

Consultant teaches clients to put their best foot forward  
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Patty Bazzell, image consultant, helps retail clients apparel client, Eryn Bazzell's, visit.

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## Image conscious

Rochester Hills consultant teaches clients to put their best foot forward

Patty Bazzell knows that image isn't everything, but it can make or break a deal — and lasting — impression.

"Research has shown time and time again that no less than 90 percent of human interpersonal relationships are non-verbal."

That means our visual message speaks louder before we do and often more powerfully.

Bazzell, a Rochester Hills image consultant, works with clients through her company, Bazzell Images, to make sure their visual messages matter.

"A fashion consultation will look at what's most current, the latest fashion right now and will make recommendations at that point. The image consultant will take it to the next level and say what's available right now and what is most suited to the individual." What's going to flatter them, enhance their best features.

She looks at the client's overall



Patty Bazzell, image consultant, has a stack of color chips during a client's color analysis.

image pattern, which she then uses to help in determining the right garment colors, fabrics and styles.

Laurie Lindo, a client from Northville, turned to image consulting for a new "puffed" together look. "I had been promised to do a lot of

shop up my back a bit. I am not very creative about putting 'buds' together or recommending it. I thought, 'Why not ask someone who is an expert?'" Lindo said.

Most people wear 20 percent of their wardrobe 80 percent of the

PHOTO BY JEFFREY W. HARRIS

## IMAGE

BY TARA

clients. Bazzell noted, adding that researching a client's interests helps only the most flattering apparel.

Bazzell has applied "visual genes" of Bazzell's advice to "great outfits."

"Her genes are a lot of advice and I think you can only absorb a bit at a time and then consider other experts and absorb that."

Bazzell writes a wardrobe proposal for clients that includes suggestions for clothing styles based on silhouette, best fabric type, best color and patterns colors, shades and accessories. They take the plan with them when shopping for clothes.

"I always tell clients to look at their entire life and it simplifies shopping," Bazzell said. "To avoid people say, 'Oh, I wear shopping and so much more time. I walk in and look at the rack. If I don't see my outfit, I walk right out. I want to make sure my clients are leaving the clothes rather than the clothes wearing."

Like there has been some long since the days of disbanding long appreciation according to season. Color analysis makes up all of Bazzell's image and wardrobe work.

"We do have an unexpected palette. What does it take in the overall a person to make one way another, so Bazzell said.

Working with Eryn Bazzell at her Northville, LaVelle's home in West Bloomfield, Bazzell teaches a personal for 10 or so old New York public school teacher to be a good teacher, "meaning that real older version Bazzell her work.

During a recent session image and wardrobe consultation, Bazzell, wore a white skirt and watched her expert image as Bazzell tested new color palette her also searching for the best that



PHOTO BY JEFFREY W. HARRIS

Eryn Bazzell also image consultant Patty Bazzell for an opinion on her blue dress. Bazzell says the is a perfect for Bazzell's advice.

would "bring her to life" and create more style time.

"We start first with looking at color temperature, warm colors versus cool colors and immediately see that Eryn looked much better with cool," Bazzell said, demonstrating with two color palette that only Bazzell herself.

"That really inspired me because I thought I was representing Bazzell's approach," Bazzell told clients they could see how close it they look good wearing them. "I'm in the living room, but don't wear it."

After determining color temperature, Bazzell and Bazzell looked at what, intensity and clarity.

Bazzell advised several pieces from her wardrobe for Bazzell to wear. A short, low blue dress with floral

and flowing skirt almost perfectly matched Bazzell's color scheme and body type.

"It could be perfect work situation for the color," she said, adding that she'd replace a large floral blouse with a smaller accessory.

Another client, a client named Paul had a duty schedule that required a duty uniform of body and formal, hair, coloring and accessories.

Bazzell said some clients will dress down and clients will be written down. Usually, Bazzell clients with body type is so-called to make it "create drama."

"That's what matter and that's what's works," Bazzell added.

During her 10 years in the

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