



For Immediate Release  
Jan 2012

For Information  
Adam Murphy  
ph:0416014907

## Ordinary People Design their own Clothing Brand

Have you ever imagined having your own clothing brand, designed by you in much the same way as some celebrities have their own brand? Well now it is possible thanks to an Image Consultant and a Tailor.

In the same way as the celebrity will work closely with a designer and stylist, ordinary people are getting to work with their own image consultant who looks closely at the colour of their complexion and their hair to help them with what colours look best on them. Then the image consultant will look at their body shape and any flaws they believe they have in order to determine what styles will look best on them.

The Image consultant then analyses their personality in a fascinating and unique way to determine what sort of image they would like to portray in their clothes.

Once the analysis is done, the person chooses from all the different options available for the garment they are creating with the guidance of the image consultant.

The designs then gets sent off to the tailor who makes up the garments. This process takes around 4 weeks and the person comes back in to see their image consultant and try on the garments, they then get adjusted if required.

The end result is a wardrobe designed by you for you with the help of your own personal image consultant. The best thing is that it doesn't really cost any more than buying designer brands off the shelf in a retail store.

Owner and Principle Image Consultant for My Own Personal Brand Annalisa Armitage Says. "People just love it, they love the fact they have their own personal brand, they love the whole process, they have so much fun doing it."

Frankly, why would you wear someone else's brand when with the help of an image consultant you can design your own brand? It is just a fantastic concept.

**For more information on the End of Retail Clothes Shopping call Adam Murphy on 0416014907**

###