

Ask Lisa

Your Fashion & Style Therapist

September 2010

Anniversary Edition



NEW “Ask Lisa” Photos by
Andi Diamond Photography

Hello iYi Friends,

When I started to write this edition of “Ask Lisa” it dawned on me that it has been one year since I created “Ask Lisa”- Your Fashion & Style

Therapist”. Thanks for all my friends, family and clients that have been reading and submitting questions since its inception. You inspire me to explore and dissect the latest fashions and continue to educate myself to continue being a top professional in the color, fashion and style industries. I am also very excited about Invent Your Image’s upcoming THIRD Anniversary!!!! Stay tuned for excited news, specials and more.

Well as I write this newsletter my boys have returned to school and as always I have had mixed emotions. One part of me loathes the daily grind i.e. packing lunches, arousing them from bed at 6:30 a.m., pleading them to complete their homework etc. On the other hand I miss their smiling faces, the chatter in the back seat of the car, their laughter and more. I would love to hear anyone’s BTS stories.

BUT first “Ask Lisa” Asks You...

What was your FIRST experience in High Heels???



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-

What was your most extravagant fashion purchase???



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

- “A Pair of \$200 coach shoes a month ago”! – L.M.R.
- "A \$200 pair of pants from Pink Palm. If you know me you know just how extravagant that is"! L.D.C.
- “A pair of 4”, black, strappy Versace sandals for \$898”. D.S.
- “A \$500 coach bag”. D.N.
- “A Gucci bag that I purchased when I was 25 years old and single. It cost a whopping \$898”. M.H.
- “An entire collection of Louis Vuitton accessories- purse, wallet, key chain and hair elastic with 2 beads (one an “L” and one a “V”). I purchased after my first deal with my first business”. J.G.

- “Other than my wedding dress and shoes- mine was an \$800 Bebe black, chic and stylish suit in 1999 when I was promoted!!! Wish they still carried suiting”. Lisa K. Ford

What I did learn from these courageous and CHIC ladies is the following:

- They had total recall, in most cases, the exact amount they spent on their extravagance.
- They could rehash, in vivid detail, the complete emotional experience behind their purchase (both guilt and pleasure).
- They justified their purchases- either they deserved it or by sharing how much they saved.
- Never shared the acquisition or even hid the purchase from their “S.O.” (significant other).

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

Want to save time and MONEY on your next wardrobe acquisition?

Schedule your Personal or Group Shopping Session TODAY.

NYC Fashion Week- September 10th, 11th and 12th at NYC’s Waldorf Astoria. For updates on the styles that walk the runway join me on Facebook today.

Tampa Bay Fashion Week- Yes we have one!!! September 22nd- 25th and for ticket and event information click the link.

Invent Your Image in the **NEWS**

Tampa Tribune featured my style expertise in an article [“Break Your Usual Pattern”- 5 Tips for Mixing Prints.](#)

You can also follow Cloe Cabrera on her “Hot Pursuits” [blog](#)

[“Wonderful Webs”-](#)

If you do not follow me on [Facebook](#) I have been posting “Fashions UNDER \$50” and “Beauty UNDER \$10”. Here are a *FEW* of the web sightings from my research:

[Mango-](#) Clothes for the evening, city, working girl and more.

[Shop the LOOK-](#) The name says it all!

[Roxy-](#) For the girls who love the surf, snowboarding, music and fashion this web is for you.

[AMI Clubwear-](#) Sexy Clubwear for the positive place for the girls.

[Lulus-](#) Junior clothing, fashion shoes and women’s accessories.

[Eilantan.com-](#) Where it is all about the shoes!!! UGG, Bailey, Cardy and more designers too.

[Goody-](#) Home of the “NEW” Spin Pin there is even instructions on how to create simple hair up do’s [on-line](#) . I tried it and love it!!!

For those of you that have no earthly idea what [Custom Color Analysis & Makeover](#) is all about you are in the majority!!!

I am certified in color theory, the importance of human coloration and 12 tone personal color analysis. Still lost???

This is what **“Custom Color Analysis & Makeover”** is all about.

COLOR is nature’s greatest gift. Use it to lift your mood, broaden your expression and refresh your spirit.

Personal Color Analysis is the scientific analysis of your natural coloring in order to identify your personal color tone. You’ll discover your colors! Personal Color Analysis is important to both your wellness and your image. You’ll *FEEL* the difference!

Beauty

Did you know that wearing the wrong colors makes you look older than your years, heavier, less healthy and accentuates the very imperfections you are trying to hide? Wearing the right colors makes you appear slimmer and years younger. Flaws are minimized and your skin tone appears vibrant and healthy.

Harmony

Nature has perfectly harmonized the tone of your outer coloring with the tone of your inner being. You prefer your own colors and are more comfortable in an environment in harmony with you. Once your color tone is determined you can use your own “Personal Book of Colors” to design your wardrobe, makeup, hair color choices and decorate your *OWN* space at home or at work. You will *SAVE* time and money and shop with confidence and purpose.

Balance

An intriguing part of Custom Color Analysis and Makeover is the Personal Traits Survey which graphs your innate personality traits. As you discover the remarkable correlation between your personal color

tone and your personality you will achieve greater balance in your life and a deeper appreciation of your unique being.

Wellness

Color is ENERGY!!! Color Analysis identifies your CORE color. You use more of this color energy than any other during your daily life. Learn to recharge and rejuvenate with color's healing power.

What your "Custom Color Analysis and Makeover" includes:

- Skincare Analysis
- 12-Tone Analysis- *three times more precise than the Seasonal Color Analysis of years past*
- Full Color Draping- *see yourself in your BEST!*
- Full Spectrum Lighting- *the ONLY way to guarantee accuracy*
- Makeup Application Consultation- *learn how to apply makeup, by an expert, in your newly discovered colors*
- Personal Book of Color- *an \$80 value, your color tone defined!*

Before and After Photos of an Invent Your Image Client:



Before

After

Discover your personal color tone and start putting color to work for you today!

For even more information you can click on my [website](#) for additional information.

For more information on scheduling an appointment contact [Lisa K. Ford](#)- Certified Color and Style Consultant. Or call your Color & Style Expert at 813.766.8375.

ASK Lisa

Your Fashion & Style Therapist

Q Lisa is the smoky eye still hip and if so can you offer me any tips or tricks of the trade?

-Cris P., Tampa, FL

A Cris great question again. If you do not remember from the last edition of "Ask Lisa" Cris poised the question about frizzy hair in Florida. Cris weathered an olive oil mask on her hair and provided us all with feedback. This month I thought I would ask her again to be iYi's resident guinea pig and she said "YES"!!!!

The "Smoky Eye" look can be very intimidating but this fall season, on the runways, designers opted for tamed down taupe and gray instead of the classic black. Here are the steps I had Cris follow:

- Choose a shadow set (3-4 colors) in soft taupe or pale gray for a gentle alternative to the traditional black smoky eye.

Try BeautiControl's "NEW Glam Color Collection"



- Apply the lightest shadow on your lids.
- Smudge the medium shadow on your crease and about a half an inch past the corner of your eye.
- Finish by drawing a thin line of liquid eyeliner along your top lash line.

Try BC's NEW liquid eyeliner in the brown or navy.



- Do not care for liquid eyeliner or have a shaky hand? For an error proof method try dipping a wet, pointed Q-tip in the darkest eye shadow hue to draw your line and then smudge with the full side of the Q-tip.

Here is what Cris had to say about her smoky eye experiment-

“Thanks for the Smoky Eye Kit, it was very helpful! I think that the key tip for me was to remember to WET the applicator when applying the shadow eyeliner! I played with it over the weekend and wore smoky purples on Saturday night and it looked really cool. Thanks for all of your help”.

Still bewildered by the smoky eye concept? Schedule your Makeup Analysis or host a “Makeup Therapy 101” party TODAY and learn to be your own makeup artist every day.

Q Lisa, I have heard and read about the concept of High/Low wardrobe mixing. What is your personal take on this?

-Jessica J., Dallas, TX

A FUN, FUN, FUN!!! If you have no clue what high/low mixing is do not fret because you have probably already implemented this impression in your wardrobe, without even knowing it, or you might want to try it on for size.

Here is the skinny-it is the coupling of a few high end designer or couture pieces (for example-Moschino) with a couple low end items (Target/Kmart/Payless) in the same ensemble.

Here are some samples of pairings that I have concocted for clients or for myself:

- Kut from Kloth jeans (high) + Target Merona Ruffled Top (low) + Jimmy Choo Leopard Pumps (high) + Limited Layer Chain Necklace and Matching Earrings (low/medium) + DKM Cross Over Bag (low).

- Nanette Lepore Jacket (high) + Ann Taylor Loft Cowl Neck Shell (low) + Prada Pencil Skirt (high) + Ann Taylor Pumps (medium) + Ann Taylor Loft Pendant Necklace and Earrings (low) + Juicy Couture Bag (high).
- Limited Tweed Sheath Dress (medium) + Express Flowing Cardigan (low) + Christian Louboutin Heels (high) + Limited Chain and Pearl Necklace and Earrings (low) + Movado Watch (high) + Fendi Classic Leather Tote (high)

Still have trouble creating combos in your closet? Schedule your Outfit Building Session TODAY with your mix master stylist- Lisa K. Ford.

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 that is all about **SHOES**. Please visit High Power in High Heels for all the event information. Hope to see some of my clients, friends and family at the SHOE Soiree. P.S. it is being hosted during **Nordstrom's Annual Shoe SALE!!!**

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 09-30-2010 and is not redeemable for cash).

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

Your Fashion & Style Therapist,

Lisa K. Ford AICI FLC

Certified Color Analyst

YOUR Fashion & Style Therapist

Owner of Invent Your Image, LLC

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

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[To Order Makeup/Skincare](#)

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