



## August Newsletter!

Hello all! I hope everyone is enjoying their summer and staying \*relatively\* cool! I don't know about you but I certainly struggle to feel "put together" in these scorching months - between the humidity fighting my hairstyle, sweating off my foundation and every outfit feeling like a wool coat, we sure have our work cut out, but hang in there ladies, soon enough we will remember why we live in beautiful SWFL!

This month I want discuss some of the reasons *why* you have a closet full of clothes, yet feel like you have nothing to wear.

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**I have nothing to wear! HELP!**



Does this look familiar? Standing in your closet trying to figure out what to wear, feeling like you have no clue what you're doing, and ending up wearing the same thing over and over?

You're not alone!

This is one of the biggest complaints I hear from women all the time and I promise, you don't have to have a degree in fashion to get a handle on this issue!

## Top reasons you have "nothing to wear"

### **You are not following your specific color palette.**

Once you have had a color analysis, you are now equipped with a *system* that can work *for* you. Many people feel that color analysis is "restrictive", but in reality it's one of the most freeing things you can do for your wardrobe! The thing is, every individual color within each color palette harmonizes together, so aligning your closet with ONE color palette increases your opportunities for outfits exponentially. I can walk into my closet, pick two things randomly with my eyes closed and there's a HIGH likelihood that those items will work together just based on color - that's because everything in my closet belongs to the Summer color palette. No more trying to mix oil and water.

### **You don't have enough neutral or basic pieces.**

Neutrals are the FOUNDATION of your wardrobe because they provide versatility. You can dress them up, dress them down and mix

& match them with different colors as well as prints. Every woman should have a pair of pants, a jacket/cardigan, several tanks & tees in their best neutral colors - and by the way, each seasonal color palette has their own set of neutrals (Black isn't a suitable neutral for everyone). If your closet is filled with mostly prints or statement pieces, you will inevitably struggle to put outfits together.

### **Your closet is disorganized.**

Here's an analogy for you: A great outfit is like a great recipe - its a combination of the right ingredients. When your closet is organized by ingredient, it will be easier for you to put things together and you wont spend time searching for something that you know you have - because it'll be right where it's supposed to be! When I say "ingredient" what I mean is placing all short sleeve tops together, long sleeve tops together, jackets together etc.

### **You have way too much in your closet.**

There is a misconception that the reason you have nothing to wear is because you don't have *enough* clothes, when really, you might actually have *too many* clothes! There's this psychological phenomena called "over-choice" where consumers actually have trouble making decisions when presented with too many options. This results in "decision fatigue" and we end up resorting to a "default" decision (wearing the same thing over and over).

### **You are unaware of your body type or style personality.**

When you don't have a thorough understanding of your body type, figure characteristics, or the type of styles that work for your body and reflect your personality, you will continue to fill your closet with pieces that aren't right for you. They will end up hanging in your closet and every time you attempt to wear them, you'll instinctively know that they aren't quite right but you wont necessarily know *why*. And without the *why*, you may continue to purchase similar items, perpetuating the problem even further.

### **Your closet is not congruent with your lifestyle.**

I've worked with women who's closets were filled with items from their working days - blouses, blazers and slacks. Now that they are retired, those items are no longer serving them and their closet needs a reboot to fit their current day to day life. On the other hand, I had a client recently who's closet was filled with activewear - things she uses for golf or tennis but she was lacking options for going to lunch with her girlfriends or attending a charity event. Take a look at your closet and ask yourself, "does this match my current lifestyle?". You may discover there are significant gaps to be filled.

## **How I can help....**

All of these problems are fixable and having an Image consultant can help drastically. If your finances are a mess, who do you call? An accountant or Wealth Advisor. If you want to become more active and get in shape, who do you call? A personal trainer or fitness coach.

If you are struggling with what to wear, how to look your best or having a closet that you *actually* LOVE - Give me a call! **239-454-0044**

I have several consultations that can help you learn your best colors, learn which styles flatter your body type, learn your style personality and have a closet that works for you!

Check out our "Closet Detox" consultation below! Don't tackle your closet alone! For \$250 and about 2-3hours, you can make huge progress in creating a closet that is better aligned to serve you.



# Closet DETOX

Are you one of the many women who complain of having SO much in your closet yet “nothing to wear?”

Detox your closet with the help of a professional Image Consultant!

During the Closet Detox Consultation, we will decide together which items are “keepers” and which need to go - based on color, style, fit, wear...etc.



Once we have gone through your closet piece by piece, we will then begin to curate outfits/looks from items in your existing wardrobe. We will show you how to put outfits together in ways you may not have thought of. You will take pictures of the outfits on your phone so you always have an “outfit library” filled with looks ready to be worn - and already in your closet!

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In case you missed this last month, we have launched this beautiful, versatile 5-way Poncho! I have one in the color "Iris" - see the pic below! This is the perfect addition to your closet this summer, and for just \$23, its a no brainer!









# 5-WAY PONCHO



## Available Colors

Winter				Spring	
 126 AZUL	 27 RASPBERRY	 4 TURQUOISE	 67 IRIS	 40 TEAL	
Summer					
 51 BLUSH	 3 MALIBU BLUE	 67 IRIS	 33 CORNFLOWER	 4 TURQUOISE	 88 GREEN APPLE
Autumn					
 120 SIENNA	 40 TEAL	 34 MOSS	 4 TURQUOISE	 120 SIENNA	

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