

When Anne O'Callaghan moved to Singapore from Ireland in January this year, she found the climate a challenge – not just physically, but also because much of her wardrobe was no longer appropriate.



Who's Got Style?

by Philippa Barr

Starting from scratch, and with no real idea of where to shop, she took a friend's advice and consulted Aileen Lane of Nutri-Style. Aileen is a graduate in Biotechnology and Food Engineering, who after nine years in the food industry established the Nutri-Style consultancy. Her aim is to use health-and-style education to improve your self esteem and make you look and feel your best.

EL: Aileen assures me you already had plenty of style when she met you; why did you go to her for advice?

AO: That's just typical of Aileen! She always sees the best in everyone. I was frustrated by not knowing what to wear in this climate, so I initially went to have my colours assessed. I was amazed by the difference a small variation in shade could make to my appearance.

Usually, the next stage is for Aileen to analyse your style. This incorporates two parts: figure analysis and personality. Figure analysis is quantitative: it starts with full body measurements, including analysing the shape of your face, to determine which garment shapes suit you best. It's about balance: adding weight where there is comparatively little; adding curves where there are straight lines.

Your style personality is established via a brief quiz, though Aileen uses her experience and observations to interpret your preferences. Anne has not yet had her style analysed – she skipped straight to shopping assistance.

EL: What did a shopping trip with Aileen involve?

AO: I like to shop off the beaten track, but was having trouble finding my size. She took me to places I would never have thought of going to. Aileen was very open to my opinions and tailored the session to my needs. You do pay Aileen to accompany you on a shopping trip, but it was undoubtedly worth the money. She encouraged me to set a clear budget and list exactly what I wanted before we left; we stuck to it, yet I came home with an incredible collection. It was a real learning experience; I am definitely more aware of the colours and shapes of clothes now, which makes a difference to how I shop and what I choose.

EL: Aileen sells vouchers for her services. Would you buy a style service for a friend, or do you think she might be offended?

AO: I would, definitely. If your friend understands the service Aileen provides and how much you got out of it yourself, she cannot possibly take offence. For a start, it is truly interesting, both for its evaluation of you and for helping you understand what would look good on others. She is extremely professional, sensitive and confidential. As her client, I can go to the monthly talks she organises on different style-related topics, and to her weekly weight-management group.

Call Aileen at Nutri-Style on 9670 9301. Gift vouchers for Christmas are available; you can choose the dollar value you wish to give.