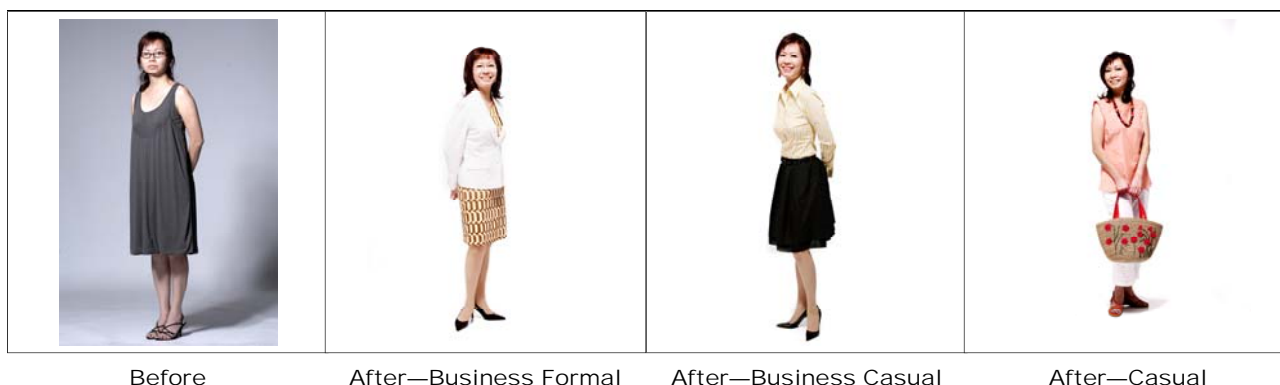


Case Studies – Women



Discover: Image Profile

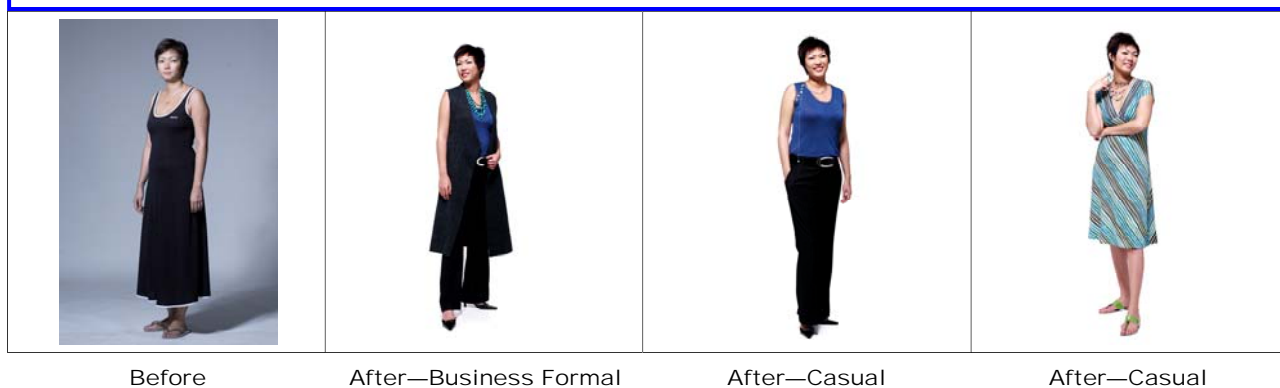
- Name: Michele Tan
- Occupation: Executive Secretary
- Image Objective: Project a polished image for serving top management and to look approachable to all colleagues.

Define: Image Design

- Colour: Colours that have a warm colour temperature and slightly muted tone.
- Style: Shift dresses, structured tops with open collars, flared skirts.
- Accessories: Accessorise for visual interest.

Define: Image Strategies

- Colour: Wear a rhythm of colours in outfits for visual interest.
- Style: Experiment with other style possibilities.
- Wardrobe: Add more items to complement current wardrobe.



Discover: Image Profile

- Name: Yvonne Phua
- Occupation: Public Relations Consultant
- Image Objective: Project a creative image for presenting ideas to clients. Dynamic, she wants to stand out from the crowd.

Define: Image Design

- Colour: Colours that have a cool temperature, in bright tones.
- Style: Dresses, tops and pants that do not cling.
- Accessories: Accessorise with strategy to add visual impact.

Define: Image Strategies

- Colour: Add more colours in clothes and accessories.
- Style: Move from current casual image to elegant business wear that infuses her personal “Rocker Chick” style.
- Wardrobe: Buy new clothes in colours, fabrics and styles that reflect her personality and career objectives.