



# Because APPEARANCE is so IMPORTANT

Get Dressed on Purpose Image Packages offer a personalized approach to identifying and maximizing your individual style

## Does your style make people say "Wow"...or "Whoa"?

Make a better first impression...and a longer lasting one! Our customized approach to dressing on purpose will help you make the most of your best features:

Do you have colors that you're afraid to wear? Our **Color Analysis for the 21<sup>st</sup> Century** provides a tool to ensure you never buy the wrong color again!

Does your appearance make you memorable? Our **Personal Style Profile** will tell you why some of your outfits get compliments, while others don't.

Do you have a closet full of clothes and nothing to wear? Our **Wardrobe Audit & Assessment** tells you what to eliminate, what to replace and what to add to get to WOW!

Hate to shop? Our **Personal Shopper** program eliminates anxiety, helps you with fit, line, and style—and saves you time and money.

With over 20 years' experience, **Mary Lynn Ilnitsky, PHEc** helps people understand the power of appearance and dress and how to use them as a communication tool. For business, social or employment reasons getting dressed on purpose - with intention and thought - can help to achieve personal or professional goals. She is a Professional Home Economist (UAlberta'76) and a Certified Image Consultant with Fashion Academy Inc., of Memphis, Tenn.

## What Our Clients Say...

*"After learning the best colors and styles for my body type and personality, it was such fun to go shopping with Mary Lynn. With an unerring eye, she picked out combinations of just the right clothes for me so quickly and introduced me to several stores that I have revisited since. She was a real timesaver for me, a reluctant shopper at the best of times."*

—Catherine Ripley, Public School Trustee

*"Getting dressed is so much easier since I have worked with Mary Lynn. She has taught me how to choose colors, lines and shapes that flatter my skin, eyes, hair, personality and body shape."*

—Dianne Assaly

*"I appreciate the fresh, knowledgeable and objective perspectives you brought to my overall wardrobe. From your consultation, I am left sensitized to possibilities for creating new ensembles as well as for refining trusted favorites. Your recommendations are practical and accessible and your consultation style responsive."*

—Bonnie Prior



*Because it's all in the details...*

For more information:

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