

Last month, WIMBN held a series of style and image masterclasses across the country. **Mortgage & Finance Brief's** Stephanie Hollebrandse went along to the Sydney event.

Wendy Mak wears a white, structured dress in a matt fabric with a cap sleeve. A black belt accentuates the slimmest part of her body, the waist, and a pair of black, patent heels with a round toe completes the corporate look.

As host of the WIMBN style and image masterclass and owner of personal styling company Smitten with Style, it's her job to look the part. At this particular event it was also her job to share her style secrets with women in the mortgage and finance industry.

According to Mak's research, visual appearance counts for 55% of the first impression you make. Her fashion strategy, including "understanding your body shape, fabrics, patterns and accessories", ensures you get it right every time.

"Throw out what you think about the five body shapes and start thinking about your body in terms of balances and imbalances," Mak says. "If you focus on the elements of your body you need to balance out to achieve an hourglass shape, creating the right outfit will become significantly easier."

Taking the time to plan your outfits also helps to reduce the time spent lingering in front of an open wardrobe.

"Map out your life in terms of sections: work, gym, special occasions and casual," Mak says. "From here apply the 80/20 rule – 80 per cent of your wardrobe should be classic staples in neutral colours, the remaining 20 per cent accounts for your accent colour clothing and accessories."

It's this smaller portion of your wardrobe that is used to jazz up an outfit – a statement necklace or scarf goes a long way. But Mak's final piece of advice is to let these pieces go at the end of the season. "Colour blocking looks great right now, but next year you'll look like a clown," she says.

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## UPCOMING EVENT

Wednesday 2 May 2012

WIMBN MAY WEBINAR

**The Female Economy: Understanding and Empowering Your Clients**

Larke Riemer, Director of Women's Markets, Westpac.

All MFAA members are entitled to attend

WIMBN events at member prices. The webinar will be broadcast at these times:

ACT, NSW, QLD, TAS and VIC: 1pm-2pm  
 NT and SA: 12.30pm-1.30pm  
 WA: 11am-12.00pm

To register, visit [www.mfaa.com.au](http://www.mfaa.com.au)



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## WENDY'S TOP 5 TIPS:

- 1 Matt fabrics are forgiving and slimming and will always look better in photographs.
- 2 Embellishments are fun, but make sure you're comfortable with the area it's drawing attention to.
- 3 Nine out of ten women look good in a V neckline – it widens the shoulders and balances the bottom half.
- 4 Three quarter sleeves are the most flattering – they reveal the thinnest part of your arm, the wrist.
- 5 Big patterns take a long time for the eye to process, making your shape appear bigger. Small, low colour contrast patterns are easier to process and are therefore more slimming.



1. NSW. From left: Danna Brown, Belinda Williamson, Eva Colbran and Joanne Mather, all Mortgage Choice

2. QLD. Lisa Sanders, Your Future Strategy and Qld State Councillor.

3. VIC. Sue Hayter and guest

4. NSW. From left: Robyn Koski, Pure Finance Partners; Lili Amphone, Pepper Homeloans

5. QLD. From left: Janelle Barnes, BDM for Latrobe Financial; Lanai Carter BDM for AAMC and Pam Andrews BDM for Choice Aggregation Services.

