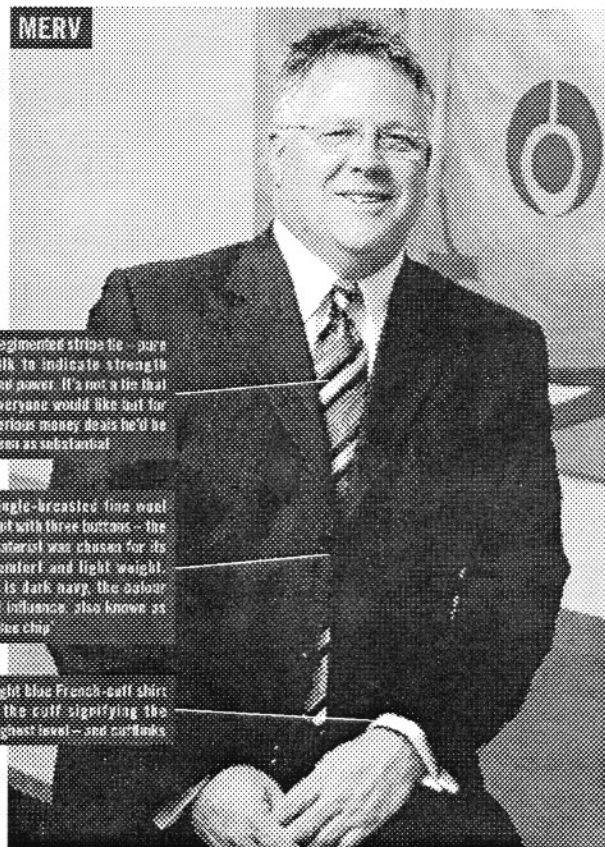


LOOK SHARP

Brokers, are you happy with your image? Need advice on how to dress to impress? Not sure how to send the right message to colleagues and clients? Image Group International's *Jon-Michail* is here to help



MERV



Regimented stripe tie – pure silk to indicate strength and power. It's not a tie that everyone would like but for serious money deals he'd be seen as substantial

Single-breasted fine wool suit with three buttons – the material was chosen for its comfort and light weight. It is dark navy, the colour of influence, also known as 'blue chip'

Light blue French-cuff shirt – the cuff signifying the highest level – and cufflinks

LYNNE



Jewellery – chosen to show strength and give the correct finishing touch

French-cuff shirt with a regimental stripe. The shirt is pure cotton. Women are convinced by cheap synthetics. It's better to buy one good shirt than three cheap ones. Lynne took as herself, it's a day's game out there

The navy trouser suit is more practical for her lifestyle – it's the best look women can wear



Merv

Merv had worked for a bank for four years and carried his baggage from the past. He hasn't erased it from his memory and still operates with a public-service approach. When he walked in he didn't look like he owned his own business. He has a nice spirit and humour. That can still come out but people won't think of him as flippant, which they would have done when he came in.

THE VERDICT

Merv Ritter, Australian Mortgage Brokers senior mortgage broker

I've been downplaying my image. The only people that wear the full suit are real estate agents, police officers and so on. It didn't feel appropriate and people respond more to business casual. Now I'll put myself above that, present myself better for certain situations and clients, take more time on presentation. I wore a suit to an interview last night, choosing a good shirt and matching professional tie. I took their advice and felt comfortable in the choices.

I hadn't given much thought to my glasses but Jon recommended I change them for a wider design to suit my face shape. On the hair, I wear it brushed back and spiked, which the team liked, so they just trimmed it. I would definitely do this again. I looked much better and felt really empowered in the pinstriped suit. It was the next day I noticed just how much it had made a difference.

Lynne

Lynne is very intelligent and ambitious but doesn't always present herself like that. We took away the lightweight look and made her look influential. She can still work with the mums and dads, by taking her jacket off, but put it back on for her Macquarie Street and Collins Street clients. She took on a new sense of influence and power, confidence, with this style. She looked rich and if you're in the money business and deal with rich people, this is important.

THE VERDICT

Lynne Bray, Select Finance mortgage broker

It was fantastic. I didn't think I could look so professional. It's really boosted my self-esteem and taken my business to the next level. It's worth spending the time and money on what can ultimately build your business. People can easily lose sight of their appearance. This makeover reconfirmed how key it is to look professional.

I usually wear my hair tied back but told the team they could do what they wanted. I got a stylish but practical cut so it wouldn't annoy me when I have my head down working. They gave me suitable make-up tips and advice on how to dress for the evening. The final part was the clothes. The striped shirt was something I thought I'd never wear but it looked great, especially with the jacket. The advice was get a well-fitting suit and pay attention to every detail, even jewellery. ▶ 40

