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# FASHION

by Kimberly Law



## Shop Smart! Look Great!

**I**t has been said that we wear 10% of our clothing 100% of the time.

Unfortunately, as the seasons change, so do our clothing needs. And with that comes what many of us would call “that dreaded shopping experience.” Shopping can be very discouraging but it doesn’t have to be if you have a plan and a few simple strategies.

**Analyze you.** Before you go shopping, determine your needs with self-analysis. Think about your age, body shape, personality and how you spend your time. This will help you determine where to shop and what to look for.

**Find out what’s new.** Learn about the latest trends by reading fashion magazines and checking the Internet. Observe every detail. What new styles are being worn? Learn how to wear these new styles and how to make them work for you. Then decide which can be adapted into your wardrobe.

**Inventory your wardrobe first.** Before you shop, look through your wardrobe and think about what you already have and how to build on it.

**Try it before you but it.** Once you have a feel for what’s in fashion, have a try-on day. See what’s available. Bring extra shoes for heel variations. Try on garments to see if they can be incorporated into your wardrobe.

**Make a budget.** Before you go shopping, plan your season’s clothing and accessories needs with a budget in mind.

**No impulse buying.** Once you know what items will complete your wardrobe, shop for one item at a time. Bring the pieces that will be worn with the garment when you purchase it. If you stay focused, you will be less likely to make those regrettable impulse purchases.

**Beware of fads.** Buy your most expensive items in timeless styles and use accessories and fad items to update them. Spend less money on fads and wear them as often as you can. But be prepared to give them up at the end of the season.

Shopping doesn’t have to be a frustrating experience or a costly fashion mistake. All you need is a simple wardrobe with carefully chosen accessories. Shopping can be easy and you don’t have to spend a fortune.

These tips and tricks for wardrobe planning and strategies for dressing will help you shop smart and look great! **MP**

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She is the first in Western Canada to receive international recognition as a Certified Image Professional from the Association of Image Consultants International. She specializes in all aspects of self-presentation and designs a variety of customized programs for individuals, businesses, educational and not-for-profit organizations.

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