

Makeover

By Denisa Nica

Salma Bhaloo

Occupation: Public Service Executive

Background

At thirty-nine, Salma Bhaloo feels that she needs a change.

"I often have challenges in finding the right fit, both for casual and dressy outfits", Salma says.

Colour is another area where Salma feels she falls short. She says that she has a lot of colour in her wardrobe, but is not sure if she wears the right ones for her own colouring.

"I love clothes and fashion and wanted to update my closet with some items that were new this season



Before

yet would be classic additions to my wardrobe", she says. "Denisa also helped me accessorize the outfits to complete the look we wanted to achieve".

In our first episode, now called "The Wardrobe Makeover", we are addressing Salma's concerns and needs regarding her style, body type, and colour.

Strategy

Salma should wear dark colours on the bottom part of her outfits. She needs to look for tops that have structure, give her a waistline, and sit above the hip; and opt for straight skirts and flat-front pants. We told Salma to not wear tops that are too long and cover her backside, as this shortens her legs.

Clothing and accessories for this column provided by Marilyn's in West Vancouver. Photo credit: Heather Goldsworthy from IMAGEOBSCURA, www.imageobscura.com. Produced by image consultant Denisa Nica www.dnimageconsulting.com.

Work

Curves are great, but balance is the key (isn't it always?). Salma's body type requires a wider leg and higher-waist pant. Because so much of Salma is well-proportioned, we can balance the hips by adding soft layers and volume to the other parts of the body without bulking her up.

In her position as an executive, Salma needs to always wear professional pieces at work. A suit is a great choice because it gives the wearer an air of confidence and authority. Prominent collars on a jacket or shirt balance the hip and "bookend" an outfit. This three-button jacket helps pull everything into place. A jacket shouldn't be tight on the tummy but should create a line that narrows the waist. I direct the focus to Salma's face by adding a top with a shot of colour underneath the suit.

Salma has a warm undertone in her skin; the chocolate brown suit and the orange top are great colour choices for her.



After

After

This is an example of using curves to their best advantage. We couldn't get over how stunning Salma looked in this dress—it seemed as if it had been made for her.

A straight empire-style dress emphasizes Salma's curves while adding balance to her body shape. Duchess satin is structured and has enough weight to support curves and show them off. The detail on the top creates visual focus near her face, and elongates the silhouette. Any great bag would work here—one that matches the outfit or is in bold contrast to it.

Evening



Weekend



A three-quarter single-breasted topper coat with a strong shoulder and details at the top creates a long straight line by camouflaging the hip area. The bright citrus green adds visual interest around Salma's face, making her stand out in a crowd.

Women who carry their weight on the lower halves of their bodies find that their legs appear shorter. Regardless of height, try on a petite-size pant and you may find that it fits you better in the rise.

Always go for a pointy-toed shoe when you're bigger on the bottom. Women with this body type often appear to have longer torsos and shorter legs. Wearing a pointy-toe shoe keeps the leg long.

Try using softer neutrals with brights instead of black (which has a tendency to look harsh for the day), for a more sophisticated colour palette. Try chocolate brown, navy, or charcoal gray. They're still dark and they're just as slimming as black. In Salma's case, the brown turtleneck beautifully complements her warm complexion.

Produced by image consultant
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Denisa Nica brings her clients more than five years of experience in image-related fields. Denisa has appeared on Breakfast TV, Urban Rush and Shaw Express as an expert in image-related topics. Denisa was also quoted in The Province, Vancouver Sun, and 24 Hours, and was a guest on BC Almanac at CBC Radio. Contact Denisa at makeover@viewmagazine.ca.

Read our next month's episode to see Salma's dramatic facial makeover!
And remember, as Fred Astaire said, fashion comes and goes, but good taste is always in style.