



Inspire confidence and trust: Image makes the difference

Being Memorable

No matter where we go or what we do we want to be remembered (and remembered for the right reasons!) So when the dress code is "anything in a dark colour", how do you make yourself memorable?

The answer is--accessorize. A tie, belt, shoes, jewellery, a pocket square, scarf, bag, even your eyeglasses are quick and easy ways to show your personality and help people remember you.

The catch is there's a right way and a wrong way to accessorize. Here are some tips to getting it right:

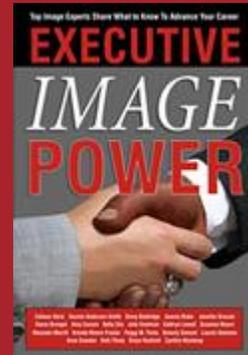
- Focus on one key accessory to avoid the all-too familiar "I didn't know which accessory to wear so I put them all on" look. For example, if you go for a dramatic hat, keep the rest of your outfit muted or monochromatic.
- Choose accessories that complement, not match, your outfit. The days of matching your necklace with your earrings or your tie with your pocket square are long gone. In fact, if you're still doing "matchy-matchy", you're dating yourself. This also applies to shoes and bags.
- Use a striking piece of jewellery--necklace, pin, cuff links--as an icebreaker when you're networking or meeting a new client. It will ease the small talk and set you apart.

A word of caution about shoes. Killer heels draw attention to your feet and away from what you have to say--not perhaps the best strategy when you're the guest speaker. On the other hand, shoes that jump-start a conversation are a guarantee you'll be remembered at a women only business event!

To learn more about the perils of wearing the ultimate accessory, a pashmina, check out this video on YouTube:

[YOUTUBE LINK !](#)

Project your personal and professional best every day.



Executive Image Power

Rev up your professional image with powerful tips from the industry's most experienced image experts, including Anne Sowden, AICI, CIP.

[Click for details or to order.](#)

Here's Looking at You

T. 416-429-8028

E. info@hereslookingatyou.ca