

Ask Lisa


Your Fashion & Style Therapist
Happy Holidays 2010



“Style is a very simple way of saying complicated things.” -Jean Cocteau
Hello iYi Friends,

The Holidays are quickly approaching and we will be celebrating
“Happy YOU Year” very soon. Stay tuned for some *VERY* exciting
news to be unveiled about Invent Your Image. As I promised her is a
picture of my Halloween Costume. Can you guess what I was??? Click
on the picture and submit your guess.



Join Invent Your Image on .

Invent Your Image in the NEWS!!!! [“Is Tampa a Fashion FLOP”?](#)

*Great read especially if you reside in the Tampa Bay community.

BUT first “Ask Lisa” Asks You...

Who is your favorite **Fashion Icon**???



[Can you guess who my style icon is???](#)

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 posed the following question to the readers-

What is your **Favorite** wardrobe staple???



My go to essential are VESTS!!!! They are my beloved go to piece to kick up my ensemble a notch.

*Click image to purchase

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

- “My favorite wardrobe staple is boring! Tailored black pants. But I think is time to update them.” – T.F.

- "My favorite wardrobe staple is a tank top. You just can't get the athlete out of me!" B.P.
- "Leggings and a long fitted tee." M.D.
- "Shoes of course." L.S.
- "My favorite staple is a cami to either complement a jacket/cover up or one that makes a statement all by its self." A.K.
- "Bags, bags and more bags." K.M.

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

Want to save time and MONEY on your next "Back to Basics" Staple Shopping Excursion?

Schedule your Personal or Group Shopping Session TODAY.



TEN ways to Guarantee the MOST **Accurate and **Complete** Color Analysis Results**

When choosing a company to perform your color analysis, keep these points in mind:

- 1) Natural sunlight or full spectrum artificial lighting must be used. Special light bulbs are available for this purpose, and the accuracy of

the analysis depends on the use of this lighting. Natural daylight or its equivalent is always best because it holds a balanced blend of all colors in the visible spectrum, and thus enables the analyst to observe the optical effects of colors next to the face. Any other lighting drastically alters the appearance of skin tone and the testing drapes, which in turn creates inaccurate results.

2) The walls and surroundings must be a neutral grey, one that will not detract from or compete with the test drapes used in the analysis. Color is seen most accurately when surrounded by neutral grey.

3) Both hair and clothing must be covered using a neutral grey cap and gown. The color analyst should wear a neutral grey cape, as well, to avoid visually competing with any of the test drapes used during the analysis.

4) The test drapes themselves should be selected by a company that scientifically measures color using an accurate standard, such as the Munsell system. The Munsell system, widely recognized as the worldwide standard for color, measures color in a complete, three-dimensional way. The results of a color analysis are only as accurate as the test materials themselves.

5) The color analysis system used must account for the possibility of neutral skin tones. As is the case with other sciences, the field of color analysis has evolved. Popularized during the 1980s, color analysis originally offered four categories, two for warm undertones and two for cool undertones. While this method served us well for what we knew at the time, it is now understood that up to two-thirds of the population fall into a neutral color category that is neither fully cool nor fully warm. A modern analysis builds upon what was done in the 1980s, and creates even more precise and complete results.

6) No makeup should be worn during an analysis. Makeup both improves and alters the look of the skin, which makes it difficult to see any optical changes that take place during an analysis. For accuracy's

sake, it is vital to see how a colored drape affects, be it positively or negatively, the look of the skin. The right color creates a visual face lift, and imparts a look of vitality, youth and brightness to the skin. The wrong color visually emphasizes fine lines, wrinkles, and imperfections, yellows eyes and teeth, drags down the face, and makes the skin appear unhealthy. These effects cannot be seen in their fullness if makeup is worn.

7) Facial tanners cannot be used for at least one week prior to the consultation. Some facial tanners will shift the skin tone too drastically and render an analysis ineffective. Likewise, no colored or tinted contact lenses should be used, as they prohibit the analyst from observing the optical effects on one's natural eye color.

8) Consider how many choices are included in a personal color palette. The palette should have at least 60 colors that all mix and match seamlessly. This provides a breadth of color to work with and facilitates easy wardrobe planning.

9) A personal book of color should be provided as part of the consultation. Ideally, the book should be printed on archival canvas that can be compared accurately against any fabric, cosmetic colors or paint. Some books of color contain fabric swatches, which are extremely difficult to match against other clothing fabrics seen in stores called geometric metamorphism. Matching fabric to fabric is complex, even for master colorists, because fabric has a sheen that changes appearance as light reflects off of it. The most accurate personal books of color, when printed on archival canvas, are not only guaranteed to last a lifetime and will not fade, but they serve as a constant against which various fabrics and textures can be compared.

10) The analyst chosen should be fully trained in the field of color analysis. Ideally, he or she should have been trained in person by a company that specializes in the field of color. There is simply no substitution for receiving hands-on training, despite the many online

training programs available today. The art and science of color analysis takes practice to understand and time to perfect.

Not all color analysis is created equally, so research options well before making the final choice. The more accurate the results are, the more slenderized, rejuvenated, polished and put together one will appear. Why go for looking okay when YOU can look fabulous? After all, the analysis will determine color choices for your hair, makeup, clothing, accessories, paint to design your very own space and more!!!

Give me a call and I will let you in on the secret of the **POWER** of **COLOR!!!** Set up your **"iYi Color Concepts"** appointment by 12-31-2010 and receive **\$50 OFF** your Custom Color Analysis and Makeover with Lisa K. Ford Certified Color Analyst and Style Coach of Color Concepts a Division of Invent Your Image, LLC Call today 813.766.8375 or lisa@inventyourimage.com

ASK Lisa

Your Fashion & Style Therapist

Q What are some ideas to keep in mind when purchasing a Little Black Dress for the Holidays? -Chevon S., Ocala, FL

A Chevon remember a LBD can mean L Blue D, L Violet D, L Red D... Also if you are donning your dress for multiple occasions this Holiday season you can change the look by choosing a different bag, shawl, bed jacket, giant earrings, huge cuff bracelet... your possibilities are endless.



Here are a few QUICK Change Choices:



Not only is lace overlay *HUGE* this season you can change the look of this dress by adding a statement necklace and load up your arm with thin bangles. If you want to dress your LBD down throw on a denim jacket or a leather motor cycle style coat with some military lace up boots or fun shoe booties.



You can go J.A. style with this amazing slit side gown. Change your hair with a bouffant, chiffon up do with sparkly hair accessories or add a big, bright hued artificial flower, from the craft store, attached with a bobby pin. Remember your HAIR can be your quick change choice.



What about a two way trumpet/mermaid style LBD???. Wear it short or long.

*click on images to locate merchandise

Still baffled by the “*LDB Concept*”? Schedule your LBD Shopping Session TODAY with your stylist Lisa K. Ford.

Q Lisa I love to wear hats. What are the HOT hats for the season?
-Susie K., Fairfax, VA

A Susie great question but first let’s talk about choosing a hat that will be in proportion to your face shape:

- If you have an **OVAL** face: You are in luck!!! The majority of hat shapes will suit your face proportions. So choose one you feel confident wearing and that suits your personal style statement.
- If you have a **LONG** face. Choose a hat that has a wide brim and low crown that will offset the length of your long face.
- If you have a **ROUND** face: Balance the roundness of your face with a hat with a high crown and medium sized brim. A short crown and a small brim hat will make your face look extra round.
- If you have a **HEART** shaped face: Most hats will look first-rate on your heart shaped face, however a medium sized brim rather than a wide brim on your hat will prevent your jaw line from appearing too narrow.

From Fedoras to Berets here were some hits on the Fall/Winter 2010 runways.



*click on images to locate merchandise

Still challenged with selecting a hat to suit your wardrobe desires? Give me a call to set up your "iYi Closet Concepts" appointment today.



Do NOT forget to join Invent Your Image on Facebook for style and color 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 12-31-2010 and is not redeemable for cash).

I look forward to receiving new questions for the Happy YOU Year edition of Ask Lisa- Your Fashion & Style Therapist.

Your Fashion & Style Therapist,

Lisa K. Ford AICI
Certified Color Analyst and Style Coach
Owner of Invent Your Image, LLC

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