



Image consultants and former Wagga women Anna and Isobel Martin believe people can save hundreds of dollars a year by simply taking a long, hard look at their wardrobe. In this picture the sisters, who own Izziana Image Consultants, show how a suit jacket can be teamed with a pair of jeans creating both a formal and casual look.

## How to reinvent your wardrobe, save money



with Riverina magazine writer Stacey Post



### IT'S YOUR MONEY

#### TOP TIPS

IF YOU were to take a look at your wardrobe how many items would you find stuffed up the back, worn once or, worse still, never worn with tags still attached?

Sure, they were purchased with the best of intentions and the idea of wearing them again and again. But there reality? Thrown in the closet and never seen the light of day.

According to image consultant and former Wagga woman Isobel Martin, many people would be unaware that they are wasting thou-

sands of dollars a year on fashion items they have never worn.

With the current financial crisis forcing many people to tighten their belts, Isobel, part-owner of Izziana Image Consultants based in Sydney, recommends people take a long, hard look at their wardrobe.

Isobel said on average people will spend between \$2000 and \$5000 each year on clothing and fashion-related items, including shoes and accessories.

However, by following a few simple fashion rules and guidelines, Isobel said people can easily keep those thousands of dollars in their own pockets instead of in retail registers.

Isobel said having the knowledge about what works for an individual body shape and what does not is the first step.

"Identifying what works for the individual is the key," she said.

"Knowing what are the right colours for them, how to wear clothes properly and to suit and flatter a specific body line are all fundamental elements."

Once these simple factors are established, Isobel said people will be well on their way to minimising their fashion expenditure.

"There is no use spending hundreds or thousands of dollars on clothes to get them home and simply not wear them," she said.

"I strongly believe if you have a functional wardrobe you will have a functional life.

"With a little bit of education on fashion, people will find they are spending less time getting ready in the morning, less effort at the shops and putting more

money in their pocket."

Isobel said once an individual style has been established, clothes shopping will be made hassle-free and, most importantly, cost effective.

"Once you know what works for you shopping and going to a sale will be a lot easier. You will be able to walk into a shop find a item and instantly know if it will suit you and hopefully score a bargain."

"Where as if you don't know what you are looking for it is not going to be a bargain and will probably end up at the back of the cupboard," she said.

But, even before rushing out and hitting the shops, Isobel strongly suggests people look at the items already in their wardrobe.

She said reinventing old pieces was a great money saver.

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