



*Helping You Create an Image
That Is Uniquely You!*

Orene Kearn, JD, AICI FLC



Dear Orene,

We have enough stress in our lives without the added stress of trying to live up to completely unrealistic standards of beauty. We should each celebrate our uniqueness and let our beauty shine through! There is a new campaign launched by the Association of Image Consultants International (AICI) that attempts to help everyone do this. See all about it below.

The color of the year has been announced, and it is actually two colors! I discuss what they are and what to do with them.

As always, I am here to help you navigate the world of fashion so the best choices end up in your wardrobe. So [contact me](#) and we'll get started.

Enjoy!
Orene

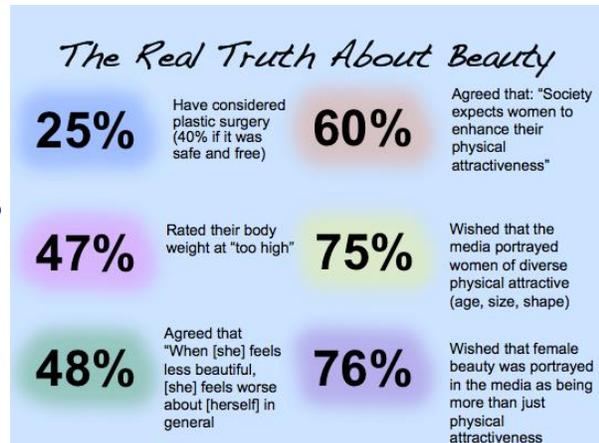
Let Your Beauty Shine Through!

Every person is beautiful in her or his own, unique way. It's about self-acceptance and being happy with the way you look. It really doesn't take much effort to have your beauty shine through!

AICI* launched The Authentic Beauty unCompromised Campaign on National Image Consultants Day, November 23, 2015. "The purpose of the AICI Authentic Beauty unCompromised initiative is to use our global influence to promote projects, products, and messages that reflect that every person - no matter shape, size, sex, creed, or color - is beautiful in their own unique way!" I am adding "beautiful at any age" as well.

Having a positive self-image is hard to do when almost every fashion model is young, extremely thin, tall, and has miles of legs. All of our various shapes and sizes make each of

us unique! Believe it or not, the average woman in the United States is a size 14, and most fashion models are sizes 0 - 6. It is time for the fashion industry to recognize this reality, which they are beginning to do. There is also a movement gaining strength to rename "Plus Size" to "Curvy." (See the December 9th Today Show which aired a segment on this, and the "Drop the Plus" Organization behind it.)



In our youth-obsessed society, it can be challenging to feel beautiful as we mature. It is hard to age gracefully and accept ourselves, wrinkles and all. I believe we can look and feel vibrant and sexy at any age! I think the wisdom, growth and emotional maturity we've gained and our satisfaction in other areas of our lives (hopefully) more than makes up for youth. (My Dad always said, "Youth is wasted on the young!")

When Dove launched its "Campaign for Real Beauty" many years ago, it sprang from an insight found in a 2004 global study: only 2% of women around the world described themselves as beautiful. To address this issue, Dove created a groundbreaking campaign in its definition of beauty. It used real women in a number of shapes, sizes, and colors - without airbrushing or photoshopping - in its print campaign (which caused quite a stir in the process). The goal was, and is, to celebrate the differences in women's bodies and inspire women to be comfortable in their own skin.



I believe everyone should know how to put themselves together to have their beauty shine through. It doesn't take much effort and budget to spruce up your image, and it gives us huge rewards in our self-confidence and self-acceptance.

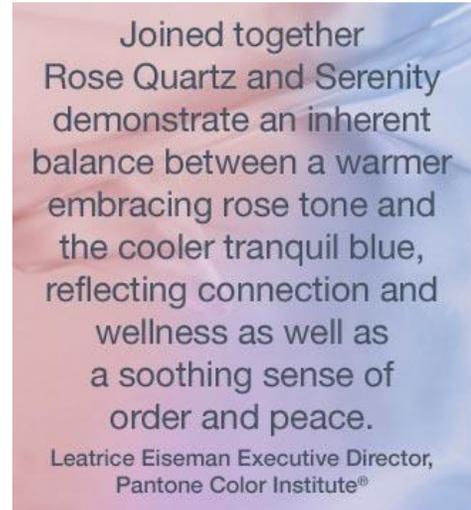
I work with men and women of all sizes, shapes, heights and ages and we highlight their attributes! I teach every one of my clients what styles work for them and why. I help you understand why a particular style works (or doesn't). I teach image tips and tricks to help you look your best.

*Association of Image Consultants International (AICI) is the association that many professional image consultants belong to. It is an international organization that has continuing education, certification testing, and ongoing programs.

The Colors of the Year - 2016

In December, the color authority Pantone* has for the first time named two colors of the year for 2016. They called them "Rose Quartz" and "Serenity", but they are shades of pale pink and baby blue.

They say these shades were chosen to convey rosy warmth and tranquility. "The combination of a cool and a warm color brings a sense of balance," says Leatrice Eiseman who, as executive director of Pantone's Color Institute, oversees the company's annual choice of Color of the Year. "We wanted compassion, which today a lot of people are looking for," Ms. Eiseman says. Pantone's news release describes the colors as "inducing feelings of stability, constancy, comfort and relaxation," and argues that they "create balance in a chaotic world." They also try to avoid the reference to baby colors: "Rose quartz is not baby pink . . . It doesn't have that wimpy feel."



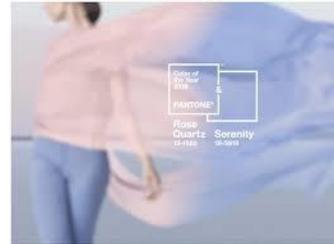
The chief designer of British fashion retailer Ted Baker is using the blue for menswear because it offers "freshness," he says. He notes that a similar rose shade, which Ted Baker calls "nude pink," has been a best-seller for the brand's womenswear lately.



These colors may not be in your color palette. I, for one, don't feel that I look particularly good in pastel pinks and blues. However, you can always try a shade or two darker. Or these colors may work in combination with other shades, such as gray or brown. Since "rose quartz" and "serenity" may come across as a bit sweet, selecting a piece in either of these colors in a sophisticated fabric, such as silk, or pairing it with something edgier may balance the sweetness. (If you would like to see [my favorite top trends for Fall/Winter 2015-16](#),

[please see my last newsletter here.](#))

Would these colors be a good choice in your wardrobe? Need some help to find just the right pieces? Let me help you shop for the outfits you'll love wearing.



*Pantone every year announces a trend that usually spreads through home décor, fashion and design for several years. Retailers and designers adopt this trend pretty quickly into their products.

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COMPLIMENTARY CHAT

Sometimes you may feel that you are in a fashion rut or that you are looking frumpy and it is time to look more up-to-date. You may not have much time nor inclination to figure out how to put together items you already have in your closet in a new way. Being busy doesn't always allow you time for shopping. Or, perhaps you don't know where to shop to maximize your dollar.

Wouldn't it be helpful to have an expert who can help you with all of this? If you are ready to take some action, schedule a free initial conversation with me by [clicking here](#) and we can explore your challenges and goals.

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