

Grooming becomes a booming business

By BEN JOHNSON

FORMER marketing executive Kendall Serich used to look around the office in disbelief.

After sharing her impeccable sense of style with several fashion misfits, she decided to make a career of helping everyday people look their best.

"Some colleagues asked me to help them," the beautifully groomed 32-year-old says. "It all started from there."

"I'm not a stylist who's very much at the fashion end of the market, or an image consultant, because they're very corporate and almost template-driven."

The first thing Serich conducts when she answers the calls of fashion victims is a general style and needs analysis via a questionnaire.

This is followed by a wardrobe workout in which the cupboard in question is organised and exorcised of all items blasphemous to the almighty: style.



Style savvy: Kendall Serich

Her third service is an all-out shopping trip to countless retail outlets, where she and all accompanying her are treated like gods.

"I have been trying to find middle ground that's a lot more practical for all kinds of people and really figure out what suits them," Serich says.

"Often you see a lot of makeovers, but in the scheme of things it's not something that's practical for their lifestyle."

During the past 18 months, Serich's business, Stylesavvy, has built up a base of 50 clients.

Although 60 per cent of her business comes from mothers who have been "out of the market" for the past few years, her database of young professionals is steadily growing.

"I look at senior management of many companies and know they have plenty of money to spend — and some of them do, but they still can't pull it off," Serich says.

"It's not a matter of being conservative, it's just a matter of being well groomed."