



5 TOP SECRETS

STYLIST UTILIZES IN YOUR TRANSFORMATION

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# THESE SECRETS WILL INSTANTLY TRANSFORM YOUR LOOK

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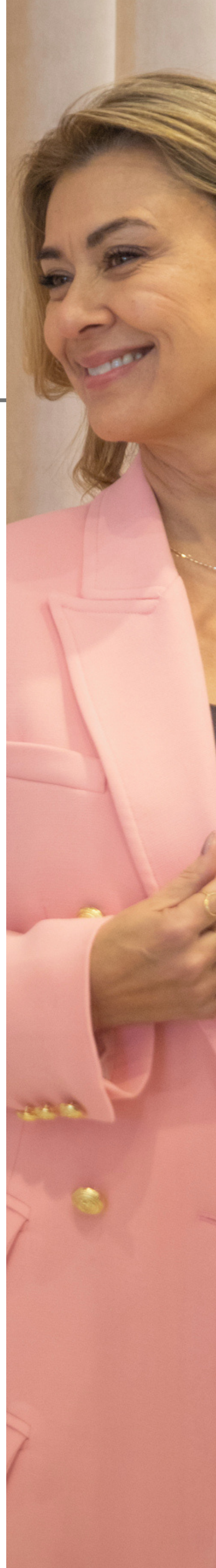
YOU STRATEGICALLY WEAR  
CLOTHES THAT HIDE,  
WEARING THE SAME 15% ON  
A ROTATION, AND YOU WISH  
IT COULD COME ALL  
TOGETHER AND FEEL  
CONFIDENT.

**THEN THIS BOOK IS  
FOR YOU**

StyleSandra will share the  
top recommendations that  
will transform your look and  
confidence. Simple steps to  
achieve a finished look, gain  
ideas on how to increase the  
uses of your wardrobe and  
save money.

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# 01 AVOID THE HUMAN SAUSAGE

Studies have shown that an 85% of people are not satisfied with their abdomen image. In an attempt to hide the dissatisfaction, a new habit has emerged. Here are 3 secrets why it is hurting more.

## SAUSAGE

You're not satisfied, and you have decided that your midriff needs to be covered up. When you pull down your top, you have convinced yourself that it is hidden. Pulling and tugging down your top to 'hide' your belly, tummy, midriff, or stomach creates a long sausage.

## AUTOCORRECT

Consider for a moment you are looking at a painting, but something is not right. You shift into autocorrecting the image. Looking at your 'human sausage' design, we have moved into autocorrecting phase. Therefore, the attempt to hide the tummy is now more at the forefront.

## HOURGLASS

The key is to construct balance by creating the hourglass figure. There are two steps. Ensure your bottoms are sitting at your waist. Next, try a semi-tuck into your i.e. pants. The tuck guarantees a waistline, and you will remove visual weight and the sausage.



"you don't dress  
for today

you dress for  
your vision"

-StyleSandra

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## 02 THOSE FLAWS

We are obsessed with perfection. To the point that it starts to define who we are. We have convinced ourselves that our body is flawed, ugly, and something is wrong with it. Here are 3 secrets you need to know.

### WHO YOU WEARING

Nothing is wrong with your body. The actual issue is you have not found the best fitting clothing for your body type. Each designer caters to a specific body type. Tell that inner voice to go away. Your body design is perfection

### FAKE-IT

Fake it until you make it. You may not believe how awesome you are, but there is a whisper within you that tries to tell you. Take that gold nugget of love, and allow yourself to stand taller, walk stronger until the day you believe it. Most extensive style advice yet!

"Harvard U study has confirmed that people who are put together are perceived as more credible & trustworthy."

### THE DOT

The 'The Dot' gazing is something we all do. While you are trying to admire your look, all you can see is that one thing that annoys you. The other 99% of your look is on the mark. Get away from 'the Dot' gazing. It is not helping you.



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## 03 YOUR NUMBER GAME

Sizing in North America is not regulated.

Manufacturers have created ways to make you feel good about your size by misleading you. In the end, it causes confusion and personal disappointment. Your unique numbers now have a negative self-value. Here are 3 secrets you need to know.

### KNOW THY NUMBERS

Understand that numbers do not define who you are. Your measurements are a tool to assist you in finding your correct sizing. Instead of relying on label size, empower yourself to know what is best for you. Get yourself a sewing measuring tape. Breath, you'll be fine.

### THE HOW TO

Key areas you need for your numbers, by wrapping the tape around and tugging it with your lungs full. The highest point on the chest, under the compartment where the bra sits, waist is the smallest part of the abdominal—the hips, place tape on front hip bones.



### WAY TO SHOP

With numbers and tape in tow, you can measure your clothing size. For all tops, measure from the underarm seam (arm-pit) and stretch the material to see the maximum range. Take your personalized number and divide it in half. i.e. It extends to 20"; you know that anyone with a 40" chest will fit and with room

"Fashion is what  
you buy  
Style is what you do  
with it."

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## 04 CONQUER & DIVIDE

The average person will change clothes 4 to 5 times a day. As each person differs, the said minimum time to change & decide what to wear is 20 mins. You only wear between 15 -18% of your clothing investment.

Here are 3 secrets you need to know.



### SEASONAL

A sure way of not trying on other clothing options in your wardrobe is to keep all of your seasonal clothing together. Spring and fall are ideal for separating, removing and mending past season items. By removing, eliminating and storing your garments, you will more likely start to wear more variety and expand your looks.

### RETURN OF INVESTMENT

Garments have a lifespan. Price does not dictate a longer lifespan. When your favourite shoes have cracked leather, or a top has lost its shape, remember this. You have had your return of investment based on the well-worn effect of the item. There's a time where need to let it go, to bring in a new refreshed version. Tired garments do not add value to your look.

### SAVE MONEY PHASE

You are now cleaning, organizing, and removing what no longer works for you twice a year. It is time to take inventory of what you need to refresh, wish list items and decide what no longer works. This list will serve you well when you see that perfect garment you know you want. Simple planning works for the savings and your shopping high.

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## 05 MIRROR MIRROR ON THE WALL

When entering a home without a full-length mirror in the wardrobe vicinity, it is a true tell sign of how you feel about yourself. Style starts with self-confidence. Here are 3 secrets you need to know.

### LIGHTS ARE IMPORTANT

Your wall mirror is a tool on how to improve your style, confidence, self-love and save you from mishaps. Ensure you have intense lighting, for you don't want any unforgiving shadows in your reflection. Your style starts with a mirror.

### NEED OF A BFF

Out shopping and not sure if the look works for you, then use the mirror. Take a full-length selfie in a well-light area and take a picture. The photograph is reversed due to the mirror image. Also, you will see your look from a different angle. It will give you a better understanding of a different viewpoint.



### SELFIE MODE

As you would on your social media, learn to scroll on your picture. Try this stand in front of a mirror, take a full-length selfie with the phone front masking your face. When analyzing your selfie picture, do it with an unemotional attachment and look at it with a 30-foot perspective.

"Building you from the inside-out"

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STYLING, GUIDING, EMPOWERING

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