

MAKE me over

BY AUDREY SIMON

Never has anyone — not even my doctor — scrutinised me so closely. But Joanne Lim has sat me down in front of a mirror by the window so that I am bathed in natural light. She is studying me to find out what colours highlight my features and downplay my imperfections.

Lim is the chief image coach and founder of Image Success. She used to be in public relations but has found a niche creating an image for the individual that will make a lasting impression.

After a close study of my features and the colour of my complexion, Lim drapes colourful swatches of fabric over me to find out which are the most flattering. It's hard for me to tell, as I am partial to black and have an all-black wardrobe. But to Lim's trained eye, oranges, yellows, blues and greens are the most suitable. Even the fabric texture is important and I learn georgette and I shouldn't mix.

Men, too, can benefit from Lim's expertise as she will pick colours for shirts, suits and ties that will make them stand out, or as Lim describes it, "to avoid looking like a corporate clone".

I am scribbling frenetically during the session but Lim assures me that every client receives a leather-bound colour palette the size of a Swiss Army knife, filled with the colours that will suit him or her. It's perfect for shopping trips.

With my colours covered, next comes the most difficult part. Yes, I get to hear the truth about the shape of my body. "Because of your angle arms, you need clothes with three-quarter sleeves; and a fishtail skirt will look good

on your generous derrière," Lim advises, as I make a mental note to start my diet again.

How did it all begin? Lim was so intrigued by the business of image building that she studied under Carla Mathis, who in turn learnt the art from Suzanne Caygill, who developed the concept of personal colour analysis in 1942.

Lim says, in addition to colours and the cut of your clothes, accessories are also important in pulling a look together. For example, the length of your necklace and the shape of your pendant depend on the

shape of your face and features.

Out pops a box that looks very much like a workman's toolkit. From it, Lim pulls out necklaces of every colour, texture and length. Suddenly, this session is taking me back to my childhood when I used to play with my mother's accessories.

At the end of the consultation, equipped with the knowledge of my most flattering colour, the best cut for my clothes and what accessories I should have, I realise there is no better reason to max out the credit card. ■

For more information on these sessions, log on to www.imagesuccess.net, e-mail: jo@imagesuccess.net or call 6778 8057



Lim (right) arms you with knowledge on the right colour, cuts and accessories, so you'll look a winner