

The Credit Crunch – why it is even more important to look and feel good

With more people chasing fewer jobs, your image is now even more important than ever. Do you know what image you present to others? Does your image help or hinder you?

There are lots of high street shops offering massive discounts at the moment – but it is all too easy to ‘buy a bargain’ and never wear it – so wiping out any saving you thought you had made.



Wearing the right colour and styles of clothes has never been more important than now! It takes between 10-20 seconds to create that first impression. So make sure you get it right first time - as it can take up to twenty further meetings to negate that first poor perception.

Frightening but true!

When you know you look good, you feel good about yourself so therefore your confidence increases. So how do you achieve this?

You should be noticed for your overall appearance and not for what you are wearing. So creating a well put together look that is appropriate for interviews or seeing new clients is not a luxury but a necessity. This could make all the difference to your future career or business – and will give you the edge over anyone else.

Wearing the right colours will make you look healthy, vibrant and approachable and should harmonise with your natural tones of skin, eyes and hair.

Choosing the correct style of clothes is also important. For example, wearing the right length of jackets and skirts can make all the difference between looking smart and elegant or plain frumpy!



Underwear - is your underwear letting you down? With busts getting bigger with each generation, it is important to wear the right size bra and correct style of tops so that you look shapely and have a decent gap between the bust and waist. Otherwise you will look matronly and unprofessional!

Accessories should be chosen with the type of occasion in mind and for work should, generally speaking, be more discreet. Keep the large dangly earrings for parties.

It is essential that you have a regular haircut and if you are colouring your hair make sure the shade does not look tired and leaves an unnatural 'tide mark' on the scalp. As we mature, our complexion changes and may soften. We need to avoid keeping the same hair colour as we had 10, 15 or 20 years ago as it may make us look older than we really are.

A well qualified hairdresser will understand this and make time to give you a more in depth consultation to choose the right colour and style to suit your hair, face shape and lifestyle and make sure you look up to date.

Good grooming and looking after your complexion is important to complete that polished and vibrant look. If you have not updated your skincare regime and makeup within the last 5 years, then it is important that you take some expert advice. Skincare should be pH balanced and contain no petrolatum to dry out the skin.

Makeup should look natural against your skin tones and suit your personality.



So please remember that your appearance can make you either look 10 years younger or 10 years older and it takes a minimal financial investment to ensure that you stay looking up to date.

You are your shop window – a tired appearance gives the impression of a tired mind!



You cannot afford to make that first poor impression!

The subject is very personal to the individual which is why it is important to get professional advice. Generic solutions are unlikely to produce the desired result.

Invest in your image.

Invest in your future.

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