



A new **YOU**



If we are scrupulously honest, most of us are unhappy with elements of our figures and our wardrobes. The classic signs of discontent include trying on several different outfits before we decide which one to wear and subsequently avoiding mirrors all day! But help is at hand at last in the form of style consultant Anna Partrick and her company Bijoux. Kristen Lackajis reports, photography by Adrian Jones.

Although the company has only been up and running since November 2004 it is already a huge success and Anna's days are filled with people, mainly women of course, who want their wardrobes and their lives revamped. "It is a very emotional experience" says Anna and she goes to describe how many women don't even realise they are selling themselves short until an outsider points it out. "It is great to see clients so uplifted and refreshed after their initial style consultancy."

Bulgarian-born Anna is rather a style icon herself. She believes she can't possibly advise people on how to dress if she doesn't look the part herself and she really does look stunning. Her face is radiant with health, her long dark hair is sleek and shiny, and her petit figure is perfectly complemented with aptly fitting attire. So, I wondered, how does Anna transform women from plain Jane's to dazzling divas?

The first thing is the telephone call whereby Anna explains to you that she will visit your house on the allotted day and totally turn your world around. She instructs clients to wear something comfortable and typically 'them'. The reason Anna mainly does home visits is so she can really get a feel for that particular person's lifestyle, as the lifestyle led



often reflects the type of wardrobe chosen.

Anna first removes all traces of make-up from the face and ties the hair back so that nothing can interfere with the process of colour analysis, which determines the colours that suit your natural skin tone the best. Anna explains that wearing the wrong colours close to your face can instantly drain you, creating a washed out and sometimes even an ill look, whereas the correct colours will bring warmth to the face and make the complexion glow with health.

Anna determines which colours best suit a client by laying swathes of different coloured cloth around the neckline in front of a mirror, it is quite possible to see which colours instantly light up the face, or drain it completely. There are four main colour groups and these are spring, summer, autumn and winter, and range from very light pastel shades to deep, vibrant, bold colours. Each client is given a swatch of cloth that shows which season they are and they are to carry this at all times when out