



Reporter Lauren Margrave with image consultant Jules Standish.

## What season do you belong to?

**C**ONTRARY to popular belief, there is only a small minority of people who can wear black and look good in it.

Lurking in the depths of women's wardrobes across the country are little black dresses and chunky black cardigans that their owner feels comfortable and confident in, but according to image consultant Jules Standish we should ditch safe and dull for colours that complement our complexion.

According to Jules everyone belongs to one of the four seasons – spring, summer, autumn or winter, and your skin, eye colour and personality determine which bracket you fall into.

A visit to Jules at her home in Rudgwick can help you get it right. It is her job to advise people on what colour foundation, eye make up and colour clothes to wear, in order to make you feel and look the best you can.

Her holistic consultation service begins with a personality test, which for me was frighteningly accurate.

"The process is not just done by colour typing. If you have got blonde hair and blue eyes you are not automatically summer, you may have a hint of spring or autumn in you as well," said Jules.

"Firstly the personality test works out why, for example, someone feels like they have to wear black. Many wear it because they have low self-esteem and a lot of middle aged women wear dark colours because it is easy and they feel comfortable in it. And for women who have been through

trauma and death, wearing black is a melancholic way of dealing with things.

"Dressing in the right colours and applying the right make-up is a lot about confidence building. You can feel good without having to go under the knife and you can do it all naturally with organic makeup. And dressing in brighter colours will psychologically bring people out of their depression."

As a typical spring I have a peachy cream skin complexion and should avoid wearing winter colours like black and autumn colours like brown, close to the skin. But before pointing out the colours I should opt for Jules gave me foundation advice.

"Women have the biggest problem with foundation," said Jules. "Most of them have not got a clue what skin tone they are and what they do not realise is that if they get this right then everything else will fall into place and come into harmony."

"Skin tone is genetic, you might get more tanned but fundamentally it always stays the same and people must understand this."

Next comes the eye test where Jules uses a magnified mirror to actually show me the inside of my eye to notice the colour and pattern.

Although predominantly my eyes are blue, a closer inspection reveals that they have a ring of yellow around the pupil, meaning that occasional they appear green.

Using completely organic make-up Jules began applying highlighter and eyeshadow to my eyelids and a natural lip-gloss to my lips.

"Women are ignorant of what they put on their face," said Jules. "60% of what you put on your skin and 90% of what you put on your lips and mouth is absorbed, but people's perception of organic is still quite negative. It has not got the same glamorous image to it as Dior or Chanel."

Sitting me in front of the mirror with corrective lights blazing, Jules began placing different coloured drapes over me so that I could see for myself what suited and what did not.

To my horror, when she put the black cloth on me it picked out and accentuated all the dark shadows on my face and made me look completely washed out.

Jules said: "It is a fantastic opportunity for the clients to see for themselves what the different colours are doing for their face. It makes them understand what it is that makes them feel better and what makes them feel worse."

"Winter is the only season that can happily wear black and get away with it as the colour looks for black on your face and can dramatically age people. This does not mean you can not wear black at all but you just do not wear it next the face and have to team it with a brighter colour or some gold jewellery."

She added: "When people say you look good today, it is because you are wearing the right colour and the drapes will give the definite and honest answer."

Jules also offers advice on accessories, showing women how to make the most of them. She insists that although belts, scarves and jewellery are so simple, people rarely make use of them.

"It just shows that you can buy things that are cheap and transform an entire outfit. It is just about finding a way to make things work for you," she added.

For more information and prices on the services Jules offers visit [www.colourconsultancy.co.uk](http://www.colourconsultancy.co.uk) alternatively call Jules on 01403 822565 or 07831 137433.

### Wardrobe clearing and styling in your own home

■ Clients also have the choice to take Jules' service further as she offers wardrobe clearing and styling in the convenience of their own home.

This process takes about three hours and following it Jules writes a personalised style report including everything dis-

cussed, advice on the style of clothes, how to shop and how to use the colour fan, which features all the colours suited to your season. She also offers a personal shopping service, where Jules will ask the client for a budget and then go out shopping with them for up to three hours.