



UNIQUELY YOU

eZine by Orene
FALL 2008, 2nd Edition

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Orene Kearn, AICI



Hi all,

Below is an article that has appeared in several publications. I feel that it is important in these troubling times. We still need to feel good about ourselves!

New Life for an Old Wardrobe Image Consultant Helps Clients Save Money During Tough Times

As clothing store sales dwindle under the current economy, Orene Kearn is out to prove that being in style doesn't have to be an expensive task. Under the current economic crisis, women and men are cutting back on spending in any way they can, especially when it comes to clothes shopping. Orene, a certified image and wardrobe consultant in San Francisco, understands this need to cut back and developed an affordable Closet Audit program to help people find new life in an old wardrobe.



“Even when Money is tight, it is important to present a sharp, appropriate sense of style and to look and feel your best, said Orene. “With my new Closet Audit, I help clients discover the potential that already exists in their current wardrobes.”



Many people assume image consulting is a luxury service that only the wealthy can afford, but Orene believes image consulting can actually help clients save money. Instead of regularly spending on clothing items in an attempt to stay current with fashion trends, Orene suggests evaluating items in the closet to find what works. “Instead of buying a whole new wardrobe, invest in an image consultant who can help determine what is in style, what looks good, what doesn't and which pieces are needed to complete the wardrobe.”

On Orene's newly launched Web site, she offers a Renewal Package with four hours of personal image consulting services to help clients learn their style profile and examine their current wardrobe. The package costs only \$250 and includes a fit and style analysis, lifestyle and personality wardrobe assessment, wardrobe building strategies, weeding through the closet and removing items that no longer work, clearing out past mistakes, finding out where to alter existing pieces, creating great new outfits using the existing wardrobe, prioritizing items needed to fill in and creating an affordable shopping game plan.

“After my Closet Audit, clients often feel a sense of renewal, accomplishment and relief,” said Orene. “It helps find new life in older clothes, encourages them to get rid of clothes they don't need or wear and help them realize they don't need to spend a fortune to revamp their style.”

Orene is based in Burlingame, California and offers a variety of image consulting services to customers in the Bay Area. A complete list of her services and rates can be found online at www.orene.net.

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MY NEWLY REDONE WEBSITE

Check out my newly redone website! Visit the Style File for Men's and Women's Fashion Tips. Try my fun quiz to see how risky you are with fashion!
www.orene.net

SPECIAL PACKAGES

The Discovery (1 hr) – \$70.00 (save \$10)

The Image Assessment plan for any budget. Learn your style profile and set goals!

- Fit and Style Analysis
- Lifestyle and Personality Wardrobe Assessment
- Wardrobe Building strategies

The Renewal (4 hrs) – \$250 (save \$70)

The Image Assessment and Closet Audit plans combined to suit your needs. Learn your style profile and make your existing closet work for you! Includes every-thing in The Discovery Package and the following:

- Weeding through your closet and removing items that no longer work
- Clearing out past mistakes or gifts from well-meaning friends
- Finding out where to alter existing pieces to make them fit better
- Creating great new outfits using your existing wardrobe
- Prioritizing items you need to fill in
- Create a shopping game plan

The Transformation (8 hrs) – \$480 (save \$170)

The complete package for a total style makeover. The complete three-step process includes the Image Assessment, Closet Audit and Personal Shopping to help you look great and create an image that is uniquely you! Includes everything in The Discovery package, The Renewal package and the following:

- Shopping for terrific new outfits
- Filling in missing pieces and integrating new with old
- Shopping for a specific event (weddings, Bar mitzvahs, holiday parties)
- Shopping for a new job, interview or business casual attire
- Shopping for lifestyle garments such as exercise and resort wear
- Shopping for great accessories

