

LOOKING YOUR BEST

Image Control

by Hope Katz Gibbs

Do you look in the mirror... and grimace? Well, take another look. Image consultant Lynne Glassman, has some uplifting, figure-enhancing, makeup-improving tips that will make you feel more beautiful in your own skin. "In a culture where people are judged in the first five seconds of an encounter, from job interviews to sales calls to social gatherings, your image is very important," says Glassman, a 50-something Georgetown woman who has helped countless women upgrade their professional wardrobes, spiff up their hairdos and enhance their beauty with colors selected correctly for their makeup and clothes. "After all," says Glassman, "every woman has assets. Sometimes it just takes a little know-how to enhance them."

Women can often identify their flaws in a second, but are hard-pressed to come up with solutions that would enhance their assets, Glassman explains. The truth is that when you identify and accentuate your positive qualities, whether for your figure or for your face, your image problems will take care of themselves.

Glassman knows the value of looking your best. She grew up listening to fashion and beauty tips offered to other women by her mother, Muriel Woronov, a model who, in the '50s, '60s and '70s, was a popular image consultant in upstate New York.

For much of her career, however, Glassman steered clear of the fashion world, opting instead to work in the field of education. An academic by nature, she received her masters in special education from Columbia University and a doctorate in education from American University.

From 1980 to 1993, Glassman worked as the director of network operations for the National School Boards Association, then served as the associate executive director for the American Association of School Superintendents until 1997, when she decided it was time to change fields and revisit her fashion-conscious roots.

"I loved working on behalf of public education, but increasingly was feeling unfulfilled and frustrated," Glassman admits. "To relax, I'd take my friends shopping for clothes that they would look great in. Eventually, I became their personal shopper. One day it dawned on me: if being a personal shopper was what made me happy, I should do it for a living."

The self-proclaimed "Doctor of Dress" quit her day job and set off to build a business that has grown in the last six years to include face shape and color analysis, closet surgery, silhouette analysis and seminars. Glassman received training from a California company called "Beauty for All Seasons" (now part of Jeunique International), which provided her with certification in image consulting and color analysis, a line of cosmetics to sell, and a computer program that systematically identifies a client's best colors for her clothing and her makeup and a skin care regimen.

That's the science part of her job. But the art of making women look and feel more put together is all Glassman. Today, she conducts seminars including "Elements of Personal Style," among others, held in Arlington and Alexandria, VA, and at Rancho La Puerto, a tony spa in

continued on page 72



Photos by Hilary Schwab Photography

Lynne Glassman (center) helps two Washington women undergo a makeover.



Kristina Bouweiri Before



Kristina Bouweiri After



Stefani Cuschnir Before



Stefani Cuschnir After

Image Control

continued from page 50

Mexico. Each day she sees a minimum of two clients, including professional women, men and teens, as well as CEOs, television news anchors, grandmothers and housewives. This year Glassman was tapped to coach one of the Miss America contestants.

"Even if you aren't vying to be Miss America, everyone should try look her best," she says. "It isn't hard. You just have to know to enhance your best God-given characteristics."

Modeling Assignment

On a recent misty Monday, *Washington Woman* put Glassman's skills to the test and asked two Washington women to be the models for the day—Kristina Bouweiri, co-owner of Reston Limousine in Sterling, VA, and Stefani Cuschnir, a top saleswoman at CLB Printing in Kensington, MD.

"I am so excited about this," Kristina confided. "I can't wait to see what she'll do to me!" Stefani was slightly more reserved. "I hate makeup," she admitted. "I rarely wear anything more than mascara and a little lipstick. This is going to be strange."

Immediately, Glassman identified the blonde-haired, blue-eyed Kristina as having light, iridescent summer coloring. Stefani was a contrasting exotic winter brunette. With the data confirmed by the Jeunique computer program, both women cleansed their faces to remove their makeup, and Glassman went to work.

"Kristina's face is rectangular, and her coloring is definitely cool and summery," Glassman reported as she chose appropriate foundation, eyeshadow and blush shades, using them to accent Kristina's face shape. Glassman then applied a coating of mascara before the executive helped pick clothing colors that would highlight her tones. "Yellow-based green is definitely not in your color palette," Glassman said as Kristina held an olive-colored swatch to her face. "I'm not sure about black. Although almost everyone loves to wear black, it doesn't suit all women. I'd go with navy. And white. Yes, you'll look wonderful in a cool, bluish white." Kristina changed into a dark suit, accented by a crisp white blouse. She added a single strand of pearls and pearl earrings. "Now that harmonizes with your coloring and sets off your features," Glassman exclaimed when Kristina returned to the room. The cool navy suit looks great because you have the white blouse underneath it and close to your face. The pearl necklace and earrings add a classic, yet executive feel to your image."

Next was Stefani's turn.

"You know, I hate makeup," Stefani repeated. "Yes, my dear, but you are quite striking and shouldn't be afraid to show it off," Glassman advised. "This makeup will bring out the shininess of your eyes. Don't worry." Stefani closed her eyes and let Glassman work her magic. Indeed, a little foundation, some dark but subtle eye shadow, a coating of mascara and lipstick in the right hue of pink brought a smile to Stefani's face. "You know, I think I'll buy that lipstick," she said before heading off to pull back her hair, change her earrings, add a necklace and remove her glasses and jacket. "Beautiful!" said Glassman when Stefani returned. "Just beautiful. You know, I try to spend a lot of time with my clients so they understand what I see in them. I know it sounds trite, but I honestly believe everyone can look beautiful," Glassman concluded. "Women simply need to choose the right makeup colors and clothing styles. As long as they are going to go out and spend their hard-earned money on makeup and clothes, they might as well choose what looks best on them. I feel it is my calling to help them do just that."

Hope Katz Gibbs is a freelance writer based in Clifton, VA.

Fees And Free Fashion And Makeup Tips

A shopping or surgery closet session with Glassman is \$70 per hour, a color analysis \$100, a face shape analysis \$50, a silhouette analysis \$100, a color analysis and makeover \$125. Women can also get a few good tips from Glassman's website at <http://www.doctorofdress.com>

Here are a few more fashion friendly ideas to consider.

On Makeup

Blush: Your blush color should blend naturally, adding a subtle glow. The softer your coloring, the softer the blush should be.

The right lipstick color: Your lipstick shade should be the same intensity as your eyes. To create a glossy mouth that lasts, use a lip liner to fill in lips completely (not just the outline), then add your lipstick and finish with a lip sheen.

Fatten your lashes: Always try to make a statement with your lashes by making them full and flirtatious. Consider a "fat lash" mascara, which conditions your lashes while making them look sexy, longer and thicker.

On Illusion Dressing

Dark clothes make a body look more slender: Depending upon your coloring, opt for black, brown, navy, dark green or burgundy because darker shades absorb light and recede into the background. Dark colors are great for concealing challenging areas.

The benefits of monochromatic dressing: Dressing in one color or like shades creates a strong vertical line which elongates the body and makes you look taller and thinner.

Shoes: Your shoes should be the same color value or darker than your hemline. The overall effect gives a finished look, rather than calling attention just to the feet.

Shoulder bags: A shoulder bag is convenient for access, but choose one that doesn't bounce on a heavy area of your body.

Jewelry

Create an illusion: Choose earrings that balance your proportions and direct the viewer's eye to your assets. Big, bold earrings draw attention to the face. Gold, for example, can bring out the yellow in your eyes.

Long, narrow faces: Round earrings and choker necklaces add width.

Round faces: Long earrings and necklaces will lengthen and narrow a rounded face.

Broad hips: A bold pin placed on the shoulder will divert attention from the hips.

Pretty fingers: A striking bracelet or cuff can bring attention to beautiful hands and well-manicured nails.

More questions for Lynne Glassman? Contact her at www.doctorofdress.com, lynne.glassman@verizon.net or call 202-338-8781.