

Styling For Success

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In just three seconds, a total stranger can draw a conclusion about you.

While first impressions are not always accurate, they are lasting nevertheless; therefore, it is important to be at your best at all times. Because every person you encounter is either a prospective client or employer, you must always dress for success. With a great visual image, others will see you as more professional, capable and qualified, and your confidence will improve significantly.

Peggy M. Parks, certified image consultant and president of The Parks Image Group, Inc., lends her expertise to those individuals who wish to succeed in their professional lives and guarantee a positive first impression. “I help people look taller, thinner, younger, richer and sexier by creating the best version of themselves,” Peggy comments. Having worked in Corporate America for over 25 years, Peggy understands the importance of looking the part in the professional world. After experiencing a downsize for the fifth time, she left the corporate environment to pursue her passion: helping others look and feel better.

Peggy’s job as a certified image consultant includes closet organization, wardrobe planning, style and color analysis, and personal shopping for individual clients. When Christine, Sherry and Darlene individually approached Peggy for a career makeover, Peggy was happy to offer a helping hand. “I could see that they were not using their full potential,” Peggy recalls. Like many men and women, Christine, Sherry and Darlene had room for improvement but needed the aid of a professional. Now, they are making positive first — and lasting — impressions and styling for success!



Instant Tip to Look 10 Years Younger

Get the hair off your face — show your eyes and cheekbones. Covering your face with your hair won’t hide your wrinkles; instead, it will only make you look like you’re hiding your wrinkles!

Christine is ready to open new doors in her life. Currently working as a massage therapist, she is about to embark on a new career in pharmaceutical sales. Christine’s career coach, Gail Geary, suggested that she contact Peggy to help her fine-tune and polish her self-presentation.

“When I met Christine, she wasn’t wearing any makeup and spent little time on her hair. She basically went to work in jeans and T-shirts — not appropriate for a sales job,” notes Peggy. To update Christine’s look and make her presentable for her new profession, Peggy enlisted the help of hairstylist Marc Moss of Carter Barnes in Phipps Plaza, and makeup artist Tamika Mills, to give her a new and improved image.

Marc trimmed Christine’s hair to a chin-length bob to round out her narrow facial features. “Christine’s natural hair was missing vibrancy and had an ashy tone, which made her skin look chalky,” Marc comments. “Before I change someone’s hair color,” he continues, “I examine the color of her eyes, teeth and skin tone.” The subtle change to brighten Christine’s hair made quite a difference.

Tamika used MAC cosmetics in cool tones to accomplish a dramatic change from Christine’s no-makeup look, yet still kept her appearance natural. Christine’s gorgeous fair complexion was topped off with just enough color to give her face a new glow.

Peggy wanted to introduce Christine to the professional world in a fabulous black pinstripe suit. She accessorized the look with a black purse and black d’Orsay pumps with a 2-inch heel. “Because Christine doesn’t need extra height, a smaller heel is perfect for her,” says Peggy.

For a business casual look, Peggy chose a fuchsia twin set with a coordinating print skirt. “Christine’s coloring falls in the Deep Winter category, and the fuchsia really flatters her skin tone,” Peggy says. The skirt length (just below the knee) complements Christine’s height, giving her more balance, while the bone slingbacks complete the look. Her toes are covered, which keeps the look professional, but the heels are slightly exposed,

Christine



making this type of shoe perfect for a busy summer in sales.

Another business casual outfit was added to the mix, this time in pastel. The matching celery green cardigan and skirt keep Christine in the cool-color family and are complemented by the white sleeveless sweater. To refrain from going too light and looking washed out, however, Peggy accessorized with a multi-colored beaded necklace, including much darker beads to offset the pastel look.

With her new hairstyle, a little bit of makeup, and a more polished wardrobe,

Christine has now embraced an entirely new style and is ready for her new life in sales. Best of luck, Christine!

Instant Tip to Look 10 Years Younger

If you want to look thinner, show your “skinny bits”: neck, wrists, waist and ankles.

Sherry is Peggy's former colleague. When Sherry decided she was ready for a new style, it was only natural for her to dial up The Parks Image Group, Inc. "I've seen Peggy's creativity and panache in helping people over the years, and she's always been the first on my call list for a style opinion," Sherry says.

Sherry is about to re-enter the workplace after spending several years as a stay-at-home mom to son, Jordan. She'll be working in the office at his school, so a business casual look is appropriate. "Sherry has a great personality — it was fun helping her plan a new wardrobe," Peggy notes.

Hairstylist Marc Moss of Carter Barnes in Phipps Plaza helped with the dramatic change. He cut off Sherry's locks and gave her an auburn color to complement her warm skin tone. "It's a change that really worked. Her face is more open now and the style is still long enough that she can pull it back or wear it down," Marc comments.

Peggy chose a simple knit top and coordinating skirt for Sherry's first new outfit. The crossover V-neck and side gathers give her a somewhat voluptuous look without being too sexy for a school environment. The three-quarter length sleeves help keep it on the conservative side and make her look thinner.

Next, Peggy chose a green V-neck top and white cropped pants for Sherry. "V-necks work better for Sherry because she has such a strong jaw line. They help soften her look," Peggy says. She then added a turquoise and lime printed jacket, and to top off the look, she added matching green mules and handbag.

For those fall evenings when she attends Jordan's football games, Sherry will be the ultimate cheerleader in her orange zip-up jacket and black pants. Peggy added coordinating orange sandals and leather bag.

Although it's been years since Sherry was in the workforce, she looks like she never skipped a beat with her updated look. When asked if she likes her new image, Sherry quickly replied, "Oh my gosh, you bet! It'll be so easy to go from work to Jordan's games or whatever else I may have planned for the evening. I can't wait to do even more shopping — I'm on a roll now!"



Instant Tip to Look 10 Years Younger

Get fitted for a bra. Eighty-five percent of women wear the wrong size bra. Wearing the right bra can make you look thinner and younger!

Darlene

Darlene met Peggy at the "What Women Want" event sponsored by *New You Magazine* in April. Darlene knew she wanted a change, but wasn't quite sure how to accomplish it.

A difficult divorce and turning 40 had left Darlene in a bit of a rut. As a freelance bookkeeper, she needed to expand her client base to maximize her income, but she wasn't very confident in approaching potential clients. Her look is casual and relaxed, and since she is self-employed, she can maintain this type of appearance.

Makeup artist Shelly Hannibal of Carter Barnes in Phipps Plaza evened out Darlene's skin tone, adding color in cool tones to complement her skin and emphasize her gorgeous blue eyes. "Darlene falls in the Cool Summer category, so her most flattering colors are bright and fun," Shelly notes.

For Darlene's first new look, Peggy decided to add a little sass to the mix with a black knit top and ruffled knit skirt, with the skirt resting just below the knee. Add this to the monochromatic color scheme and Darlene immediately looks taller and thinner. "Darlene has a rather square upper torso, so V-neck tops help elongate her figure. It's all about balance and proportion," Peggy comments.

For Darlene's second look, Peggy chose a turquoise blue wrap top and black cropped pants with some beading on the hemline for effect. According to Peggy, "Darlene has such a bubbly personality, so I felt that she needed very little extra to her new look," Peggy says. "She's a work in progress, but she's working fast!" For a bit of Bohemian style, Peggy also selected a bell-sleeved lime green tunic with a V-neckline and white cropped pants; heeled sandals completed the outfit.

As for Darlene's hair, hairstylist Marc Moss of Carter Barnes in Phipps Plaza conditioned and colored her hair to take out the warm red tones. He parted her hair to the side and added waves to give height to the hairstyle and offset her round face.

Darlene loves her new look. In fact, she has even begun laser hair removal treatments and photo facials to add to her makeover. Her newfound confidence will certainly ensure more clients. 🌸



Peggy M. Parks is certified by the London Image Institute and obtained her First Level Certification (FLC) through the Association of Image Consultants International (AICI) in May. In addition to image consulting, Peggy conducts workshops for businesses entitled *Professional Image*, *The New Business Casual*, and *The Power of Image*. If you're in need of a certified image consultant, contact The Parks Image Group, Inc. at 404.266.3858, or log onto www.theparksimagegroup.com for more information.



Instant Tip to Look 10 Years Younger

Don't be stuck in another decade. Change your hairstyle every five years, if not more often.