

workology



A new survey by staffing service The Creative Group shows that recruiters are increasingly plugging the names of prospective hires into search engines to see what information pops up.

MONSTER.CA

Fashion consultant will spiff you up

Lisa Powell gets paid to spend her days shopping — with other people's money.

"If you've ever watched TLC's What Not To Wear, it's like that," said Powell, a Vancouver-based personal fashion consultant.

ion consultant.

Powell, who owns Evolving Fashion Inc. consulting company, said most of her clients are men who realize that polishing their appearance would help them advance their careers and meet

women.

"I don't know what it is, but my God-given gift is to make men hot," she said. "It's not about being trendy. I'm putting them in stuff that fits well and is age and lifestyle appropriate."



HOT JOBS

KRISTEN THOMPSON
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She said things as simple as finding pants that fall well on your shoes will transform the way you look.

Powell goes through a client's wardrobe and based on their colouring, budget, personality, profession and lifestyle decides what they need.

She then takes the client to a selection of shops where she's already laid clothes aside, and together they select a wardrobe.

"Women love it because they feel like movie stars," she said. "Men love it because it saves time."

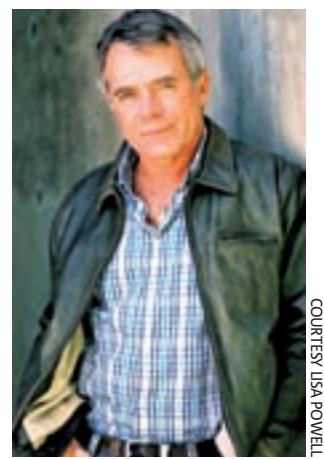
She said people have told her their new look gives them more confidence, self-esteem and respect at work.

Powell, who took an online course to become a certified personal fashion consultant, said she's influenced in large



Name Lisa Powell | Occupation Fashion coach

COURTESY USA POWELL



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Powell's client Reg Boaler before, left, and after his update.

part by magazines and fashion shows.

She charges \$500 for a wardrobe review, shopping and wardrobe reintegration, where she shows clients how

to mix and match outfits.

Reg Boaler, 56, called Powell in the hopes that updating his look would boost his acting career and his dating life.

"Before, I was outdated," he said. "She gave me hell because I looked like Jerry Seinfeld." Boaler said he's replaced his '80s jeans with dark denim, runners with leather shoes, and old button-down shirts with sweaters and sport coats. "She's got me looking pretty spiffy," he said. "And I notice more girls smiling at me."

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tips and tricks for updating your wardrobe

- » When trying on clothes in the store mimic the activities you'll be doing in that outfit. Clothing has to work with your lifestyle.
- » Work with what you have, don't try to fit your body into something just because you like it.
- » Avoid pleated pants; change your hairstyle at least every four years and your glasses every three years.
- » Don't be afraid to ask for help, but don't feel pressured to buy something. You're in control.

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