

Dressing is easy - it's looking good that's difficult

STORY COURTESY OF HAMILTON PRESS, 20 FEBRUARY 2008.

CEEANN Martinsen believes the key to having great style is understanding your body shape and knowing which colours best suit you, combined with a little knowledge on how to put an outfit together.

As a qualified image and colour consultant and owner of Simply Style - Image Consultants, Ceeann can help you develop the confidence to dress with style and individuality, whether you are just in need of a general self image improvement or update, changing jobs or looking for career advancement, recently divorced or single.

"There are two aspects to our image. The first is the importance it plays in our self confidence and how we feel about ourselves," she said. "The second is the importance it plays in how we are seen and judged by others. Your image is about representing the best of you. When you project an image of confidence, you are more likely to succeed in business and social relationships."

Ceeann trained as an image consultant in 2005 with the New Zealand Fashion Academy and is a member and certified colour consultant of The Australian Image Company. She belongs to the New Zealand Federation of Image Consultants and has a Diploma in Beauty Care and Personality.

Ceeann said most women wore a tiny 20 per cent of their wardrobe 80 per cent of the time; to this end, Simply Style offers a range of services for both men and women, including colour and style analysis, personal image management, personal shopping and wardrobe assessments. Clients range from 20-somethings wanting to look the part for their first real job, to mums wanting to focus on themselves after years of focusing on others.

"I love my job. I really enjoy working in this industry," Ceeann said. "Helping others look great and feel fantastic, watching their confidence grow as we go through the process and helping them reach their personal goals is so incredibly rewarding."

Phone Ceeann at Simply Style on 027 291-2581, or visit www.simplystyle.co.nz.