A pair of tailored classic pants in a great neutral color**
- 3. A pair of dark denim jeans with little to no western details such as grommets, top stitching and leather pockets**
- 4. Tops such as tanks or cami's in an assortment of accent that can be used for layering.**
- 5. A jacket, blazer or sweater in a great neutral color that can be worn over almost anything to add a "finished" look and provide a touch of polished confidence.**

If you missed any of those newsletters, click here to read them on my website.)[**https://imagemattersswfl.com/newsletters/**](https://imagemattersswfl.com/newsletters/)

Now it's time to discuss the most important accessory a woman carries and that is her handbag. We are coming out of a trend towards smaller bags and cross-body styles and we are once again looking at larger bags such as totes.

A well-chosen handbag says a lot about the woman carrying it. It provides a glimpse into her personality and her confidence. To choose the "perfect" handbag you need to consider several factors. Believe it or not, your face shape and facial features plays a part in your handbag selection as does your body type and overall proportions.

Women who have an angular face shape (square, oblong, diamond) and angular facial features (prominent cheekbones, large nose, thin lips, square jawline or pointed chin) will do well to choose a handbag that has a geometric shape and structure to it. Look for squared corners and stiff shapes.



Women with a softer face shape (round, oval, heart, pear) and soft, rounded facial features (big, round eyes, apple cheeks, full lips) will need a handbag with soft edges and a flexible shape such as a "hobo" bag.





Consider your proportions as well. Although there will be some exceptions, in general a woman who is 5'2" or less will be overpowered by a tote sized handbag just as a women who is over 5'8" will look silly with a tiny handbag barely big enough to hold a phone and a lipstick.

Smaller handbags, however, are always appropriate for formal occasions. One would hardly attend an affair in a cocktail dress carrying a tote bag.

I hope these tips have been helpful. As always I am a phone call away (239 454 0044) and I look forward to hearing how I can help you achieve your best image!

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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Image Matters | Working Remotely, Fort Myers, FL 11111 239-454-0044

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