



Jon Michail

The female influence

Brokers, are you happy with your image? Would you like some pointers on how to dress to impress, to look professional and show clients you really mean business? Image Group International's *Jon-Michail* is here to help



The hairstyle opens up Evelyn's face and makes her look more confident. Having your hair away from the face shows openness and the desire and ability to communicate.

Red lipstick was chosen for its sensual qualities. You wouldn't always wear this of course.

The choice of silver earrings and pendant are also more contemporary and 'fashionable'.

The regimental candy stripe was originally designed for and worn by men, but with the pink, it made this more contemporary. The stripe shows influence but the pink adds a prettiness to the look.

The black suit had a red stripe—a bit more funky, left of the centre, especially with the silver clasp, which accentuated her waist. It gave a business look, not middle of the road.

FROM THE EXPERT

Jon-Michail, CEO, Image Group International

Evelyn already looked fairly good but a common thread with most people, especially ladies, is that they have no real idea about the concept of influence. They want to look sexy and influential at the same time but do not look like they mean it, and are certainly not communicating this in their presentation.

Evelyn is a single mother and has the struggles that can come with that. She would like to meet a man and build her business. However, she feels she doesn't need to 'play the game' anymore.

I believe there is room for her to present herself more professionally. She is very pretty and has charisma and personality but the guarantee with anyone is nought unless you can communicate with confidence and be assertive at the same time.

Our makeover made Evelyn look contemporary but still business-like, and still sensual. We brought her womanhood out, as opposed to the girly look, putting her in a shirt as a step to giving her more influence.

THE VERDICT

Evelyn Reid, broker, The Mortgage Group, National Mortgage Brokers
Jon is a delightful man who seems

to have a very in-depth knowledge regarding colours and marketable perception. Through discussions with Jon I left feeling that I could use the insights he shared with me in everyday life. The focus of conversation was based on the perception of seriousness. If there is any singular item that I will keep with me from these conversations I would have say it is that fun, colourful fashion items, in particular, popular brands, have no real place in the professional work environment – that is, unless you are after the long-standing reputable quality and style of suit offered by brands such as Armani and Versace.

Since my conversation with Jon, my colourful Burberry handbag has not left the house to accompany me to work. ✖

Contact details:

Image Group International
Asia-Pacific Head Office
Devon House
47 Darling Street
South Yarra, Vic, 3141
Tel: (03) 9820 4449
E-mail: jonmichail@imagegroup.com.au

To take part in the next makeover e-mail lisa.bowman@kmmail.com

Jon-Michail, Image Group International's CEO, is an award-winning author, speaker, image coach and past designer with Christian Dior.

Question:

Where can a self-employed client self-certify their income with the peace of mind of a 3-year fixed interest rate?

Answer: Bluestone - Call 1800 209 283