



“Ask Lisa”

February 2011 Edition

Hello iYi Friends,

I have to start with a story about one of my 9 year old sons. Without my knowledge he took one of my business cards and recreated Invent Your Image, Closet and Color Concept’s logo with taglines. For iYi logo he wrote “To Get Fashion Like This” go to Lisa K. Ford at 813.766.8375 and for the Color Concept’s logo he drew the “L” in the word “Color” as a crayon. I think I might have a future graphic designer or an artist in the making?

In my last edition of “Ask Lisa” I unveiled new additions to the iYi – Invent Your Image Brand. It has been received very well. Thanks to all of YOU!!!

I have even more news to share about the [iYi Color Concepts division](#). I have made improvements and changes to my Color Concepts books that each client receives at the end of their iYi Color Concepts analysis.



Men's Color Concepts Book



Women's Color Concepts Book

Click on images for purchase information




Click on [image](#) above to learn all about [iYi Color Concepts](#). Plus Color Concepts products can be purchased by a quick [CLICK](#).

[“Unveil YOUR Colors”](#) TODAY and receive \$50 off your Custom Color Concepts and Makeover session.

PLUS Purchase your underpinnings in your colors and SAVE 20% off your purchase. [“Slip One On and Look Like You Dropped a Size”](#).



Click on this image and enter iYi20 in the retailer box to receive 20% off your purchase.

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BUT first “Ask Lisa” Asks You...



*Click on image to purchase

What is YOUR favorite brand of JEANS?

If you respond to this particular “Ask Lisa” question you will receive your very own *Style Consultation* with me- your certified color and style specialist!!!

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



*Click on image to purchase

If you were an article of clothing, what would YOU be???

Can you guess what I would be???

Yes a few of you guessed it right!!!- A VEST.

Thanks for everyone’s responses. Here are just a few comebacks from iYi readers:

- “I'd be a long sleeved waffle tee. ” – L.P.
- "I would be a sweater. When you are cold you can put me on, when you don't need me put me on the shelf and I will always be there if you need me.” B.P.
- “I'd like to be a soft, luxurious cashmere sweater! In a bold color of course!” M.K.
- “A white Gap T-shirt because it is simple and easy- dress it up or down.” H.S.
- “A great pair of jeans because they look hot with just about anything.” B.M.

Thanks glamorous gals for answering my “Ask Lisa – Asks You” survey. It was a BLAST!!!

Want to save time and *MONEY*? Create *YOUR* very own Confident Closet with the help of [iYi Closet Concepts](#) and ME! [Click HERE](#) for package information.



ASK Lisa

Your Fashion & Style Therapist

Q- “What are the most common “Glamour Don’ts” you come across?”
-Peggy P., St. Petersburg, FL

A- WOW!!! How long do I have? LOL! I generally do not impose style rules on my clients, family or friends but here are just a few “Glam Do NOTS” that make me cringe;

- Women hiding behind their clothes. When women finally figure out that wearing clothes that are the same shape as their body silhouette they will feel and look great.
- An ill-fitting bra!!! Get a professional bra fitting or call me.
- Speaking of bras; conceal your bra straps and do not wear a white or black bra under a white t-shirt.
- Uggs- ugg!!!! Crocs toss them back to the gators. If you are *NOT* going skiing or boating they should not be a part of your ensemble.
- Tight Clothing. If you **cannot** pinch at least an inch take it off.
- Too much cleavage exposed in public. You know where to keep it!

Okay I will stop with my fashion faux pas list.

Q- Lisa what are the *Hot NEW* Shoe Trends for spring 2011?

-Suzanne S., New Port Richey, FL

A- Great question Suzanne, here is some of the styles to watch for in a store near you;

WARNING- please recognize the following styles might not be the best shoes for you. If you love them, wear them.

- Modern Espadrille



- Wedges



- Multi-Colored Shoes



- Multiple Buckles and Strapped Shoes



- Clogs



- 70's Styled Platforms



- Ballerina flats



- Cork



WOW!!! That was way too much fun.



Do you have an itching, head scratching style question?
Email Lisa at news@inventoryyourimage.com.

I look forward to receiving new questions for the next edition of “Ask Lisa”.

“Dress everyday like you’re planning on meeting the most important person in the world”.

Lisa K. Ford AICI

Certified Image, Color and Style Consultant

Owner of Invent Your Image, LLC

inventyouimage.com

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