The Style Factor

Style & Image Consulting
Style. Some say we are born with it, some say not.

From my many years working in the fashion, image consulting, and advertising arenas I truly believe that each of us has an innate style. It is not about wealth, fashion or even beauty, but is rooted in knowing enough about ourselves to develop a consistent personal image and having the confidence to project that image on a daily basis.

And that’s where The Style Factor comes in.

At The Style Factor the emphasis is on true individuality. As a style & image consultant with a wealth of experience, I work with female, male and corporate clients to help them develop their own unique, effortless style, ensuring that it fits with their personal, lifestyle and career goals. To do this, I use a variety of tools, including:

- Colour analysis
- Face & body analysis
- Wardrobe analysis

Whether your aim is to nail that all important promotion, to develop a more updated “look” or to simply feel better about yourself, I will work closely with you to help you uncover your personal style, and to project that style to all around you.

When you arrange a consultation with The Style Factor, you can rest assured that you will be treated with the warmth, professionalism, confidentiality and respect of a valued client. In addition, as a member of the AICI (Association of Image Consultants International) and IICI (Irish Image Consultants Institute), I abide by the code of ethics of both organisations.

So, what are you waiting for? Let’s get started – the world is waiting…….
Services offered by The Style Factor

colour analysis

Individual consultation to determine those colours that work most in harmony with your natural colouring.

Includes a tonal colour analysis, a full explanation of your most desirable colours, a review of your current make-up collection for correct colour use (where applicable), and a full set of colour swatches to assist when shopping.

Face & body analysis

Includes a full style analysis to determine best how to maximise your assets and to minimise perceived imperfections.

This in-depth consultation includes:

- Full facial analysis – to determine face shape, scale of features, skin texture etc.
- Full body shape analysis – includes an analysis of scale, proportion, figure challenges, figure assets etc.
- Lifestyle analysis - to determine your lifestyle needs and style personality

At the end of this consultation, you will be fully aware of:

- How to highlight your face and figure assets and to minimise perceived imperfections through the use of correct necklines, collars, clothing features etc.
- The correct fabrics to wear for your figure scale and proportion
- The correct patterns to wear for your figure scale and proportion
- The correct accessories for your scale and facial characteristics
Wardrobe analysis
A full analysis of your wardrobe content. At the end of this consultation, you will be fully aware of:

- Those items in your wardrobe that should be retained and those that should be discarded and replaced with more suitable items
- How to create your customised capsule wardrobe
- Key investment pieces to add to your wardrobe

Style nights
A customised style evening for you and your friends. Each person will receive an individual colour consultation, and a full set of colour swatches to assist when shopping. A style talk or skin care class is also included, ensuring that you and your guests will leave with plenty of grooming, styling, wardrobe and shopping advice.

All fees are available on request. Special combined rates apply for two or more services ordered together.

Personal shopping
Includes:

Advance consultation to determine your needs* and two shopping options: shop with Deirdre or have Deirdre bring suitable styles to you.

Give the gift of style
Customised gift vouchers available.

*Note, this is not a full image consultation. It is highly recommended that you receive a full colour, and style analysis consultation prior to arranging a personal shopping trip to maximise its benefit.
The Style Factor

www.stylefactor.ie
Deirdre Wynter BA, AICI, IICI (assoc)
Style & Image Consultant

Professional Experience

I am a seasoned fashion industry professional, having gained much of my experience during my time spent in New York from 1990 – 2000.

In addition to successfully building my New York image consulting business, I worked with top international photographers, art directors and models while managing the Bloomingdales and Figleaves fashion advertising accounts for one of New York’s premier advertising and design agencies.

Prior to this, I managed some of New York’s most prestigious fashion clothing stores catering to many of America’s celebrity elite, including Uma Thurman, Susan Sarandon, Eva Herzigova, Brooke Shields, Madonna, and Sarah Jessica Parker.

I have a true “passion for fashion”, I have an enormous interest in fashion forecasting and trends, and I view keeping corporate and individual clients up to date on appropriate trends as an absolute priority.

Academic Qualifications

I hold an honours degree in Communications from Dublin City University, a Diploma in Fashion Buying and Merchandising from Bourke College of Fashion, and a Certificate in Image Consulting from Dublin Institute of Design. I have also completed the Diploma in Image Consulting at Parsons School of Design, New York.

Memberships

I am an associate member of the Association of Image Consultants International (AICI), the Irish Image Consultants Institute (IICI), and the Marketing Institute of Ireland (MII).