

Image Trees - making the world a beautiful place



Knowing what colours and style of clothes (and make-up) suit us best is not always easy to achieve but with a little expert advice it is possible to look great with the minimum of effort.

Local business woman, Jane Mather spent ten years working for a top London firm, six years of which involved acting as the Personal Branding Consultant to members of staff. Demand for her knowledge and expertise at the company was huge. She spent time with all levels of staff, from Directors to Support Staff, to help them develop their own brand, through imparting advice on how to improve their appearance, style and self-promotion.

In January this year she decided to give up the corporate world and focus solely on building up her own business. Image Trees was launched in 2007, initially offering Bridal Make-up services as this has been a passion of Jane's for a long time but since the New Year, Jane has been able to expand on the service and now offers a full personal image service.

When Jane meets with her clients, she finds out as much as she can about the individual and what they would like to achieve. It could be they want to progress to Partner level in their firm or they just want to feel more comfortable in their every day life. Jane will tailor the session to meet the needs of her client, taking into consideration their lifestyle, style preference and ultimately what aspirations they have for their own personal image. She won't try to change her clients but work around their preferences in the most suitable way for them to make the most of themselves.

Most of us appreciate that some colours suit us better than others but did you know just what difference wearing the 'right' colours for you can have? The Colour Analysis sessions involve an array of colours draped over your shoulders to see which colour group is most suited to you for your complexion and colouring. Colours are grouped according to the seasons - Spring, Summer, Autumn and Winter and everyone fits into one of these categories.

I had this done myself a few years ago and I didn't realise quite how big an impact colours can have on how you look. The right colours can make you look healthier, whereas the 'wrong' colours can make you look drab. Jane says "From the right 15 items of clothing you can make up to 50 different outfits because of the various combinations you can achieve".

Jane also offers other packages, alongside one-to-one personal image consultations, namely:

- "Silver or Gold" events tailored for small groups of friends or colleagues. She will identify everyone's 'season' and advise on make-up, jewellery and other accessories, and
- For larger groups Jane runs "Inspirational" events, around for example "How to create the perfect capsule wardrobe" and depending on the requirements of the organiser, she can also bring in her colleagues from other areas of image consulting.

Both types of events can be held at any one of the gorgeous, local venues that Jane has teamed up with, helping to ensure a relaxed, indulgent and thoroughly enjoyable experience.

If you would like to get in touch with Jane to find out more or to book a session, you can contact her on 07906 505 148, via email jane@imagetrees.co.uk or visit www.imagetrees.co.uk

