

# executive lifestyle

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## It's all about style

The image and personal styling business is beginning to make an impact in Singapore, writes **CHEAH UI-HOON**

### EXTRACT

Joanne Lim just started her own consultancy, Image Success, this year which focuses on colour and style strategies. She points out that learning about your colours and best style are life skills — because you would have trained your eye to discern what's best for you.

“It's not about being fashionable — you don't want people to be distracted by your image but to hold their attention for the right reasons,” she says.

Ms Lim is certified, trained and mentored by industry pioneer Carla Mathis, who was a “disciple” of the late Suzanne Caygill, who pioneered

the concept of individual colour analysis in the 1940s and related colours to a person's personality.

She reckons that knowing more about colours and style would help Singaporeans get more into the habit of “dressing up”.

“For one, we don't have this tradition, and it's not helped by the fact that we don't have the four seasons,” she notes.

She has Singaporean clients she considers “fashion-forward” — those who're confident with their style. “But they are interested and find that taking the course validates their style choices.”

“We're quite an aspirational society, in general. Singaporeans are always keen to improve themselves,” she observes.