

# allyfraser

STYLE CONSULTANT

instant style booster



*“I created my consultancy to bring the image industry into the 21st century. With clear easy to remember guidelines, I help people create a blueprint to make them look stylish and contemporary - whatever the occasion.”*

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email: [ally@allyfraser.co.uk](mailto:ally@allyfraser.co.uk)

address: 2 Kelmor Grove, London SE22 9BH

# about me

*"Clients want honest, expert advice with friendly encouragement.*

*I'm passionate about making people look their best. My philosophy is simple - everyone can look great by following some simple style guidelines because our clothes talk even when we don't!*

*Nothing beats the feeling of looking great and my clients love the confidence gained from constant compliments.*

*Thousands have already benefited from my expertise through personal one to one consultations, television appearances and magazine articles.*

*You too can find out how to make your wardrobe work with my Instant Style Booster, simply fill in this detailed questionnaire and send it back to me with payment and two photos: a head and shoulders shot and a full, head to toe shot."*



*Ally*

*Return address: 2 Kelmore Grove London SE22 9BH*

# about you

Surname: \_\_\_\_\_

Forename: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Daytime telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Age:  25 and under  26-40  41-50  51-60  Over 60

Occupation: \_\_\_\_\_

I enclose a cheque for £60 made payable to  
Ally Fraser for my personal Instant Style Booster.

Cheque - No. \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# personal details

*My clients often come to me for a reason, so when I first meet them I ask them a lot of questions about themselves, their lifestyle, their work and what they do for fun – to work out what they need from their wardrobe. I can look at your colouring and bodyshape to tell you what suits you. However, to have a wardrobe that truly works it also needs to reflect your lifestyle and your personality. So tell me a bit about yourself below to help build a picture of who you really are and how you live your life. All of your clothes should reflect your lifestyle. I am a married mother of one, who runs a business... who are you?*

## lifestyle

*You may be single or in a relationship? You might have kids? Your lifestyle may have changed recently, if so how?*

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## worklife

*Do you work? If so, is it full or part-time? What does your job entail and does it dictate your working wardrobe?*

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## sociallife

*Do you go out a lot? Does your social life revolve around clubs and bars, or are you more interested in sport and leisure? Perhaps you prefer socialising with a group of close friends or maybe holiday a lot?*

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## yourwardrobe

*Do you purchase a lot of clothes? Do you keep them for a long time? Where do you regularly shop?*

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# yourshape

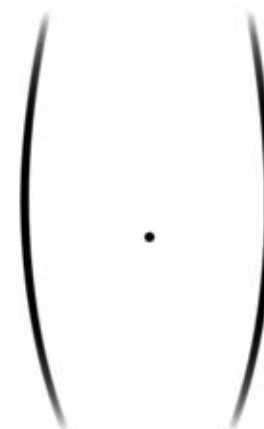
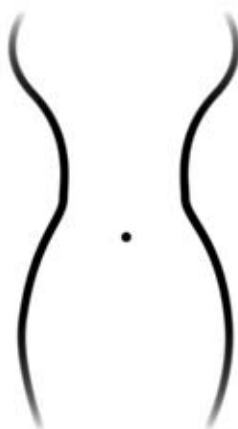
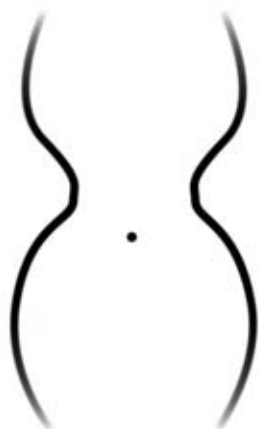
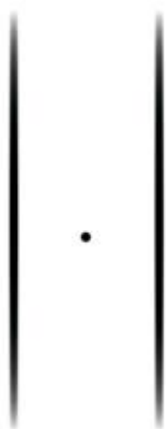
Tick the figure which most closely resembles your shape:

Figure 1

Figure 2

Figure 3

Figure 4



*straight ribcage,  
little waist emphasis,  
flat hips/thighs*

*short ribcage, low bust,  
some waist emphasis,  
high hipline*

*long ribcage, high bust,  
obvious waistline,  
low hipline*

*wide ribcage, full bust,  
no waistline, full hips*

Height:  5'3" and under  5'4" to 5'7"

5'8" and over

Weight:  7st - 9st

9st - 11st

11st - 13st

over 13st

Dress size:  6  8  10  12

14  16

18

20

20+

*(Please tick all sizes you regularly buy.)*

# yourproportions

Choose upto **three** figure concerns from the list below. Select those which cause you most problems:

Long/thin neck

Large hips/tum/bum

Short neck/double chin

Flat hips/tum/bum

Narrow/sloping shoulders

Thick calves/ankles

Broad shoulders

Skinny calves/ankles

Large bust

Petite (under 5'4")

Small/no bust

Tall (over 5'8")

Long midriff  
(long distance between  
bust/waist)

Underweight

Short midriff  
(short distance between  
bust/waist)

Overweight

# yourmeasurements

Shoulders: \_\_\_\_\_ cm (measure totally around shoulders with tape across collarbones)

Bust: \_\_\_\_\_ cm (measure through fullest part of bust) Bra cup size: \_\_\_\_\_








Rib cage: \_\_\_\_\_ cm (measure around the ribcage under bust)

Waist: \_\_\_\_\_ cm (measure around the natural waistline, keep tape loose)

Hips: \_\_\_\_\_ cm (measure around fullest part of hips)

# faceshape

Tick the shape closest to your own. Push hair completely back from your face to analyse its shape.

- |  |  |  |
|--|--|--|
| <input type="checkbox"/>  <input type="checkbox"/> <b>Round</b><br><i>width and length equal with curved outline</i> | <input type="checkbox"/>  <input type="checkbox"/> <b>Pear</b><br><i>narrow forehead with wide chin</i>                 | <input type="checkbox"/>  <input type="checkbox"/> <b>Diamond</b><br><i>narrow forehead and chin with wide cheekbones</i> |
| <input type="checkbox"/>  <input type="checkbox"/> <b>Heart</b><br><i>wide forehead and narrow chin</i>              | <input type="checkbox"/>  <input type="checkbox"/> <b>Rectangle</b><br><i>longer than wider with straight outline</i>   |  |
| <input type="checkbox"/>  <input type="checkbox"/> <b>Oval</b><br><i>longer than wider with curved outline</i>       | <input type="checkbox"/>  <input type="checkbox"/> <b>Square</b><br><i>width and length equal with straight outline</i> |  |

# yourfeatures

Tick the options closest to your own facial features:

- |  |   |
|--|---|
| <b>Eyebrows:</b> <input type="checkbox"/> Curved/rounded <input type="checkbox"/> Straight/angular | <b>Nose:</b> <input type="checkbox"/> Round/full/squat <input type="checkbox"/> Thin/straight/pointed |
| <b>Eyes:</b> <input type="checkbox"/> Full/round <input type="checkbox"/> Almond                   | <b>Lips:</b> <input type="checkbox"/> Full/rounded <input type="checkbox"/> Thin/straight             |
| <b>Cheeks:</b> <input type="checkbox"/> Soft/rounded <input type="checkbox"/> Prominent bones      | <b>Chin:</b> <input type="checkbox"/> Curved/rounded <input type="checkbox"/> Thin/straight           |

# yourcolouring

Hair colour - Tick the shade closest to your **present** hair colour: *(This may not be your natural shade if your hair is coloured or highlighted)*

- |  |  |   |   |
|--|--|---|---|
| <input type="checkbox"/> <b>White</b><br><i>snowy hair with no traces of yellow at all</i>   | <input type="checkbox"/> <b>Silver grey</b><br><i>steely colour of mixed white and dark shades</i> | <input type="checkbox"/> <b>Yellow grey</b><br><i>'salt 'n' pepper' hair: mix of white/brown/yellow</i> | <input type="checkbox"/> <b>Auburn (red/brown)</b><br><i>a brown shade with visible red/chestnut glints</i> |
| <input type="checkbox"/> <b>Cool blonde</b><br><i>a blonde with no visible golden shades</i> | <input type="checkbox"/> <b>Ginger (light red)</b><br><i>a bright, carrot-red</i>                  | <input type="checkbox"/> <b>Dark brown</b><br><i>includes mahogany; burgundy and plum</i>               | <input type="checkbox"/> <b>Black</b><br><i>very dark brown, can look 'blue' on Asian/African hair</i>      |
| <input type="checkbox"/> <b>Light brown</b><br><i>often referred to as 'mousy'</i>           | <input type="checkbox"/> <b>Medium brown</b><br><i>a mid-brown</i>                                 | <input type="checkbox"/> <b>Warm blonde</b><br><i>golden or strawberry blonde</i>                       | <input type="checkbox"/> <b>Copper (dark red)</b><br><i>a richer, darker shade of red</i>                   |

Skin characteristics - Tick the options which best describe your skin:

- |  |
|--|
| <b>Freckles</b> (on face only): <input type="checkbox"/> None/few only <input type="checkbox"/> Some - usually on nose <input type="checkbox"/> Many - all over face   |
| <b>Tone</b> (without foundation): <input type="checkbox"/> Fair ( <i>pale/rosy/ruddy</i> ) <input type="checkbox"/> Medium ( <i>beige/sallow/olive</i> ) <input type="checkbox"/> Dark ( <i>bronze/brown/black</i> )   |
| <b>Tanning</b> (reaction to Sun): <input type="checkbox"/> Burns easily<br><i>goes red, blotchy and never goes brown</i> <input type="checkbox"/> Tans gradually<br><i>goes red first and gradually goes light brown</i> <input type="checkbox"/> Tans easily<br><i>never burns and tans to a deep brown shade</i> |

Eye colour - Tick the shade closest to your eye colour:

- |  |   |   |   |
|--|---|---|---|
| <input type="checkbox"/> <b>Blue</b><br><i>a clear transparent blue (not cloudy)</i>   | <input type="checkbox"/> <b>Blue/grey</b><br><i>a cloudy, greyish blue (often an older eye)</i> | <input type="checkbox"/> <b>Blue/green</b><br><i>changes colour in different light from blue to green</i> | <input type="checkbox"/> <b>Grey brown</b><br><i>a greyish film over a brown eye (often an older eye)</i> |
| <input type="checkbox"/> <b>Green</b><br><i>a clear transparent green (not cloudy)</i> | <input type="checkbox"/> <b>Bright hazel</b><br><i>an orangey centre with green brown outer</i> | <input type="checkbox"/> <b>Hazel</b><br><i>a deep, green/brown colour all over</i>                       | <input type="checkbox"/> <b>Dark brown</b><br><i>almost black (often dark skinned)</i>                    |
| <input type="checkbox"/> <b>Golden brown</b><br><i>a bright orangey-brown</i>          |   |   |   |

**Thank you for taking the time to fill out the Instant Style Booster. Now simply return it with your photos and payment to: Ally Fraser, 2 Kelmore Grove, London SE22 9BH. Once your details have been processed I will contact you personally.**