

new woman



■ SEE AN IMAGE CONSULTANT

Work out what you want in your life – then consider an image consultant to help you look the part. You'll find yourself plotting what "outcomes" you want and how to change the way people perceive you. "We're encouraging people to have influence in the marketplace – and we're not just talking about the workplace," says Jon-Michail of Australian-based Image Group International. "It can be about being treated with respect in a coffee shop; or determining the kind of partner you attract." A simple example: if you're wearing a low-cut top, a black one apparently attracts a powerful guy because it's a colour that intimidates most; whereas girly florals will attract an introverted type. There is no place for bashful types: expect insights not only on body language, but body odour, too.