



If you're frustrated with disappointing shopping trips because nothing seems to suit or are unsure of what to buy, you're not alone. Ceeann Martinsen, qualified and experienced personal stylist and director of Simply Style Image Professionals Ltd, says contrary to popular belief, not all women enjoy shopping.

“Changes in fashion trends, body shape, lifestyle/roles, age, uncertainty about coordinating outfits and accessories; or frustration at having purchased a wardrobe full of clothes yet having nothing to wear, can all cause a sense of self doubt and exasperation when it comes to shopping.”

Ceeann specialises in empowering women with the knowledge to make the best of what they've got. Her focus is helping women create a wardrobe that inspires them, suits their body shape and colouring, reflects their personality and suits their lifestyle and budget. She also teaches women 'how to shop' so they avoid wasting money on clothes they never wear or clothes that don't do them justice.

Ceeann believes shopping is easier when you understand your body shape and how to select clothing styles that compliment your figure. “This is what enables you to select garments and visually assess whether they are worth trying on or not. Getting this right makes shopping quicker, reduces disappointment in the fitting room and gives you confidence to judge for yourself whether or not the garment is flattering.”

However, accomplishing total outfit success starts with colour. “Colour is the first thing noticed about you, next your shape which is influenced by the design lines of your garment;” said Ceeann, “followed by appropriateness - the appropriate 'look' for your personality and occasion.”

Simply Style Image Professionals offer a range of services to enable you to look great, create your perfect wardrobe and shop with confidence. For more information contact Ceeann on 027 291 2581 or visit www.simplystyle.co.nz.

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