

Course teaches threads of life-long fashion success

IT takes more than just slapping on some designer threads to be deemed fashionable.

Fashion is all about projecting to the world who we are and who we want to be through what we wear and how we choose to wear it.

That's what stylist and image consultant, Elli Lavon, is teaching clients of Greenslopes-based Elevate Personal and Corporate Image Solutions.

In her four-session courses, she takes people through what they should have in the wardrobe, where they're going right and what to walk straight past.

"Everybody has the features they love to show off and a lot of people have their insecurities and a bit of a complex about it," she said.

"It's all about making people feel good about themselves and what they are wearing."

She said while some television shows examine what people are currently wearing and make fun of them in an attempt to change bad fashion habits, her style is to take them through what she

Celebrity wardrobe mistakes

YOU only have to switch on the television or flick through a newspaper or magazine – it's not hard to find examples of people guilty of going against Elli Lavon's professional advice.

Gretel Killeen

Gretel Killeen is the perfect example of mutton dressed as lamb. The reason Gretel looks so dreadful is: Gretel does not dress for her age or figure and she is a fashion victim, meaning she follows the trends and fads of the latest fashion but has no personal style of her own. Had she had her own unique personal style, the trends and fads would be irrelevant – she would always look classic and stylish in whatever she wore.



would change, why and how they can make better fashion choices.

"That's why I get out of bed in the morning," she said.

"What people wear really makes a difference to their confidence and it really can change the way some people see them-

selves and others see them."

The courses are conducted on a one-on-one basis and take people through what colours, stores and designs they should keep a look out for, giving people the tools to continue looking good.

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great examples of how not to dress

Julia Gillard

Julia Gillard is a great example of lamb dressed as mutton. Here's a young woman with amazing potential. She bears quite lovely facial features and has a good figure. But she dresses like she's 80 years old. If she jazzed up her wardrobe with some more up-to-date quality suits, and started wearing colours which made her look healthy and energised rather than dull and tired, we would see a very smart, young and quite lovely looking Julia.



has a fabulous figure, so many of the high fashion trends which are quite horrid and unflattering on most women don't look too terrible on her. And she definitely dresses for her personality. There's nothing serious or profound about her or her life.



She is a young, rich party girl and her clothes express just that: flimsy, airy, frilly, pastel coloured, fun, light weight, very short dresses. So, although I would love to criticise Paris's dress sense, I actually think she dresses perfectly FOR HER.

Paris Hilton

Paris is lucky she

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"What you wear is so individual, it has to reflect your personality and who you are and what you do," she said.

Miss Lavon has gone from co-ordinating combat operations as a member of her native Israeli

Army, to co-ordinating wardrobes, since arriving in Australia five years ago. She said she works directly with the president of the Association of Image Consultants International, to bring the best possible service and products to Brisbane.

■ Visit www.elliv8.com.



■ Colourful career ... image consultant Elli Lavon with some of the tools of her trade.