

Win a fantastic 'wardrobe workout'

Waterloo-based stylist Kendall Serich is drawing fashion victims out of the closet.

You don't need to appear on reality TV or have a celebrity sized income to have your own personal stylist anymore.

Fashionable Waterloo resident and "style-savvy" director Kendall Serich is now solving all sorts of clothing problems that afflict everyday people with normal shopping budgets.

Just like the television show *What Not To Wear*, Mrs Serich comes in, assesses your wardrobe, banishes ugly or "tragic" pieces to the garbage bin and then takes you shopping. She skips ruthless remarks and the brutal humiliation technique.

"I'm like an honest best friend," Mrs Serich said. "I'm firm and straightforward but not

hurtful. I keep the experience light-hearted and definitely wouldn't work on someone that's been 'dobb'd in' and doesn't want fashion help."

Infectiously bubbly, this former marketing manager has transformed all types of people – from corporate ladder-climbers to shop-shy men, retro grannies and flustered new mums with low body confidence.

"My clients all want to feel better about themselves," she said. "I'm certainly not qualified to delve into a person's psyche and I don't try to. But it's obvious that a new image can give you extra confidence and a fresh, kick-ass attitude. When sourcing new outfits, I consider body shape and lifestyle

needs as well as the individual's taste, personality and comfort. And I definitely get a buzz from other's retail therapy."

Mrs Serich is now offering one reader a free wardrobe workout valued at \$150.

Spanning two to three hours, this session includes a clothing review, recommendations on what to toss out and the development of a clever shopping list.

To enter, explain in 25 words or less why you need styling assistance and e-mail it to readerfeedback@fpccourier.com.au. This competition closes on March 9, 2004.

For general style inquiries, phone 0400 814 425 or visit www.stylesavvy.com.au

– Andrea Tomaz Kendall Serich.



Photo Aaron Brown