



Ceeann Martinsen qualified as an Image Consultant in 2005 and started her own business called **Simply Style** in early 2006. A founding member and executive committee member of the NZ Federation of Image Consultants and monthly columnist for the Urban & Country Paper, Ceeann is well respected in the industry. Her services include *Personal Style and Colour Analysis, Wardrobe Assessments* and *Personal Shopping*.

Simply Style is an Image Consulting business and as such is essentially about teaching people how to look good and feel great through their appearance and helping them to promote a confident and positive image in their professional and social environments. **Simply Styles'** clients are usually female and can range in age from mid teens to 70+ and come from all walks of life. Clients may have lost their way and confidence in their wardrobe as their body shape or even their life style has changed, they may feel stuck in a rut with their appearance, need a complete make over or just simply want to find out how to get the most out of the clothes in their wardrobe!

Image Consulting relates very closely to the fashion and beauty industries and encompasses and teaches about both, however it is a business which is most importantly about 'people'. To enable a client to portray the best of 'them' that they can be, the consultant must first understand their client, their individual roles, lifestyles and needs. Image Consulting is not about creating a catwalk model, (unless of course that's what the client is after), it is about enabling people to dress and present themselves according to 'who they are' as the very best and most confident individual that they can be everyday... .

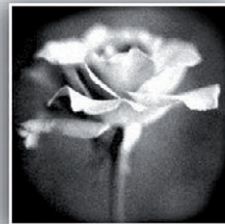
Ceeann believes one of the advantages of being a woman in "her" business is her natural ability to relate to and understand her main client base, given they are mostly female. Women play many different life roles and go through many changes both internally and physically as they personally grow and physically age and no one understands that more than another woman! She has combined this understanding with her passion for the industry, her personal satisfaction from helping other women feel great about themselves, and her training and skills to create **Simply Style Image Professionals Ltd.**

**Simply Style
Image Professionals Ltd**

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Simply Style

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