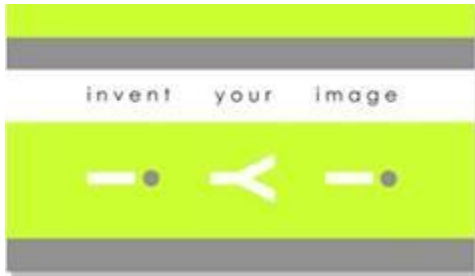




Ask Lisa

Your Fashion & Style Therapist

August 2010



Hello iYi Friends,

My summer has been extremely exceptional not only professionally but personally. The boys and I have almost checked off everything on our “The BEST Summer Ever” List (from the last edition of “Ask Lisa”). I am particularly fond of the NEW [Tampa Bay History Center](#). If you live in the Tampa Bay area or are going to visit the gulf coast (still oil FREE) it is a most see!!!

BUT first “Ask Lisa” Asks You...

What was your most extravagant purchase???

If you respond to this particular “Ask Lisa” question you will receive your very own [Style Consultation](#) with me- your certified color and style expert!!!

If you did not have an opportunity to read the last edition of “Ask Lisa” I poised the following question to the readers-

What was your very first makeup experience???



Thanks for everyone's honest and unique responses. Here are just a few of their comebacks:

- "I first got serious with makeup at the age of 13. I subscribed to a monthly make up kit that came through the mail (like Columbia House). I also subscribed to Glamour magazine and between the two it taught me the proper ways to apply makeup and how to get a certain look. I was very lucky to have a mother that supported me in this endeavor. Thanks Mom!"- V.R.
- "Blue Eye shadow. It was glittery and like a bluebird!"- K.H.
- "My mom tells me I used to play with her lipstick in the backseat when I was as young as 2!! I wanted her "lip pick". LOL"- L.L.
- "My first makeup was light blue eyeliner! From Walgreens, it was a family event!"- S.M.
- "My first experience was watermelon flavored Lip gloss! Is that even considered makeup? I thought it was."- R.T.
- "Scented lip gloss---my fave was strawberry!!"- S.H.
- "Remember that lipstick that was green or blue and changed to a "normal" color once applied?"- L.L.
- "Mine was in 7th grade when I had to sneak my makeup out of the house in my school bag and apply it on the walk to school. Of course I had to wash it off in the bathroom before I left school. Strict Father." Lisa K. Ford

Still need assistance with the makeup mayhem? Schedule your Makeup Analysis and the "5 Minute Face" [TODAY](#).

[Invent Your Image](#) in the **NEWS**- It is a QUICK and UNIQUE perspective about sun protection (I was quoted- YEAH!!!)

[“Block UV rays the new old-fashioned way”](#)

[“Sofie’s Exchange”](#)- my dear friend and mentor Karen Hughes, certified image professional, interviewed me regarding the latest trends in mascara and luxurious lashes. Download the FREE interview today. You can also connect with Karen on Facebook at [Style YOUiversity](#) or her newly launch [website](#) an extension of her image business [Image Assets](#). Thanks Karen for inviting me to be a guest on the “Sofie Exchange”.

[“Wonderful Webs”](#)-

[Oohilove](#)- Check it out it is an E-bay type website for Top Fashion Brands!!! Let me know if anyone has bid and purchased any pieces on OohiLove.

[Glamour](#)- Are you on a quest for a great fitting pair of jeans or just want to know what is “HOT” in denim the fall season? Click the Glamour magazine link to learn “10 Ways to Wear Your Denim” and MORE!!!

[“Summer into Fall”](#)-

A FEW style savvy tips to take your sizzling summer faves into cooler weather wardrobe combinations:

- White Trousers (summer) + Metallic Gold Shoe Booties + Eggplant Hued Jacket + Gold Underpinning + Animal Print Accessories
- Cotton Camel Colored Shift Dress (summer) + Nautical Crew Neck Sweater + Gold Chained Skinny Belt + Leather, Chocolate Brown Pumps
- Flowing Floral Mini Skirt (summer) + Cotton Tee + Hooded Safari Jacket or Trench + Thick, Embossed Leather Belt (at waistline) + Tall Riding Boots
- Winter White Shorts (summer) + Water Colored, Print Flowing Tank + Navy Blue Blazer + Gold Hooped Earrings + Sling Back Clogs

If you still need assistance with the Summer to Fall transition schedule your [Outfit Building Session TODAY!!!](#) Or call your Color & Style Expert at 813.766.8375.

ASK Lisa

Your Fashion & Style Therapist

Q HELP!!! The thought of combining different prints and patterns frightens me. Can you give me some tips on how to achieve pattern mixing in a tolerable fashion?

-C.C., Tampa, FL

A Absolutely!!! I would rate the “Art of Pattern Mixing” moderate in difficulty. It is one of my favorite things to do when I am working with a client during an outfit building session. It can really open up your wardrobe to more possibilities. I have a client that has even dubbed me her own personal “Mix Master” LOL!!! With that said here are some guidelines for stylish mixing:

- *Stay within the same color family.* Patterns that have the same hue in both wardrobe pieces can be successfully pulled together. For example; an orange and green floral design with an orange and green plaid are a chic combination but incorporating it with a pink and green plaid would be disastrous. Remember you do not want to look like you were just employed by the circus.
- *Vary the scale of the patterns.* For example a large paisley motif with a fine/delicate pinstripe.
- It helps if one of the pieces in the ensemble is *tailored in silhouette*. For instance a miniscule polka dot printed pencil skirt with a flowing, baby doll style, zebra top.
- *Play with patterned accessories.* You are not limited to just tops and bottoms- scarves, vests, arm candy bracelets, shoes, hats etc. create a combination that will function with the patterns you are wearing. This is a more subtle way to mix patterns for the amateur mixer.
- *Last go easy on the accessories.* Since your outfit is already making a statement limit your baubles with simplicity. Wearing large jewelry with 2 wild prints might look like you just walked out a thrift store.

Q Lisa, what are your thoughts on putting pure olive oil on hair? As you know, mine is very curly and very dry.

-Cris P., Tampa, FL

A Frizzy hair in Florida??? That is also the story of my life!!! I approached this commonly asked question from a different angle. I asked Cris if she minded trying it herself since I had never attempted an olive oil mask. I had Cris follow the following instructions below. Thanks a million Cris for being our reader's guinea pig.

- Right before getting into the shower, carefully pour two tablespoons of olive oil on top of your dry hair. If your hair is long, you may want to use a tablespoon or so more.
- Comb the olive oil through your dry hair. Make sure to comb thoroughly all the way to the ends of your hair to get the most out of this natural, hot oil treatment.
- Tuck your dry hair that has been combed in olive oil into a shower cap. This will allow the olive oil to stay on your hair during your shower.
- Take a shower as usual. The heat from the water will help the olive oil to penetrate into your dry hair shafts. After a few minutes, take the shower cap off and shampoo as usual. And-voila!-you've just experienced one of the cheapest and natural hair care products around.

Here is Cris's feedback- "It worked, it made my hair extremely soft".

For MORE Frizz Taming Tips watch this video from "In Style"-

["Weatherproof Your Hair"](#)

Some of my iYi friends and family may or may not know I am a Co-Founder with my partner Karen Gillman of [Intelligent Office](#) for [Charity Chics, Inc.](#) We are a non-profit, woman's networking company that provides a venue for woman to build business and personal relationships and give back to the local community. I also serve on the Board of Directors for [Dress for Success Tampa Bay](#) and we are having a FUN Fundraiser I would like you to know about. Please visit [High Power in High Heels](#) for all the event information and hope to see some of my clients, friends and family at the SHOE Soiree.

You can also join [Invent Your Image](#) on Facebook for style and image tips.



Do you have an itching, head scratching style question? Email Lisa at news@inventyourimage.com. The **first 5 questions submitted** will receive 15% off iYi personal consultation fees (expires 08-31-2010 and is not redeemable for cash).

I look forward to receiving new questions for September's edition of Ask Lisa-Your Fashion & Style Therapist.

Your Fashion & Style Therapist,

Lisa K. Ford AICI FLC

Certified Image, Color and Style Consultant

Owner of Invent Your Image, LLC

Sign Up for- [ASK Lisa- Your Fashion and Style Therapist](#)

find me on Facebook [Invent Your Image](#)

[To Order Makeup/Skincare](#)

813-766-8375

Creator and Co-Founder of Charity Chics, Inc.

lisa@charitychics.com

www.facebook.com/charitychics

Questions or comments? E-mail us at news@inventyourimage.com or call 813-766-8375