

# **ULTIMATE FASHION SECRETS HANDBOOK**

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**25 MUST-DO TECHNIQUES REVEALED TO  
HELP YOU ACCESSORISE AND DRESS  
ACCORDING TO YOUR BODY SHAPE.  
TOP FASHION EXPERTS SPILL THE BEANS.**

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**hemp**safari

Do you want to learn the secrets used by fashion experts to match the right outfits and accessories to body shapes? We may not always be conscious of this, but the clothes and accessories we wear aren't just practical, they also communicate a powerful message to the world around us. If you get it right, fashion can be used as a way of boosting your self-confidence as well as a means of telling a story and expressing your own unique sense of individuality.



## LET'S MAKE THIS RIGHT!

Nobody wants to suffer the indignity and embarrassment of an EPIC wardrobe fail, but it happens all the time, and - wanna know the worst part about it? Most people are completely oblivious, because even BFF's are too polite to mention it!

Wardrobe shame, well, it's a bit like unwittingly treading into that ubiquitous dog turd. (Yes, we've all done it, I know). The smell follows you around all day, leaving a lingering whiff behind you enough to wilt flowers, only to discover the cause of the sus pong (you could smell it, but was sure it was coming from one of your co-workers) hours later and realise to your horror after a quick sniff, that YOU are the culprit. What a BUMMER! No one says a thing right! Cos' they're all like, 'If you smelt it you dealt it'

Or, what about like that time you ate a salad for lunch, only to discover your worst nightmare come true, after a quick mirror check, that you had been cheerfully laughing and blabbing all afternoon with a fat piece of spinach stuck between your front teeth! What a DOWNER and no heads up, right?

Let's face it, in life sometimes shit just happens, but follow these little-known secret techniques and you'll avoid all future wardrobe fails like a BOSS. In fact, using these techniques might even lead to unexpectedly positive and life changing events such as: increased confidence and self-esteem, which could lead to a promotion at work, higher salary, which helps you afford your own apartment or a luxury holiday. Now go out and get DRESSED FOR SUCCESS!

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# Getting started:

## Choose a focus point

Before we dive straight in with the big reveal, it's important to know what and where to focus our attention. So, let's start by breaking it down into some easy to digest focus points that will help prep you for success:



**Get your accessories right to set you up for a crushin' victory.**

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**Choose the correct styles and colour combos for your body shape and look ah-friggin-mazin.**

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# Get your accessories right to set you up for a win

Let's focus on the following ACCESSORIES:



Handbags



Shoes



Belts



Necklaces



# Handbags/Purses



It should go without saying, but it's surprising how many women fall into the trap of not giving their handbags the same level of scrutiny as they would a dress or pair of jeans!

The kind of handbag you carry speaks volumes about your sense of style, your career, and your life in general! But did you know that **the right handbag can flatter your shape just as much as the right pair of jeans?**

You're probably unaware, but people automatically make assumptions and form opinions about you based on your bag. So, if you want to project a confident, stylish appearance, follow **SECRET #1** when shopping for a handbag/purse that will not only fit your needs, your taste and flatter your shape, but ALSO aligns itself with your core values.

**GET YER HANDLE ON THE  
LOW DOWN!**

## There's a ton of body types

Now, repeat after me: PROPORTION, PROPORTION, PROPORTION. This is the foundation to a winning formula, so when choosing your perfect **handbag**, don't just think about the latest styles and trends.

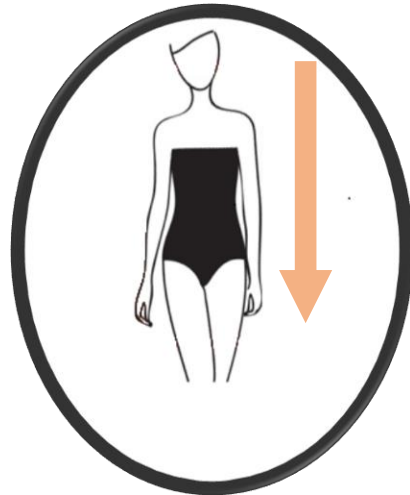
When choosing a bag, make sure you always keep your body type in mind and keep your bag size in proportion to your body size. What we'll show you, is that not every handbag out there is a perfect match for every woman. Perhaps, the last thing we want is for our fav bag to be flashing a great big neon sign highlighting a particularly full posterior. Conversely, perhaps we would like nothing better than to highlight this ample asset. Whoop Whoop!

Either way, the right bag will not only accentuate and flatter certain features but can also be used to draw attention **away** from other areas. Fashion experts agree that the **SHAPE** of the bag should oppose your body type for maximum flattery, while the **SIZE** of the bag should be in direct proportion to your figure.

Now, let's move onto the juicy bits, shall we? Use these tips as your go to guide:

# SECRET # 1

## Handbags that flatter Petite shapes



**Described by the fashion industry as a woman who is 5'3 tall or less. Petite women come in all shapes and sizes.**

**HANDBAG SHAPE:** From an optical perspective, width creates the illusion of shortness. Petite women should wear a bag that's longer vertically if they wish to elongate the appearance of the torso and appear taller.

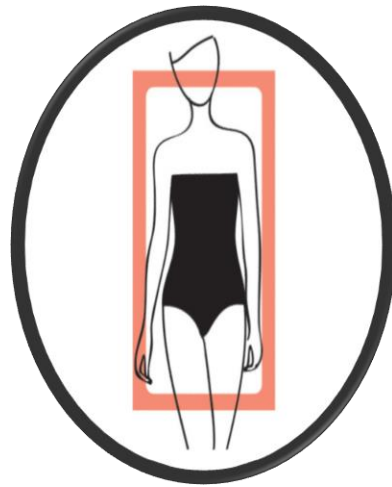
**HANDBAG SIZE:** Petite women should avoid bags that are wide and/or oversized as these'll make you appear shorter and you'll also look swamped by an enormous bag.

**HANDBAG PLACEMENT:** A handbag adds bulk to the area of the body nearest the bag. if you don't want to call attention to a certain area of your figure, don't carry your handbag next to the area you want to minimize.

For example, to accentuate hips and thighs, wear a shoulder bag with longer straps that ends in the hip and thigh area. This part is worth repeating... **a handbag adds bulk to the area of the body nearest the bag.**

## SECRET # 2

# Handbags that flatter Slim shapes



**You have even proportions from shoulder to hip.**

**HANDBAG SHAPE:** Slim women should choose bag shapes which are slouchy and rounded. This will add some curves to your figure. Avoid angular boxy bags

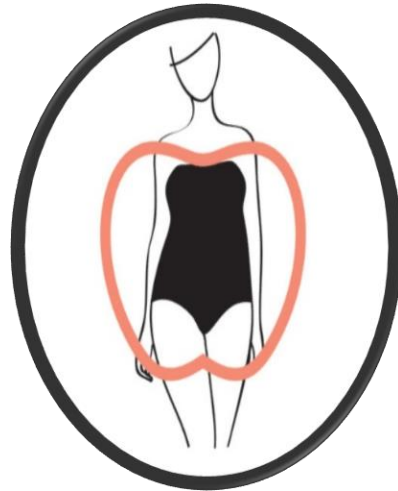
**HANDBAG SIZE:** Keeping the proportion in balance with size means that most slim, short women should consider a small to medium sized bag for everyday wear. Slim and tall women would look great wearing a medium to large bag.

**HANDBAG PLACEMENT:** For slim body shapes, wear the bag where you would most like to accentuate your figure. For example, the length of a shoulder bag (where the bottom of the bag rests against your body) will accentuate and play up your hip width if it ends at the hips, as the eye will always be drawn to the bag.



## SECRET # 3

# Handbags that flatter Apple shapes



**You have a broader torso without a defined waistline and usually with a fuller bust.**

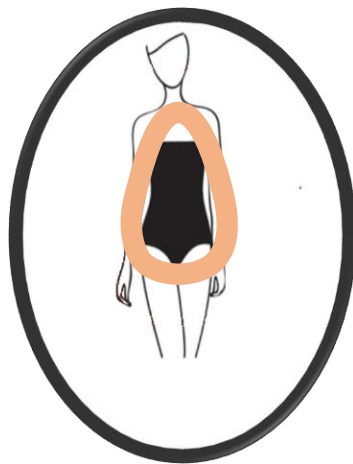
**HANDBAG SHAPE:** The rounder your figure, the more structured your bag should be with angular squares or rectangles. Avoid slouchy, round bags. The most slimming handbag style for plus-sized curvy women should have an angular shape with top or side handles.

**HANDBAG SIZE:** Avoid miniature bags which will make your body appear larger than it is. A medium to large sized bag will accentuate your figure.

**HANDBAG PLACEMENT:** To achieve a slimming look, carry your bag by the handle, rather than slung over the shoulder. The result is that the eye is drawn to the handbag which dangles in space and doesn't add any extra bulk in the hip, thigh or waist areas.

## SECRET # 4

# Handbags that flatter Pear shapes



**Your hips and thighs are larger than your bust. You have a nicely defined waist. You have an elegant neck and proportionately slim arms and shoulders.**

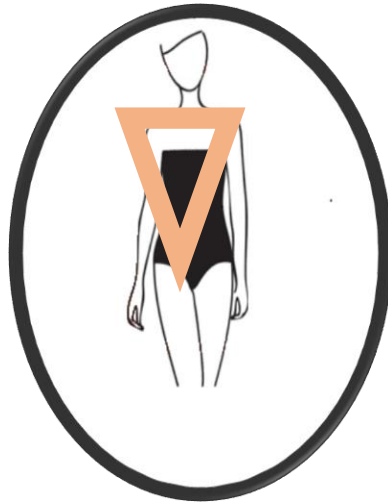
**HANDBAG SHAPE:** Fashion experts advise that a woman should carry a handbag in a shape that's opposite to her body type. Pear-Shaped women carry their weight around their hips and thighs. Choose a bag that is more angular and structured. Short/petite (around 5'3") women who are Pear-Shaped who want to appear taller should also consider a more vertically elongated bag shape, whereas tall (around 6 feet) women should consider a more square or rectangular bag shape if they wish to appear shorter.

**HANDBAG SIZE:** Short/petite (around 5'3") Pear-Shaped women should consider a small to medium sized bag, whereas tall Pear-Shaped women around 6 feet should wear a medium to large sized bag.

**HANDBAG PLACEMENT:** Choose a bag with shorter straps that hangs higher on the body around the midriff area, drawing the eye away from the hip and thigh area and flattering the midriff.

## SECRET # 5

# Handbags that flatter Inverted triangle shapes



**Your shoulders will be wider than your hips. You will generally have a full bust and you won't have much in the way of a waist.**

**HANDBAG SHAPE:** Fashion experts advise that a woman should carry a handbag in a shape that's opposite to her body type. For top heavy women choose a bag that is more angular and structured.

**HANDBAG SIZE:** Short/petite (around 5'3") top-heavy women should consider a small to medium sized bag, whereas tall (around 6 feet) top heavy women should wear a medium to large sized bag.

**HANDBAG PLACEMENT:** A hip length Crossbody bag would be a perfect choice as it draws the eye away from the midriff area, flattering the hips. In addition, the diagonal straps of the Crossbody is a great choice as it creates a slimming effect across the waistline. Avoid those that finish around the bustline or mid-section.

# SECRET # 6

## Colour is Important



### HANDBAG COLOUR

Now that you've nailed the size, shape and style best suited to you, let's check out the all-important colour factor for your bag.

Black will always be timeless, but sometimes a splash of colour can REV up and brighten your mood and a good mood makes your confidence shine through! A great way to use a colour handbag is not to match it to your clothes, but to pick a shade that's on the opposite spectrum of colours you wear to create a contrast.

For example, if you wear a lot of camels and taupes, try a blue, yellow or red handbag. If you wear red, try a bag in a light shade of blue. It sounds counterintuitive but it works. You can also use colour to break up solid black, navy and white.

# SECRET # 7

## Ethical choices boost happiness



**The secret to happiness can be found in your fashion choices! True happiness is not just about the material possessions, but what you can do to help others less fortunate than yourself through you purchases.** Just like the perfect bag size and shape can flatter your curves, mindful product choices that tread lightly on our planet can do wonders for your sense of happiness.

Critical reflection and challenging conversations have been the cornerstone to our moral progress in society. Gone are the days when it was cool to be seen draped in animal furs – perhaps while taking the children out to watch the lions and tigers perform at the circus.

Societies moral compass is in constant flux. With the threat of plastic pollution building up in our oceans and in landfill, the trend is fast moving away from so called faux or PU leather bags which are viewed as cheap and nasty. These are typically made from a range **of toxic chemical plastics**, harmful to consumers, factory workers and the planet.

Animal skins too are fast fading from grace, as **animal cruelty** is brought sharply into focus, together with the burgeoning CO2 footprint of animal factory farms. Does the factory where your bag was made employ children? **How are the workers treated?** Does your preferred brand care about these important social and ethical issues and are your bag choices in line with your own core values and beliefs?

# Popular handbag shapes:



- **The tote:** An open-top bag with straps or handles.
- **The hobo bag:** A crescent-shaped shoulder bag. This style is often soft and slouchy.
- **The bowler:** Medium sized bag which is accompanied by two handles that are long enough to slip over the forearm up until the elbow.
- **The clutch:** A small, handheld bag or a larger, geometric shape that is tucked under the arm or carried in your hand.
- **The satchel:** A large, handheld bag. Many satchels are structured.
- **The messenger bag:** A large, soft shoulder bag one long strap worn across the body.
- **The cigar box:** A small, boxy, hard bag.
- **The pouch:** A soft, small bag.
- **The crossbody bag:** A bag — often mini in size — that is meant to be worn across the body on a long strap or chain.

# The best necklace styles and lengths for your body type.



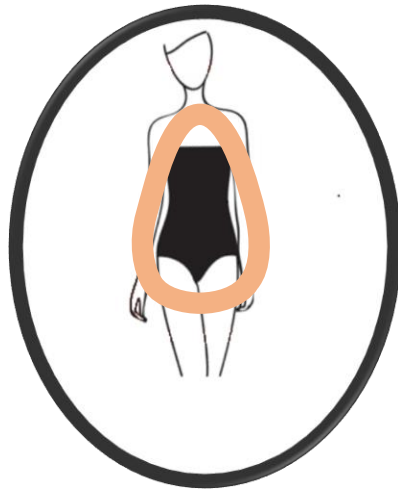
When wearing a necklace, factors such as length, body type, face shape and neck size are all factors that cannot be overlooked. Dress and body size also play a significant role in determining how a necklace will sit on the body.

**Feast yer eyes on these secret pearls of wisdom and start looking AH-MAZING!**

**hemp**safari

## SECRET # 8

# Necklace types for Pear shapes



### BODY SHAPE:

To help make your shoulders appear broader, try wearing a necklace (45 cm - 60 cm/18" - 24") that sits just above the bust. This will help draw the eye to the upper body.

### FACE SHAPE:

**Round or Oval:** If you have a rounder face, choose a necklace between 50cm – 60cm/20"-24" to emphasise the length of your face.

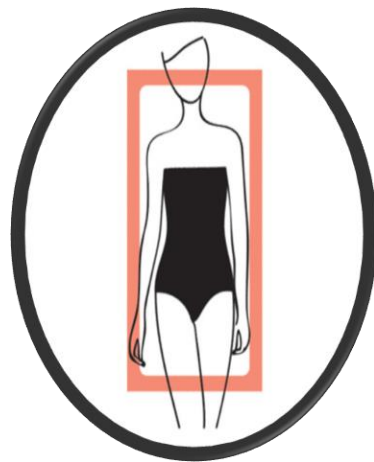
**Square or Oblong:** For an oblong or square face, a shorter necklace or choker style may be more suitable as it softens the sharper angles of the face.

**Heart-Shaped:** If you have a more heart-shaped face, short necklaces between 40cm – 45cm/16"-18" are the best choice to go for as they help to soften the angles of the face.



# SECRET #9

## Necklaces types for Slim/Athletic shapes



### BODY SHAPE:

Slim athletic body shapes can typically wear any necklace, although longer necklaces can elongate the body even more.

If you have a long slim neck, a choker style necklace is the way to go.

### FACE SHAPE:

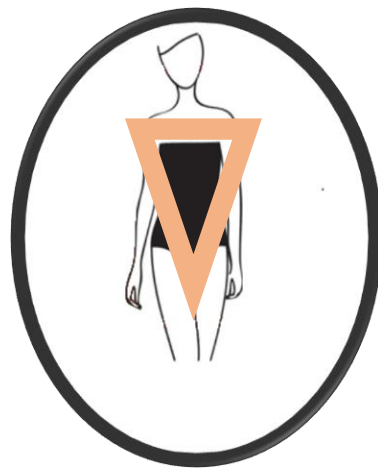
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## SECRET # 10

# Necklace types for inverted triangle shapes



### BODY SHAPE:

Wear longer necklaces if your shoulders are broader than your hips as they will bring the eye downwards to the waist, hence highlighting the smallest part of the body.

### FACE SHAPE:

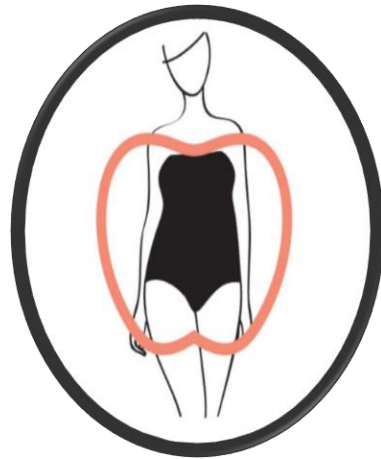
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# SECRET # 11

## Necklace types for apple shapes



### BODY SHAPE:

If you have a short wide neck, NEVER wear a choker necklace. The visual effect of a choker necklace on a short neck is to make the neck appear wide and stubby. To look slimmer and taller, open the neckline area, rather than blocking it. Wear a top or dress with a V-neckline to achieve the desired results. For those with a short wide neck, try wearing a pendant style necklace that falls inside the neckline to help elongate the neck area.

### FACE SHAPE:

**Round or Oval:** If you have a rounder face, choose a necklace between 50cm – 60cm/20"-24" to emphasise the length of your face.

**Square or Oblong:** For an oblong or square face, a shorter necklace or choker style may be more suitable as it softens the sharper angles of the face.

**Heart-Shaped:** If you have a more heart-shaped face, short necklaces between 40cm – 45cm/16"-18" are the best choice to go for as they help to soften the angles of the face.

## Shoes to match your body shape:



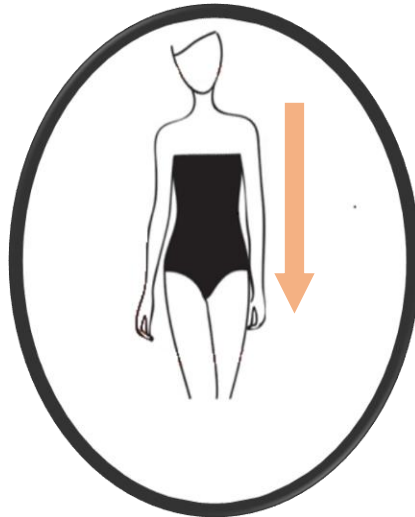
Choosing shoes? Do you know which ones will flatter your figure? Knowing the right shoe style for your body type and which to avoid can make or break your outfit. Wearing the wrong shoe can make you appear shorter, wider, or disproportionate. In order to achieve balance throughout your body, wearing shoes that flatter your body type are mega important. Once you know what yours is, finding the right shoes will be a breeze.

**We'll show ya how to let your boots  
do the walkin' and your confidence  
do the talkin'!**

**hemp**safari

## SECRET # 12

### Shoe types for Petite shapes



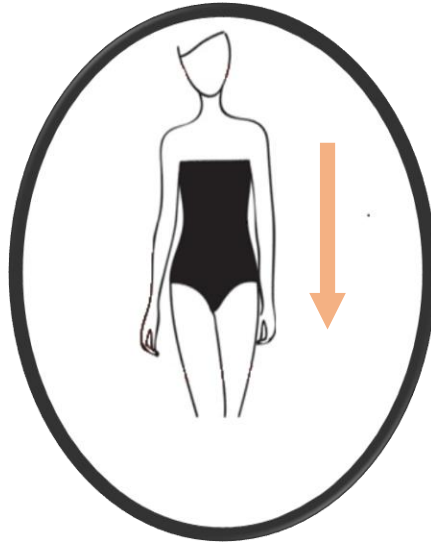
#### SHORT AND SLIM LEGS:

If your legs are short and slim, you want to repeat these 3 words to yourself: height, height, height. Height can be achieved by wearing the following shoes: wedges, platforms and strapless heels.

In this way there will be nothing to distract the line of vision between your heel and the rest of your leg, resulting in long smooth lines. Avoid ankle wrap shoes as they cut off the leg line, visually shortening the figure. This also makes short women look wider. An exception to this rule could be to wear ankle wrap high heels.

For a more sensible and comfortable shoe option, try wearing ballet flats. Wearing these with an above knee height dress will help give the appearance of longer legs.

## Petites & Shoes Continued...



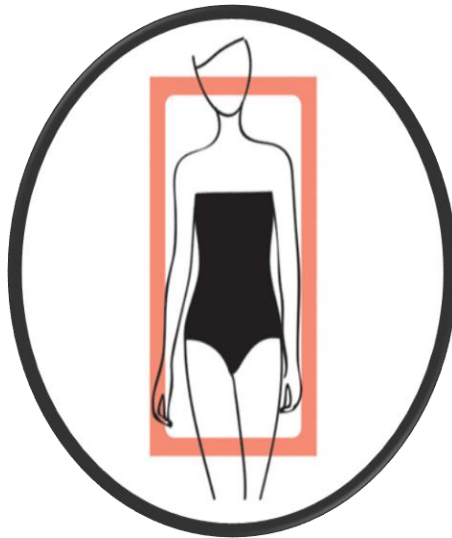
### **SHORT AND THICK LEGS:**

If your legs are short and thick, the most flattering shoe is a simple heel. Jazz it up by choosing one with a vibrant bright colour or a unique print that draws the eye downwards.

Other flattering shoe choices could be boots that end just below the knee (not mid-calf) and open-toed shoes with a solid heel. Shorter and thicker legs do not appear flattering in ankle wrap flat shoes as these will cut off the leg line, making your legs appear stumpier and wider. Yikes!

## SECRET # 13

# Shoe types for Tall and Slim shapes



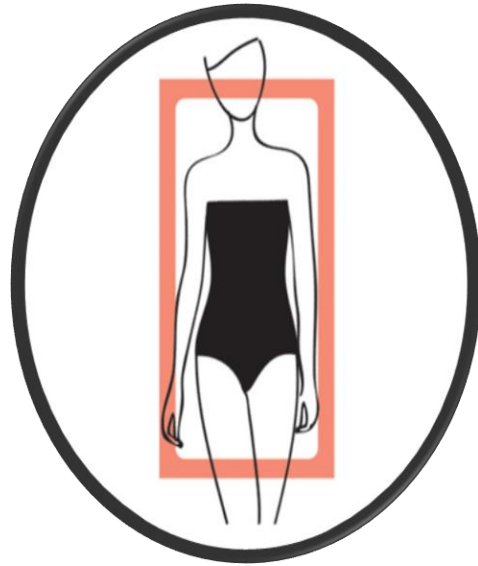
### TALL AND SLIM LEGS:

This body type would rock a pair of killer stilettos, so bury the myth that tall girls can't wear heels. Another alternative would be any flat shoe as you already have the height. If you want to flatter your slim calves, how about a pair of boots that fall mid- calf.

How about a pair of ankle strap sandals, especially if you have thin ankles? There aren't many shoe types to avoid if you're tall and slim but do stay away from all pointy shoes as they will make you look too long. Also avoid chunky heels or heavy platforms, as they tend to overwhelm the ankles.

## SECRET # 14

# Shoe types for Tall and Muscular shapes



### TALL AND MUSCULAR LEGS:

If your desire is to help make your legs appear less muscular and sleeker looking, try wearing a pointy open toed stiletto. This will help give the illusion of stretching your legs making them look longer. Chunky platform sandals are another great option, with a two- or three-inch heel, which will help to visually elongate your leg.

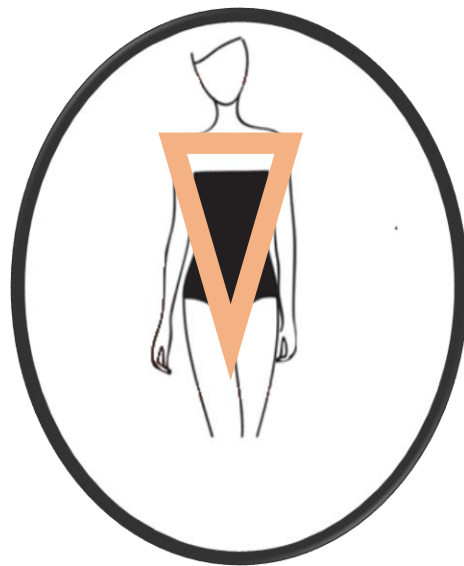
Another great look for tall muscular legs is a pair of calf-hugging boots.

Avoid rounded toe pumps, small squared heels and delicate styles like ballet because they can add bulk to your legs and make them look heavier.



## SECRET # 15

# Shoe types for Inverted triangle shapes



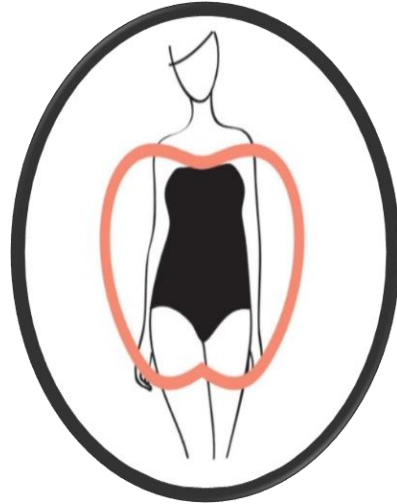
Choose bright colourful shoes, with embellishments and patterns to create visual balance with your wide shoulders and to draw attention to your smaller and lower half.

Go with chunky sandals to help avoid looking top heavy or a medium to chunky heel over stilettos. Skip platform heels and wedges. Slouchy knee boots, ankle boots, cowboy boots and Ugg's also look great on inverted triangles.

If your pins are on the skinny side, you will look gorgeous in a pair of chunky ankle strap sandals, otherwise for wider ankles, ditch the ankle strap as they will make your ankles look even bigger.

## SECRET # 16

### Shoe types for Apple shapes



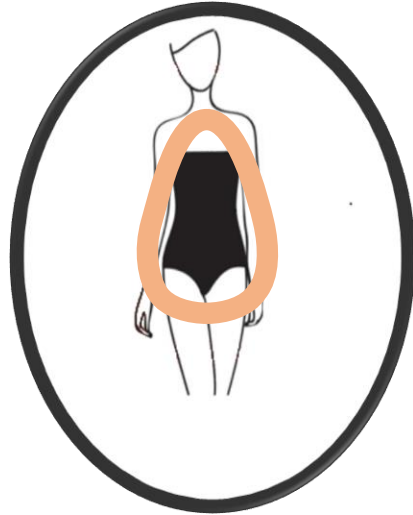
#### APPLE SHAPE WITH SLIM LEGS:

Gladiator sandals can be a good choice but is not advisable if you have wider ankles as the straps add bulk, giving the illusion of even wider ankles.

No matter what shape your legs are, stilettos will elongate your frame making you look taller, leaner and thinner.

## SECRET # 17

### Shoe types for Pear shapes



Go with a chunky style open-toe wedge to lengthen your legs and to help give balance to a curvy body.

Heeled trainers will flatter a pear body shape as the incline and size will elongate and slim those pins.

No matter what shape your legs are, stilettos will elongate your frame making you look taller, leaner and thinner.

## Belts for every - body:



Belts are surely one of the most underrated and least understood accessories.

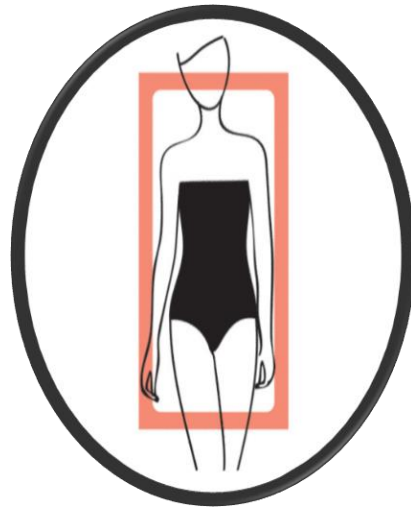
Not only are they fun to wear, but they can also transform just about any outfit into a glam fashion statement. Enough to boost any girl's confidence!

But before you dash off on a belt hunt, it's important to understand that not all belts will suite every body shape. Are you wondering what would work for you? We're busting to reveal our next lot of fashion secrets:

You're dying to know,  
Amiright?

## SECRET # 18

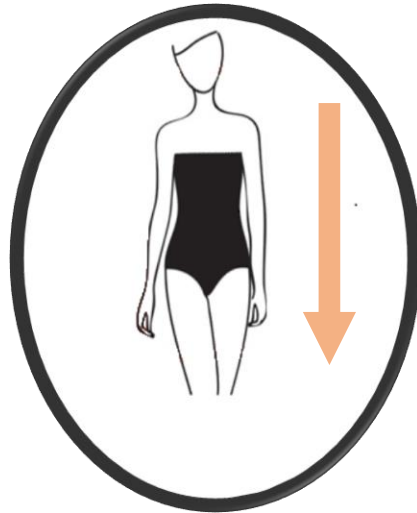
# Belt types for Tall and slim shapes



- Try a wide belt as they create the illusion of hips and curves.
- A skinny belt positioned lower, adds volume to your hips.
- Try a high contrasting belt in a different colour or a patterned belt.

## SECRET # 19

### Belt types for petite shapes

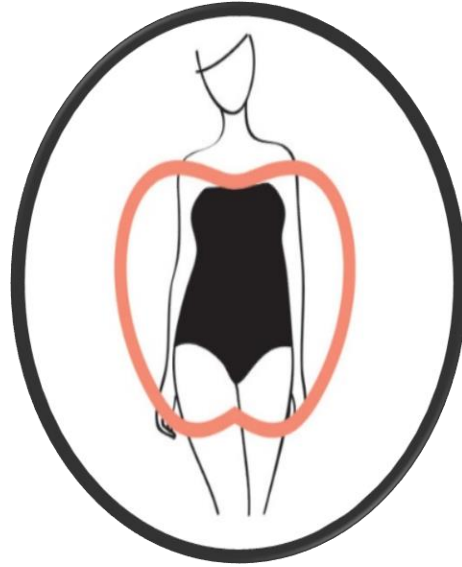


- Match the belt colour to your trousers or skirt to lengthen the legs
- Select a slim or medium belt to avoid overpowering your frame

A belt lower on the hip, hides if you're short-waisted or creates the illusion of being curvier.

## SECRET # 20

### Belt types for curvy shapes



**Curvy shapes rejoice! You can create the most impact with a belt.**

- The broader your waist, the slimmer the belt needs to be! Choose a slim belt that cinches the waist and defines your silhouette.
- Select belts in dark colours to visually slim your figure.
- Wear belts at the narrowest part of your waist to create an hourglass figure.
- Skip the contrasting belt and match the belt colour to your outfit—this will give the illusion that your legs are longer. Also, wear a slinky belt to complete the slimming effect.

Have fun accessorising. Now create a look that's one of a kind, just like you!

# Outfits to match your body shape:



OK, so now that you know the **accessories** that'll work best with your body shape, get ready to spread your sartorial wings and explore the choices that'll get you dressed for fashion success.

As we've already highlighted, there's a minefield of shapes and body types out there, making it tough to choose what will work best for you. Most women are a combination of many, so remember to use the basic body shapes as a general guide, as very few will fall neatly into the perfect body shape box.

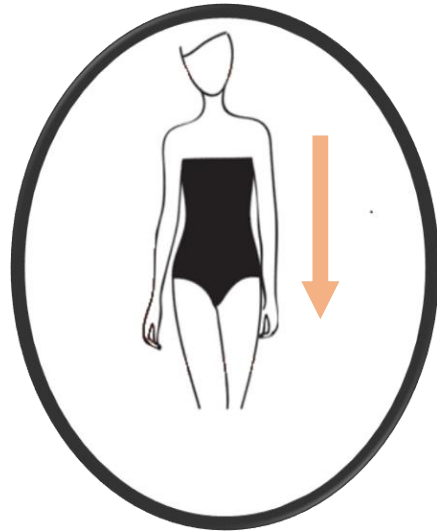
Try these simple fashion styling tips to help you create your own illusion of more and less.

**Try these simple fashion styling secrets to help create your own illusion of more and less!**  
**Knowhaimean?**



## SECRET # 21

### Outfit types for Petite shapes

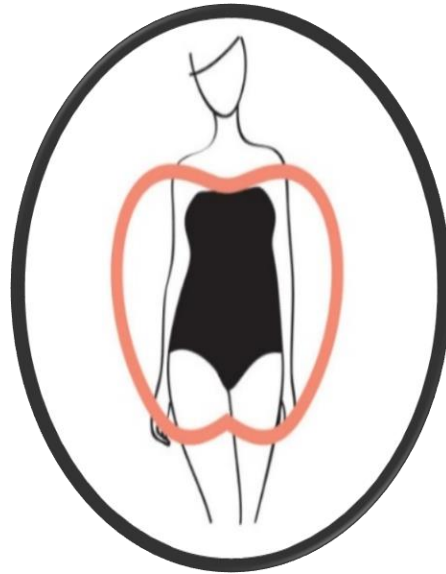


**When you're short in stature, you generally want to appear longer, taller and leaner. You may also want to keep in mind the rule of thirds where your figure is divided into 3 distinct sections.**

- Try a cropped styled top paired with a pair of high waisted trousers. This will instantly help elongate your silhouette.
- Dress all in one colour from your top to your shoes. Don't forget to match your tights or stockings to your outfit too. Dark colours slim.
- For a professional look, choose a trouser suit with a sleek blazer.
- Choose vertical stripes in colours or seams which help elongate shorter gals.
- A more structured well fitted top will hug your figure.
- Go for solid colours rather than load prints that can overwhelm a small figure.
- Wear a pair of straight leg fitting trousers that still gives the illusion of bagginess while remaining more formfitting.
- Skirts ending just above the knee can help elongate the body. Avoid miniskirts, as the hem of a miniskirt falls across a thick part of the thigh, making it more noticeable and makes shorter legs look even shorter.

## SECRET # 22

# Outfit types for Apple shapes

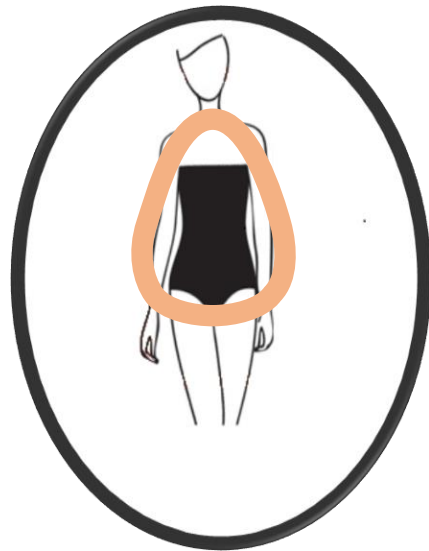


**If you have an apple shape, wear an outfit that de-emphasises the midriff area and flatters your neckline and legs. Flaunting your neckline and legs will create an elongated illusion of the torso.**

- An Empire dress has a high waistline located just under the bust line, and the rest of the dress flows out making it perfect for this body shape.
- A-Line dresses or skirts are fitted at your natural waist and gradually widen towards the hem to create a triangular shape that fans out slightly.
- Patterned jackets or printed dresses are great for apple shapes as they add a layer which shifts focus.
- Monochrome looks, dark colours, full or 3/4th sleeve dresses, and flowy tops will also help slim and elongate your figure.
- Also, try wearing some form of wide leg trousers, to create more balance.
- Avoid figure-hugging dresses or tops with tight jeans.

## SECRET # 23

# Outfit types for Pear shapes

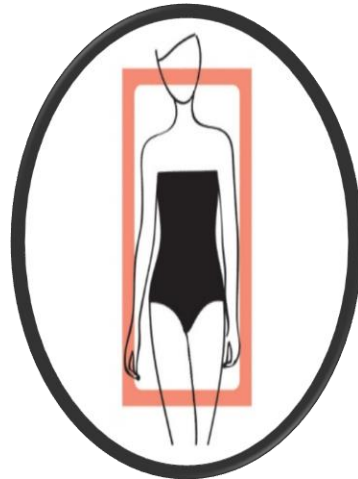


**If you're a pear, your fashion goal is to elongate your figure so that you look less bottom-heavy. Firstly, balance your hips and your shoulders while showing off your curves. The key here is to accentuate your top half.**

- Try wearing something darker and slimming on the bottom, like dark jeans or trousers, or a dark knee-length pencil skirt or A-line skirt.
- Draw attention to your tops using fun colours, prints, or details at the neck all serve the purpose of drawing the eye away from the hip area.
- Wide leg trousers, A-line skirts or dresses with patterned or ruffled tops that add definition to the upper body look great.
- Skinny jeans with loose fitting tops will help create an hourglass illusion. Crop tops, sweetheart, V or deep-V, scoop or boat necks will balance your bottom out.
- A deeper, more plunging neckline elongates your upper body and draws all the attention upward.
- Avoid tight fitting tops and loose bottoms.
- Show off your shoulders by wearing off-the-shoulder tops that expose one or both shoulders. These tops immediately attract attention and steer the eye upward.

## SECRET # 24

# Outfit types for Rectangle shapes

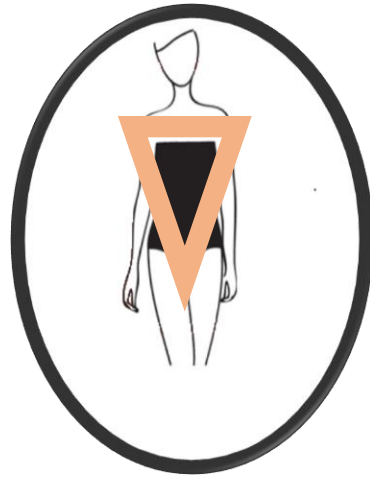


**As a rectangle, you'll want to create more curves. You can do this by defining the waist and creating curves on the bottom or top. Alternatively, you could just as easily go for the waistless look.**

- Use strong blocks of colour to help define your figure.
- Wear tops and jackets that emphasize the waist.
- Try using some padding on the shoulders without over doing it.
- Medium to high necklines usually work well, especially if you have a small bust and long neck
- Halter necks will also give the appearance of a bigger bust and show off your back.
- 3/4 sleeves usually work well for a rectangle
- Blouses can look great when tucked in
- Wear tight skirts or trousers to flatter the curves that you DO have.
- A-line skirts and empire dresses work very well for this shape.

## SECRET # 25

# Outfit types for Inverted Triangle shapes



**Inverted triangle shapes will want to soften shoulders and add definition to hips and waist to create balance.**

- V-neck lines, U, strapless and asymmetric dark tops work a treat as they create an illusion of narrow shoulders.
- Avoid shoulder pads, puffy sleeves or any items that accentuate shoulders.
- Cardigans worn open will soften your shape.
- Wrap and empire cut dresses create balance.
- Tops with banding or nipping at the waist flatter the waist.
- Fitted bodices with flared skirts give an hourglass shape.
- A-line dresses and skirts will be perfect to add volume and bulk to your lower half.
- Pencil skirts that drop straight from the waist instead of coming in towards the knee.
- Keep any volume to the bottom half of your figure.
- Light-coloured trouser style that will accentuate your hips and butt.
- Avoid skinny jeans, but if you really like wearing tight trousers, wear straight leg and cigarette styles.

# TO YOUR SUCCESS!

Following the advice and recommendations presented in this report will not only help you save thousands of dollars but will transform your fashion style and send your confidence into hyperdrive. With newfound confidence, success is sure to follow!

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