

THE MAD MINUTE

with **SARAH DONGES**

Personal stylist and owner of thebeautytutor.com



Helping people find their own personal style is a passion for this woman, who advises not getting carried away in the sales.

Q. You help with personal styling, shopping and wardrobe advice. What makes you an expert on fashion?

A. On the theory side I studied colour and design which led to a career as a retail buyer across womens wear, menswear, accessories and cosmetics in both the UK and Australia. On the practical side I have always been creative and I am fortunate to have discovered what I am good at.

Q. Why are your first consultations free?

A. We are all so individual and I like to meet each person first and discuss what areas they need help in, and then put together a package that best suits their needs.

Q. What do you do in a consultation and how long does it last for?

A. It's split into separate parts, the wardrobe detox, personal shopping, style guide and make-up lesson, and can take anywhere from 4 to 12 hours, depending if you would like one or all the stages. The wardrobe detox starts off with a body shape analysis and is a 2-3 hour process. The process involves going through your wardrobe and eliminating clothes that don't suit your body shape and clothes that are not your colour.

Q. What happens then?

A. We hit the shops for personal shopping for about 3 to 4 hours and purchase everything on your list to create a functional wardrobe that will suite your personality, your lifestyle and your body shape. Then we bring it all together into a style guide.

Q. What's involved in your make-up lessons?

A. This is a 1½ to 2-hour lesson and starts with a make-up detox and eliminates any items in your make-up bag that are not suited to you and a shopping list of items to purchase. A brow shape is also optional. The eyebrow shape makes a huge difference and it always surprises me how fantastic eyebrows can make the face look.

Q. When do you start charging for your advice?

A. After we have decided what areas you need help in and I turn up to your house armed with garbage bags and a tape measure.

Q. Do you consult men and women?

A. Yes I consult both. Both sexes need help.

Q. Why do people make the wrong choices with fashion?

A. If it's sale time people get so excited about buying an item because it's reduced rather than something that looks great and they need. They also don't go shopping with the rest of their wardrobe in mind. You need to make sure you purchase items that will co-ordinate with four other items in your wardrobe so you will get the maximum amount of wear.

Q. Are the "how to mix and match" sections in magazines helpful?

A. Generally no. They are usually for the fashion junkies who want quick-fix, in-and-out products, rather than highlighting how the basic items in your wardrobe can be teamed with the new season fashions.

Q. What should people do if they impulse buy?

A. Think of all the money you are wasting. Do you really need it? People impulse buy because they're busy and don't have time, so make the time or have someone shop for you.

— with **SHOBA RAO**