



**Buy Less.
Wear more.
Always feel fabulous.**



Love your wardrobe. Love you.

Style me *Confident*

Are you a serial dieter, trying lots of the well-known plans and yet staying the same shape?
Are diet plans a *waist* of time for you?

The Wardrobe Diet™ puts you back in control. If your clothes tell you that they feel tight, "eat less cake", if loose, you can "eat more cake". A personalised, simple, step by step system to relieve all that dressing stress.

The Wardrobe Diet™ helps you buy less, wear more, and always feel fabulous.

It will enable you to keep your weight stable, wear your favourite clothes over several years and build up a wardrobe of clothes that always flatter you.

The Wardrobe Diet™ will

- Save you time when choosing clothes
- Save you heartache and indecision when opening your wardrobe
- Save you money by enabling you to buy and keep clothes you love

These clothes will motivate you to stay the same size.
The size that you are happy with.

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Please email gay@stylemeconfident.co.uk
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HAVE YOUR CHRISTMAS PUDDING AND EAT IT

Gay Richardson, creator of **The Wardrobe Diet™** explains how you can still get into that LBD this Christmas...



CAN YOU TELL US A BIT ABOUT YOUR BACKGROUND, AND HOW YOU GOT INTO STYLING?

I have always understood how clothes can make you feel, and can vividly remember my Dad giving me and my twin sister, aged four and a half, a dress with a tiny brown and white checked skirt, with appliqué vegetables on it and I loved it. Everyone in our family either sewed or knitted and my uncles were tailors in Savile Row.

Having always wanted to have a career that helped people, and unable to be a nurse due to a fainting reaction to blood and needles, it was only a matter of time, about 45 years to be precise, when I found my niche in the fashion/ styling world as a personal style coach. I trained at The London College of Fashion then started Style Me Confident Ltd.

SO WHAT IS THE WARDROBE DIET?

The Wardrobe Diet™ empowers you to throw away your scales, and let your clothes guide you. If they feel too tight, eat less cake, and if a tad loose, then you can eat more cake! You don't need to waste any more time starving yourself, stressing about what to wear and feeling frumpy.

HOW DOES IT WORK?

It works because you use your clothes instead of scales. If your clothes feel too tight apply the brakes.

We show you how to build up a collection of clothes that flatter you, are comfortable and up to date and make you look and feel fabulous. You can easily mix and match them to make day to day, smart /casual outfits or any outfit required for your lifestyle.

So it's your clothes that motivate you to stay the same size, then they always fit and you can dress without stress, every day. The money you save can buy you organic cake and sought-after clothes!

My mission is to bring The Wardrobe Diet™ to as many women as possible and change their relationship with their bodies and clothes to help them buy less, wear more and always look and feel fabulous in whatever size they feel happy with.

CAN IT APPLY TO EVERYBODY?

Yes – and they can be any age, any shape and any size. Everybody on The Wardrobe Diet™ will:

- save time (you always have something and know how to wear it)
- save heartache (no clothes with the label still on/ fashion disasters/ thinspiration reminders) and

- save money, because we show you how to shop effectively, mix and match what you have and upcycle to breathe new life into current items to get the most value out of them.

The key is to decide on the ideal size for you, then stick to it using your clothes as a guide. It's about making yourself a priority, becoming empowered to carry it through and then benefits are far reaching. You are happier, healthier and this positivity touches everyone and everything in your life.

DOES THE THEORY NEED TO BE ADAPTED IN ANY WAY FOR THE FESTIVE SEASON?

That's a tough one, as the festive season is all about eating and drinking and being merry! However, if last year's LBD doesn't fit and you haven't time to search for another one, then applying the principles of The Wardrobe Diet™, you can eat less cake a few weeks before!

Please email "Yes please" to gay@stylemeconfident.co.uk to be the first to get our FREE 3-part video series "The Wardrobe Edit" and fall back in love with your wardrobe. Or contact Gay on 07801 869179. www.stylemeconfident.co.uk for further information.

WIN A STYLING SESSION

You could win the first two steps of The Wardrobe Diet™, worth over £170, which includes a full colour analysis session and body shape guidance at the Style Studio, in West Worthing.

To enter, visit

www.somagazine.co.uk

