

STYLE MATTERS

Personal styling isn't just a topic for TV shows. It's available to everyone, writes **SUSAN BUGG**

IN CHANGING rooms all over Britain, celebrity stylists Trinny Woodall and Susannah Constantine have re-dressed wardrobe-weary and style-challenged candidates for their mega-popular TV shows and books.

They've bossed a legion of women into better bras, "made over" relationships in the process of making over wardrobes, and even cajoled men into realising that shopping for clothes isn't necessarily akin to death by a thousand cuts.

Trinny and Susannah became household names (no surnames usually required) with their BBC TV show *What Not To Wear* in 2001 and a tote bag full of books — *The Body Shape Bible* is the latest — that followed.

Here in Melbourne, personal stylist and shopper Cindy Newstead can only dream of hosting her own TV show — and does. "I really think there's a market," she says.

Her six-year-old business, Style with Cindy, is proof that people want help with the clothes they wear and where to buy them.

Though Newstead lives half a world away from her famous styling counterparts — Berwick, not Belgravia — she works six days a week on a remarkably similar mission: making people, mostly women,

feel good about the clothes they wear, and about themselves.

Personal styling isn't really about high fashion, she says. Clients are simply looking for styles that suit them.

"They want to know which are the best shops for their age and body shape."

It's all about building people up, she says, helping them look younger, taller, slimmer, whatever they desire, and focussing on their best attributes to build their confidence.

And like Trinny and Susannah, Newstead — whose regular services range from full makeovers to providing shopping support and advice — will also be sharing her tips on how to dress during next week's L'Oréal Melbourne Fashion Festival.

The Brits are about to leave the familiarity of their famous high street

stores for a week-long tour of Australian Westfield shopping centres.

Only a fortunate few hundred competition winners will get their tips on the best fits for body shape and size when they appear at Southland on March 9.

Newstead's playgrounds are the familiar Chadstone is a favourite, and she will be taking one-hour consultations from next Monday at one of Highpoint's festival events, Style Council Studio.

"I did it last year and it was fantastic. The clients were similar to those I deal with usually, and it was really touching."

Her clients' reasons for wanting help differ, some want a life-changing experience, others just need some shopping advice.

"One young guy last week just wanted help buying clothes that would make him more attractive to girls," Newstead says.

There are women needing a wardrobe update to re-enter the work force, older ladies who don't want to "look like mutton" and others who are struggling with their weight.

Then there are 18-year-olds who want to "get it right", right from the beginning.

Newstead's advice depends on factors including budget, lifestyle, body shape and age.

Following it often means leaving the comfort zone.

"I am very honest and I call it as I see it. The thing is, you're never just dressing someone. There can be a lot of tears," Newstead says.

She agrees that shows such as Trinny and Susannah's have increased the general public's awareness that they, too, can be "styled".

"My phone runs hot the day after anything Trinny and Susannah do. Even after programs like *Today Tonight* that show anything to do with styling."

www.stylewithcindy.com.au
Highpoint's Style Council Studio is by appointment. Bookings, ph: 9319 3344. A \$50 deposit is required, but is redeemable with a \$50 Highpoint voucher at the end of the consultation.



Picture: MANUELA GIPA



CINDY'S TOP TIPS

- 1 Your wardrobe is a starting point. Cull or bag up pieces unworn for ages. Work out the basic pieces you need.
- 2 You're better having a few quality pieces than lots of cheap ones. There is no need to spend your entire budget in one shopping trip.
- 3 Supplement your quality basics with cheaper, fun pieces.
- 4 Look in magazines and keep pictures of styles you like.
- 5 Think about accessories. They lift any outfit.



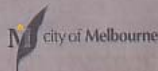
Get it right: (top) Cindy Newstead styles a client, and (above) British gurus Trinny and Susannah.



Fashion's popping up all over Melbourne.

POP UP parades presented by the Herald Sun and City of Melbourne.

The L'Oréal Melbourne Fashion Festival is almost here, and so are the POP UP parades. Popping up all over the city, these fashion vignettes bring you the latest gear from Doti, DV boutiques, David Jones, Bonds and the latest from racewear designers presented by the VRC. Bonds kicks off the program at 7:30am on Monday March 3rd with a free breakfast at the MCG. So pop in and join the festival.



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