

1) I know that you studied economics, and before getting married and having two daughters you were in a completely different line of work. What motivated you to take this image consulting course?

Yes, in fact my degree was in Hotel Management, and I completed my academic training with a Master's in International Business at a university in Florida, USA.

A few years after getting married and the birth of my two daughters, I felt the need to get back into the game professionally. However, I realised that if I returned to my old job, I would have had to sacrifice an important part of my life as a mother and a wife.

So I explored other solutions and was attracted to a renowned image consulting school in London.

After doing some research, I took courses to become an image consultant, firstly in Milan with Rossella Migliaccio (who in the meantime opened the first Italian institute for image consultants), and then in London at the Colour Me Beautiful Academy.

2) What exactly does image consultant work consist of?

I want to create awareness with my work and increase the self-esteem of those who ask for my services, whether men or women.

This can firstly be done by listening to the demands and needs of each customer and then identifying and accentuating their strengths, harmonising their overall image from the point of view of colour through a colour analysis, and balancing the proportions. Another important task is revealing the secrets and techniques that can be used to disguise the imperfections that can create insecurity in customers.

In order to offer a comprehensive service, I use the support and collaboration of various professionals such as hair stylists, make-up artists, nutritionists, tailors and many others, depending on the needs of customers.

3) Why should a person seek help from an image consultant?

In general, image consulting is "revealing"...

The amazement of my customers is often priceless, especially after the colour analysis that takes hair, eyes and skin into account.

In fact, practically everyone discovers colours that suit them and that they had never considered before, while finally understanding why certain clothes or make-up are left untouched in their closet or drawer immediately after buying them, as the initial infatuation with them vanishes at the doorstep.

We must also dispel an urban legend: black is not good on everyone!

The wardrobe analysis is a lot of fun and often very challenging: after completing it, people generally become more aware of their purchases, as they feel safer tackling shopping, even by themselves. Similarly, we understand why they always wear *those three shirts* or *the usual two dresses*.

4) Do you feel that a person's way of dressing and their make-up style really says something about their personality?

I'm sure of it. Make-up and clothing help us express our personality.

However, I don't want to say that those who don't wear makeup have no personality or, at the other extreme, that someone who wears make-up has a strong personality. In fact, there are many ways to take care of yourself. The important thing is that everyone is coherent with themselves and that in the meantime they are aware of how to present themselves properly for every occasion.

5) What do you like most about this job?

I refer back to a previous answer; colour analysis is exciting. Discovering the friend and enemy colours amuses customers, and me too.

Moreover, image consulting lets me meet many interesting people, besides the fact that I can manage my time quite well between work and family.

6) What would you change in your profession?

At the moment I wouldn't change anything. I have a lot of drive that allows me to face any challenge with plenty of enthusiasm.

7) What are your plans for the future?

WOW, plans for the future... I don't know, the future is so far away...

At the moment my life is a "work in progress".

In fact it has always been that way , it's impossible for me to stand around twiddling my thumbs.

In any case, I hope to be successful as a mother, wife and entrepreneur; I want to stay abreast of my girls and husband as best as I can, while progressively integrating my work which fascinates me and gives me a great deal of satisfaction.