



What Does Your Image Say About You?

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*"Lacroix, Sweetie, Lacroix" - "Versace" – "Dolce & Gabbana"
"Everything is **Absolutely Fabulous** darling!"*

Have you ever watched the show *Ab Fab* and thought 'Wow look at what Edwina is wearing'? Most of the time she is going 'all out' and 'over the top' and what she is really trying to achieve is to be noticed. We all want to be noticed, but there are ways of being noticed positively and ways that you may not want to be remembered for.

A great example is The Academy Awards. This is a night filled with glitz and glamour where actors are not only honoured for their skills and talents, it's a place where they *really* get noticed...for better or worse.

Can you remember an actor or actress who wore something that looked stunning and really suited them? This year Susan Sarandon not only wore a beautiful gown but her inner image of confidence, peace, strength and being at one with herself allowed her to positively glow.

And can you also remember a time when you have thought 'What were they thinking'? Remember Gwyneth Paltrow from a few years ago?

The image that we choose to project is one of our most powerful forms of communication. Not only is it about the styles, colours and fabrics we choose but on a foundational level, what we wear reflects what we think and feel about ourselves – and we call this our *inner image*.

Our *inner image* is made up of our memories of what we were told as we grew up about what suited us and what didn't, what others believed about us, who we modelled as we grew up, the decisions we made about our physical image and about our self-opinion, our self-identity and our attitudes towards ourselves.

To identify our *inner image* we can ask ourselves some simple questions:

- What do I think and feel about myself?
I think and feel that I am boring.
I think and feel that I am sexy
I think and feel...

- What do I believe about my appearance?
I believe I am plain
I believe that I am beautiful
I believe I am ...
- What is important to me about my appearance?
It is important to me to stand out from the crowd
It is important to me that I don't look harsh and imposing
It is important that I...
- How do I describe my self-identity
I am a corporate executive
I am creative and artistic
I am ...

So what are you communicating? Do you feel empowered and comfortable with these thoughts and feelings? Do you feel comfortable in your own skin?

Sometimes what we say to ourselves is what is holding us back from shining on the inside and from projecting the confidence we would like to. The way we present ourselves is directly influenced by how we feel about ourselves.

Mercedes Fashion Week is on in Sydney at the beginning of May. There will be beautiful models, cameras flashing, catwalks buzzing with colours and styles that celebrate the creativity of the Fashion Industry.

Our *outer image* includes our choice of colours, styles, fabrics, accessories, grooming and how we either throw these together or how we meticulously craft them together. It is influenced by the Fashion Industry each season every year. The important thing to be aware of is that not *all* styles and *all* colours suit everyone. We all have our own unique attributes and physical characteristics that differentiate us from each other and the models in magazines. And as you have now discovered, each one of us also has a unique *inner image*.

Have you ever bought something just because it is in fashion or on sale and find that it sits in the wardrobe because every time you go to wear it you don't 'feel right'? Understanding what compliments us and brings out our *inner image* and unique physical qualities is the key to truly shining.

Once we are aware of our *inner image* and our special physical attributes, the ones that deserve to be highlighted and the ones that can be complemented, then shopping becomes a whole lot easier and will save us time and money.

Learning about colours is one of the aspects in building our image. Have fun and try this simple start to understanding your own colours:

Grab a few things from your wardrobe of different colours. In front of a mirror (preferably in daylight) bring each colour separately up to your face. Notice what it does to the skin around your eyes. Does it make you look well or does it make you look tired? Does it bring out pigments or freckles in your skin or does it give you a smooth healthy glow?

Your Image is a big part of your communication. How we present ourselves and how we feel about ourselves will impact the way that others notice us in the world. Is your *inner image* and *outer image* communicating your best?

To find out more about Image Coaching, [please click here](#)