



shopping to ensure that the correct colours of clothing can always be selected.

Next in the style overhaul process, Anna determines the bone structure of her clients. This is done once again in front of the mirror for the clients benefit, and involves Anna using different cut-outs of necklines to drape around the clients neck. Apparently for certain face shapes there are only a few neck line options. For those well endowed up top, plunging necklines and V-necks are not the only option. According to Anna, for those with a round face, a softer neckline would work better.

Following this is the almost scientific approach used to measure client's proportions. This operation takes place in front of a full length mirror and involves strings of ribbon and a baton-like stick, needless to say I was intrigued! Anna explains that there are no actual measurements taken or scales used, as this often only deflates the ego, instead Anna uses the ribbon to get the length of the clients leg, and then compares this with their upper body length. The ideal proportions, I am told, are legs slightly longer than the upper body, shoulders slightly wider or the same width as the hips, and an elongated waist. But whatever proportions are deciphered, Anna has cures for them all. For example, jacket length should come down to the thumb knuckle if you stand straight and let your arms hang naturally. It

Each client is given a swatch of cloth which shows which season they are and they are to carry this at all times when out shopping to ensure the correct colours of clothing can always be selected.



is simple little changes like this, she explains, that make all the difference to the way we look.

Anna also sits down with the client and goes through a number of slides to show how different proportions work for different people, like lines that cut across the body (such as horizontal stripes) are not flattering for short or slightly larger people as they cut across the body and create the illusion of dumpiness, whereas vertical stripes will draw the body up creating length and height.

Finally Anna will look through your wardrobe with you and highlight things you can keep and adapt and things that simply have to go! Anna offers a personal shopping service whereby she will accompany the client for a day and help to choose styles, colours and shapes that will work for their individual body.

Each client of Anna's receives a personal 'style file' to use as their bible for future living and dressing. The booklet contains all your personal information as analysed by Anna and is an essential to flick back through when choosing clothing or accessories.

■ For further information call 01789 414198 or 07779 305796 or visit [www.bijouxstyle.co.uk](http://www.bijouxstyle.co.uk)