

The A to Z of how to Dress to Impress

Accessories - the easiest way to update your look.

Body – Dress to enhance your god-given assets (we all have them).

Colour – Keeping to one colour palette will make it easier to create a co-ordinated look.

Detail – Keep detailing on clothes where you want others to look and avoid it where you would prefer them not to.

Effort – It takes time, practise and effort to look stylish. It is not something magical that will happen overnight or you will get if you wear this season's 'must have'. It takes hard work, trial and error. Luckily you can learn how to do it.

Fashion – do not be a slave to fashion. Wear trends that suit you and avoid those that don't do you any favours

Grooming – never let your grooming let you down.

Hair – your hair is the one accessory you never take off. It is worth paying to go to a good hairdresser and get a style that works for your face shape and life style

Impulse buying – you are more likely to waste money buying things you haven't planned for or don't need. These are the garments that you will never wear.

Judgements - people make judgements about you based on the way you look. Always make sure the way you look spells out what you want others to think about you.

Keep clear of sales unless you know what you are doing. Never buy something because it is a bargain. You are more likely to waste money on impulse buys that don't fit with your overall plan.

Lifestyle – buy clothes for the life you have. Don't spend all your money on clothes you will only wear a few times! (This is where make-over shows fall down).

Make-up – Women who wear make-up generally get better paid jobs and get promoted quicker than those who don't.

Non-verbal communication – 55% of all communication is about how you look and behave.

Occasion – be sure to be dressed appropriately for the occasion. Be clear about where you are going, what you are going to do and who is going to be there.

Practise – practise, practise. Building your wardrobe is a journey not a destination. There will be twists and turns along the way. Don't be afraid to make changes. Just learn and move on.

Quality –always buy the best quality you can afford. Clothes will fit better, last longer and look better. Don't pay good money for shoddy workmanship!

Repairs – keep on top of repairs. Look after your clothes and they will look after you.

Shoes – you are never too fat for your shoes. My pet hate is trainers – there is only one place for them and that is in the gym. There are plenty of other comfortable options if that is what you are looking for!

Time – take time to plan what you need and shop. You are less likely to be caught out with nothing to wear if you have invested time in thinking about and buying what you need.

Underwear – build up an underwear wardrobe so you have the right underwear for the outer clothes you are wearing.

Variety – Ring the changes with colours and styles so you never get bored with what you are wearing

Weeding – weed your wardrobe regularly to throw out the tired and worn out stuff.

X –Don't expose too much of your body – keep it subtle with a hint of sexy to keep 'em keen!

Yourself – express yourself in what you wear.

Zest – Put zest into choosing your clothes and your style will shine through!