

CONFIDENCE *is always in style*



by Doreen Dove

Doreen Dove

image consultant | style coach | speaker | author

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Dedication

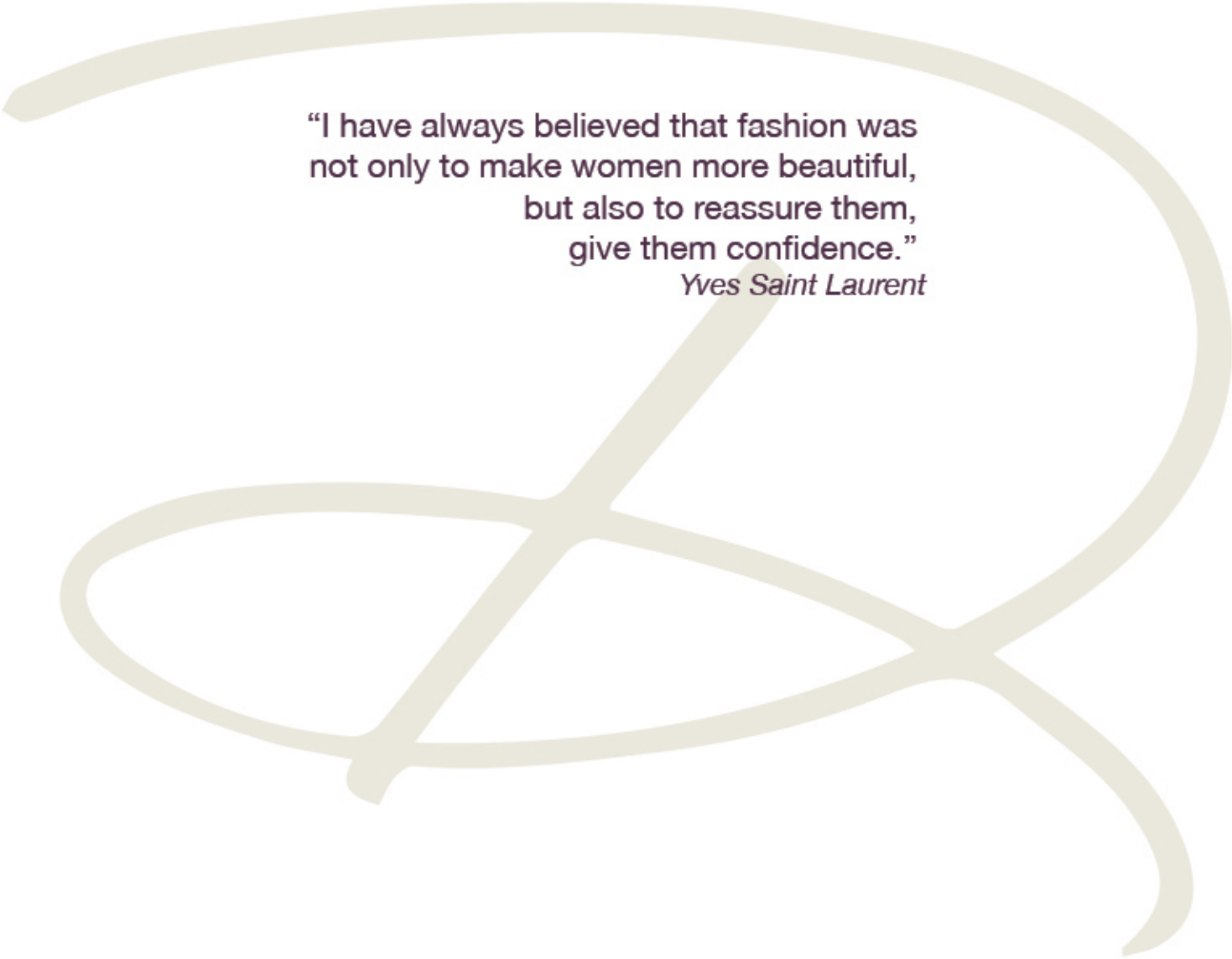
*In memory of my wonderful brother who always thought I was the bee's knees!
I know you would be very proud of me and I check in with you nightly as I gaze at the
Big Dipper, our special hangout!*

*To my own checklist of very important people who have inspired me to be the best
version of me! I cannot thank you enough. This book is a labor of love and is for all of you.*

*My parents who taught me the meaning of hard work, persistence, patience and hope.
My husband who always said to pursue this just for the love of it.
My daughters who constantly tell me I am still young and full of dreams and possibilities.
My best-girlfriends-forever who know me better than anyone - thanks for the daily inspirations.*







“I have always believed that fashion was
not only to make women more beautiful,
but also to reassure them,
give them confidence.”
Yves Saint Laurent

TABLE OF CONTENTS

| | | |
|---|---|----|
| | INTRODUCTION | i |
| 1 | CLUELESS ABOUT YOUR STYLE? <i>Welcome to the Masses!</i> | 2 |
| 2 | WHAT SHAPE AM I? <i>Round, Round is a Shape</i> | 10 |
| 3 | WHAT'S IN YOUR CLOSET? <i>Must I Open the Doors</i> | 22 |
| 4 | WARDROBE ESSENTIALS <i>What Every Woman Needs</i> | 42 |
| 5 | GOT CHALLENGES? <i>Let's Talk Solutions and Fine Tuning</i> | 50 |
| 6 | HOW TO BECOME A SAVVY SHOPPER <i>And Look Good Doing It</i> | 60 |
| 7 | ARE YOU READY FOR YOUR ENCORE? <i>No Time Like the Present</i> | 68 |
| | ACKNOWLEDGEMENTS | 83 |





"I'll stop wearing black when
they make a darker color."
Wednesday Addams

INTRODUCTION

Imagine with me for a moment...

You just got the opportunity of a lifetime.
This is the opportunity you have been waiting for.

Maybe you...

- Are launching a new business
- Are re-launching a career that has been on hold
- Are reaching for a higher position within your company
- Have the opportunity to land a million dollar client
- Are ready to start mentoring others
- Or are simply ready for the next chapter of your life

The only thing you need to do is meet with key individuals that can determine if this opportunity becomes a reality. On the day you are scheduled to meet with those decision makers, you feel confident and well dressed, despite having struggled with your closet, your clothing choices, your hair, your makeup, your shoes and even your bag that will carry your bravery. The meeting goes as planned. And then nothing. No return phone calls. No emails. You find out weeks later that they didn't choose you because they said you didn't project the right image. You are stunned that your image is negatively impacting the outcome of your dreams. It was like the opportunity you were waiting for literally got blown away.

May I share with you why I am so passionate about helping you?

I grew up in Rhode Island, a small state, in a small town in a small house with a small family. Both my parents worked and they worked hard. As a result I was pretty independent as a kid, even coming home in elementary school to an empty house for lunch. I was pretty self-confident with the exception of my body image - I was as skinny as skinny gets and was teased relentlessly in elementary school. Coming home and eating lunch alone was a bit of a blessing. Middle school brought the big yellow bus and confined exposure to the mean girls. My rock bottom moment was when the big bully (and she was big compared to me) seized the perfect opportunity to publicly humiliate me as I got off the bus.

She bellowed out the window, “Hobble on home peg-leg!” I wanted to melt into the street – nowhere to hide. It was the longest walk home ever. And as I already mentioned, I had working parents so I came home to an empty house and stuck my nose into my tattered stack of fashion magazines where my “friends” were all skinny...

One of them was Twiggy. Funny that was the only name the bully didn't call me! That day was a turning point for me and that very evening I simply asked my mother if I could be a model. The next week I found myself in the Sears Charm School learning how to cross my skinny legs when I sat down. One of my very first modeling jobs was at 15 years old standing in the window at Ann Taylor. I had arrived in a comfortable place where I could embrace my body and start to work on my self-confidence.

I share my story in an effort to show you why I am so passionate about helping you, because I am pretty sure that most of us have a story about being made to feel less than we actually are. At some point in your life there may have been a time when you were defined by someone else.



Doreen, age 15,
modeling at Ann Taylor

The minute I made the mental shift from thinking about my body as a liability to thinking about it as an asset, I was on my way – on my own path. And I have never looked back. I actually saw that perpetrator at a class reunion about 30 years later, and I have to say, I was pretty proud of peg-leg!

And now here I am decades later, writing *"Confidence Is Always In Style"*.

Why should you care about your image? The way you present yourself has a profound impact on your relationships and your career. The old adage, "You can't judge a book by its cover," really only applies to books because unfortunately you are judged by your cover, your appearance, your personal hygiene, your wardrobe, your costume.

Life is sometimes like a Broadway play. When that curtain opens on stage and the actor appears, you immediately form an opinion of her based on her wardrobe or her costume. You don't have the option of stripping her down to see how fabulous she is as a person. You formed your judgment immediately within 20 seconds.

If you're a professional, every second counts, from the interview to the daily job, the networking, the meetings, and the potential for advancement. Many entrepreneurs who are building a business through networking know how important every component of branding is, right down to your LinkedIn profile picture and your business cards. That first impression lasts forever.



Think about what it's costing you not to make a change. Are you not going to be attracting the right partner, the perfect clients? Are you being looked over for promotions? Do you want to launch a new business? What does your overall package look like?

Perhaps you have a messy closet full of clothes and nothing to wear because what's in there was from a different play, a play that's outdated, maybe out of style, the wrong size, maybe even the wrong character. You don't know where to begin, what to toss, what to save, what to tailor, what to replace, where to go to replace it, what to replace it with, when to shop for it, and at what price point. Making a change will be challenging if you're not equipped with any of the answers to these questions. Many women give up even before trying.

You may be feeling a sudden sense of "I'm overwhelmed." You shut the closet door. You've got a meeting that you have to get dressed for. Your black pants are at the dry cleaner again. It's drama and it's a waste of time.

We've got to get you in the right place to not only clean out your closet, but eliminate the unnecessary stress! Let's get to work on 'you' empowering you. This book will teach you how to get to know your body, like your body, dress your body and become your biggest fan!



Remember -
CONFIDENCE
is always in style

Know your body: No two women are built alike and that is what makes us special. Become familiar with your body type, as knowledge is power. Are you average, petite or tall? Where do you carry your weight - fuller on the top, fuller on the bottom, or fuller in the middle? We all carry it somewhere. Let's define it where you are today, not 10 pounds in the past or future, and move forward with purpose.

Like your body: I have always chuckled at the saying, "I am in shape: round is a shape!" It pretty much sums up the fact that we as women come in all shapes and sizes and each one comes with styling challenges. We are who we are, so let's just embrace our genetics and work with what we have. Clothing can become our ally when we want to highlight our assets or conceal our less favorable features – that's called "styling!"



Dress your body: The first step towards transformation is to stop thinking something is wrong with your body and start recognizing something is wrong with your clothes. By learning how to choose clothing that properly fits your shape and highlights your assets, you will discover your style. Your wardrobe will be well thought out, your closet will become a happy place, and the art of shopping will become joyful once again.

Once you conquer the understanding of fit and proportion, your confidence will soar. By embracing the principles of style you will be ready to discover how color, accessories, and fashion details can be used to accentuate your best features and help you to strike the perfect balance of style and sophistication, with the ultimate goal being a well-balanced wardrobe that is time-efficient and flattering every single day, no matter what you reach in and pull out.

It is my goal with this book to empower women to thrive in their self-confidence and to achieve all that is possible. I share my thoughts, suggestions, and expertise with a bit of honey (humor) as it always helps the medicine (tough love) go down!

Enjoy!

Doreen

My virtual styling package will help you define your authentic style and boost your self-confidence, getting you ready for what your future may hold. I want you to feel good, look good, and be empowered with the knowledge of how to achieve and maintain your new-found style. However, please realize that once a client, always a client. I will remain your "stylist on call", so I encourage you to keep the communication going long after we finish our sessions!

www.DoreenDove.com

"Start where you are, use what you have and do what you can."
Arthur Ashe

You are ready to style it up now, you have the tools in your closet - go ahead and build something beautiful.

And remember, ***Confidence Is Always In Style***

I leave you with a client's personal 'share'...

"I feel so much more confident and continue to get a ton of compliments on a daily basis. I think the best thing about the whole experience of the closet edit, shopping trip, new haircut and makeup, is that it just "stuck" for me. I am a perfect spokesperson for the value of this experience because this self-care is so far removed from my typical lifestyle. For me to fully embrace new ideas about how I present myself is a huge transformation, both psychologically as well as physically. Speaking of physically, I've already lost three pounds and feel much more motivated because I feel like I look amazing in the process! Last night, another mom asked me what my secret was for "looking so good," and I glibly replied, "Divorce." But in reality, the secret was you. You helped me to jumpstart a new me! Thank you Doreen, thank you, thank you!" LV

Remember, you are pretty

Doreen





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About Doreen

Doreen Dove is a highly qualified image consultant, personal stylist, dynamic speaker and author whose extensive background in all aspects of retail has uniquely qualified her to work with clients of all ages and professions, coaching them to personal style success.

As an award-winning expert in the field of Image Consulting, Doreen Dove coaches women to use style as a tool to take strategic control of their image and fully engage in the possibilities of their future.

In addition to her one-on-one work with individual clients, Doreen conducts workshops and seminars for corporate groups and speaks at conferences across the country.

Doreen's curated services include:

Complimentary Consultation: Identify your style and strategize your image breakthrough

Closet Edit: Assess your wardrobe and address what's needed

Shopping Services: Doreen shops with you or for you as you learn what to buy, where to shop and what to pay

Digital Look-Book: Never struggle again with creating your signature style with your personal go-to guide

Virtual Styling: A personalized program including phone calls, skype sessions, photo exchanges and link sharing



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Doreen Dove empowers women to use style as a tool to take strategic control of their image and fully engage in the possibilities of their future.

Confidence is Always In Style provides in depth expertise to help you identify and express your most authentic image with humor and clever insight.

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