

Do Black Pants Slenderize?

If black pants slenderize, why did so many people think one of my clients had lost weight when she switched from wearing black to wheat colored jeans? She was delighted---but puzzled, so she called me to find out what was going on.

It's true, black is a receding color and receding colors don't attract attention the way light or bright colors do. But black is so strong, it contrasts with many other colors to **create an unwanted focal point**. A focal point is the spot where your eye rests when viewing a person or object.



Where does your eye rest in the photo to the left? Isn't it where the chartreuse top meets the black pants? This focal point happens to land right on Jane's tummy--- not a spot most people want to emphasize!

The Latin derivative of the word focus (focal) means hearth, the place where there's a fire. **When you create an outfit, you want the "fire" or energy on the point of your choice.**

Tip – Use the five and five technique to find the focal point. Stand five feet away from a full-length mirror; blink for five seconds. Where your eyes go when they first open is the focal point. You want it to land on something good!

Tip –Horizontal lines in an outfit widen the area they point to.

Minimize the horizontal line created where the upper and lower parts of your outfit meet by using colors that blend in value, as in the photo to the right, or incorporate the colors in a pattern as in the photo below.





Tip – Play up strength. Everyone is naturally attracted to something beautiful. In the photo to the left, Jane’s smile is so beautiful; it easily becomes the focal point with the help of a lipstick shade that pulls your eye from the red flowers in her skirt to the red of her top, and right on up to her smile.

Why did the wheat colored jeans provide such a slenderizing effect for my client? The answer was easy. They matched the color of her beautiful rich mane of hair.

When people saw her, their eyes didn’t linger on her torso, but went right up to the focal point of her choice!

Shape Shifting Style Guide

Would you like to know the most figure flattering styles for you? How about eliminating the guess work when you are shopping or taking some of the misery out of the dressing room experience? I bet you’d like to feel confident when you shop, especially when you are considering investing in higher ticket items. The fact is some styles are better for certain figure types than other. The Women’s Image Institute uses cutting edge software to provide you with the definitive guide to shape shifting shopping. Your own measurements are entered into the software to assess 500 styles to identify the most figure flattering ones for you. Order it online at www.womensimageinstitute.com.

About the Author

Nicole Mertes, AICI, CIP, Founder and Director of the Women’s Image Institute, provides transformational training and services to help women glow. She is one of fewer than 100 Certified Image Professionals recognized worldwide by the Association of Image Consultants International. She received their highest member award, the Award of Excellence, in 2006. She offers information, advice, and transformation through her workshops, articles, products, booklets, newsletters, and web site: www.womensimageinstitute.com
