

# What Would They Know?

INTERVIEWS WITH  
THE EXPERTS



CINDY NEWSTEAD

As someone who spends the bulk of her life in front of a computer screen, I can easily get in a rut with what I wear. I'm always looking for fresh ways to add something different to my look! Today's expert Cindy Newstead of [Cinz Style](#) is just the right person to go to for advice. Cinz Style is a styling business which offers personal styling services including personal shopping, wardrobe makeovers, colour analysis and makeup workshops – Cindy can even help you figure out the best wedding gown for your body shape!

*Tell me a little about yourself?*

I run a full time business as a personal styling expert and I have a large family consisting of four children and four stepchildren. I am Melbourne based but also travel to Queensland every three months to consult and although I lead a very hectic lifestyle, I have a wonderful family and rewarding career that continues to drive me.

*What/who influenced your decision to become a styling expert/image consultant? Do you have a mentor, or someone you admire who has influenced you?*

I have never really had one particular person that I could call a mentor, I have just always had a keen eye for fashion and in particular what works and what doesn't. I also admire the styles of the classics like Katherine Hepburn and Princess Grace to today's Angelina Jolie, our own Danni Minogue and fictionally, Mrs Carrie (Bradshaw) Preston – SATC.



*What qualities do you feel a good fashion styling expert needs to possess?*

Along with industry experience and consistently trend/style researching, outside fashion you really do need compassion, a strong understanding of body shape, an ability to look at things outside of what you like personally and an ability to pace and lead.

*What sorts of people come to you for advice? Are they generally at a particular 'life stage' or cross-roads?*

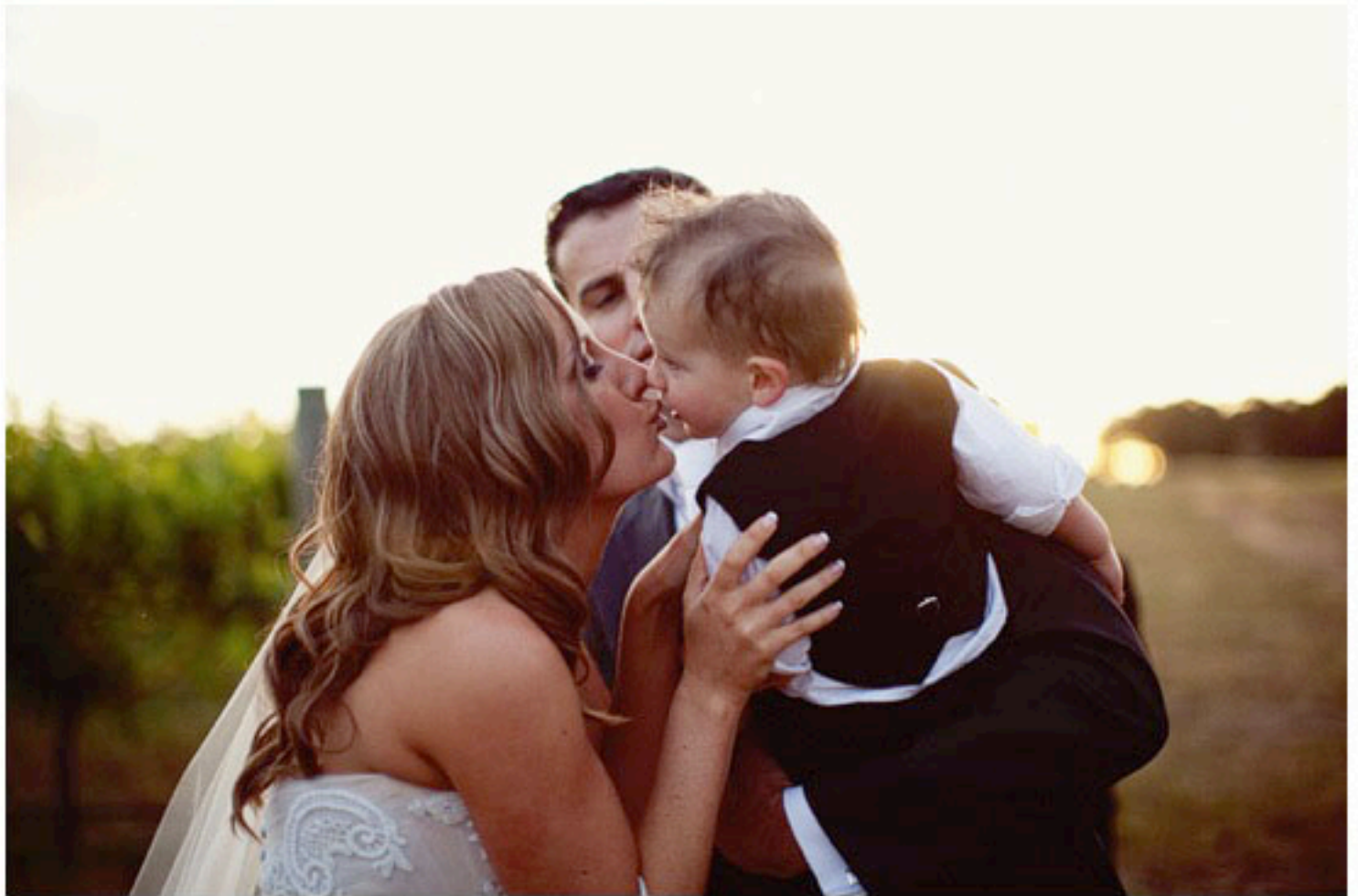
When deciding to consult with me, my client base is filled with hundreds of unique people with many style objectives. From those that hate shopping, young people looking for style guidance and business clients who are time poor. There are some great reinvention stories with mothers who have just had babies, people who have lost weight and need help to dress their new shape and some people are looking for age appropriate style advice as their birthdays tick over. I've had my heart strings pulled with clients who have lost their self esteem and I've contributed to helping them regain confidence and generally even when it feels like I'm fashion consulting, the consultations go so much deeper as people begin to



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## Mum's Getting Married

by *cinzstylists*



Photograph by [Natasja Kremers](#)

So you're a Mum walking down the aisle? Congratulations! Being a Mum is a full time role in itself, throw in a career, lifestyle and all the other unexpected things life brings, and you have a very busy lady on your hands. So when you announce your wedding, it's yet another host of tasks to squeeze into your daily planner.

My name is Cindy and I am an Australian personal stylist and image consultant, Director, mother of four and stepmother of four – yes, my lifestyle is demanding. I can well understand a mother's position who is trying to source the perfect wedding dress and generally feeling like they don't have the time.

The term "wedding" can draw an exhausted sigh from some women and their partners. It's generally the thought of how they are going to get everything done in time. Many of the brides that consult with me feel they are too busy to shop for their wedding dress or perhaps they are not sure what will suit them or what they are after. As women and mothers we generally like to think "we can do it all" but in terms of a finding a wedding dress, this is a very important purchase and quick decisions can lead to settling on something you may not love.

**My key rules with fashion and style are that you must love it, feel confident in it and be comfortable. But how do you achieve that without the luxury of time?**

- Firstly, don't be afraid to ask for help. Whether it's friends or family, make the most of your networks.
- Brief retail staff so they understand your requirements and perhaps even hire a professional to assist you. Style consultation can be beneficial as your consultant will