

# TAKE YOUR SPACE

with Confidence and Impact



## DISCOVER YOUR COLOUR & STYLE BLUEPRINT



- 1 in 5 women severely lack confidence
- 54% of women say the top way of boosting their confidence is to be happy with their appearance
- 30% of your career progression is determined by Image
- 85% of women hold on to clothes that don't fit
- On average, women spend 17 minutes per day deciding what to wear
- On average, women spend 500,000 on clothes during their lifetime - actively wearing only 20% of what they buy



### IMAGINE IF YOU FELT CONFIDENT TO TAKE YOUR SPACE

- In the Boardroom
- At the management meeting
- With a senior client
- At the networking event
- At your promotion interview
- On air



### WHILE AT THE SAME TIME

- Removing the 'noise' from your wardrobe
- Knowing how to shop smarter
- Showing up consistently
- Dressing to Express

### LET ME GUIDE YOU THROUGH FOUR KEY STEPS

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## STEP 1: COLOUR ANALYSIS

ALLOW 3 HOURS

- Colour is visually engaging. Colour grabs attention
- When you're wearing the right colours for you, your presence will be enhanced
- You'll be visible for all the right reasons and you'll feel more confident

During a **colour analysis session**, you'll discover the colours that work for you rather than against you. You'll learn how your colours all work together to give you maximum instant impact. You'll understand the colours that give you authority and impact. You'll have a great tool to develop a cohesive wardrobe.



### YOU'LL LEAVE WITH:

A fan containing fabric colour swatches, a personalised seasonal colour book, your bespoke Essential Make-Up Kit, a unique client code giving you a lifetime 30% discount off all House of Colour make-up products as well as exclusive access to My HoC LookBook (online wardrobe management portal) with inspiration tailored to your colours

## STEP 2: STYLE DEVELOPMENT

ALLOW 3 HOURS

This session is deep and therapeutic, using psychology. You'll discover and enhance your own awareness about yourself and others

- You'll know how to express your personality giving you an authentic and unique style - your Clothing Personality
- You'll understand how to dress for your body architecture and proportions, creating balance and enhancing your great features
- You'll receive your style blueprint, which will be your recipe for the rest of your life



### YOU'LL LEAVE WITH:

A Personal Style Book with your personalized information, a summary of key information you can store on your favourite device, inspiration visuals tailored to your personal style on My HoC LookBook, and more.

## STEP 3: THE WARDROBE EDIT *ALLOW 3 HOURS*

- We'll streamline and elevate your wardrobe, ensuring that every piece you own serves you well
- Ensure it fits your colour palette
- Aligns with your clothing personality
- Supports your busy lifestyle
- We'll build a curated and targeted shopping list.



## STEP 4: THE PERSONAL SHOP *ALLOW 3 HOURS*

Following the wardrobe review, we'll have a shopping list.

Depending on your chosen package you can have:

- A 1-2-1 Personal Shopping experience (3-4 hours in Dublin or Belfast - your choice)
- An Online Shop where I'll give you a tailor-made catalogue, with shoppable links
- Access to a Shopping Clinic (limited to four max)



Save time and energy

Ensure versatility

Maximise your Investment

## BONUS EXTRAS

- A twice yearly Seasonal style Guide
- A free 30 minute online follow-up session
- Exclusive access to my client Facebook community
- A glasses styling session



## BASIC PACKAGE

€995

Ideal when you want the best foundation to start building your most confident image

- Step 1: Colour Consultation
- Essentials Make-up Kit (optional and if not purchased the package price is €745)
- Step 2: Style Consultation

## ESSENTIAL PACKAGE

€1,445

Ideal when you want a little bit extra to jump start you into your best wardrobe

Basic Package plus:

- Step 3: Wardrobe Review
- Step 4: Online Shop

## PREMIUM PACKAGE

€2,245

Ideal when you're time poor, require full support, have daily wardrobe struggles that impact your wellbeing and/or your career

Basic Package plus:

- Step 3: Wardrobe Review
- Step 4: Personal 1-2-1 Shopping
- Free Access to one Seasonal Style Guide online session where I talk through seasonal trends giving advice on how to incorporate them into your wardrobe
- Five looks/outfits using a combination of your current and new clothes \*\*\*



\*\*\* You'll need to upload current items into My HoC LookBook.

# BONUS EXTRAS



- Twice a year you'll receive a copy of the latest **House of Colour Seasonal Style Guide** showing the key trends of the season and how to choose what's right for you
- I'll arrange **30 minute online follow-up session** where you can ask any questions, clarify your new information or get advice on specific items in your wardrobe
- You can access **The Style Snug** - a private Facebook community where you can ask for help and advice and meet other clients



**A glasses styling consultation** for glasses\*\* and/or sunglasses to help you choose the best glasses frame shape, frame colour so you can have customised, modern, lightweight glasses



\*\* You'll need to provide a current prescription  
The cost of your new glasses is not included.

Your consultation is part of an amazing new relationship with your wardrobe that will bring you confidence, visibility and the ability to be yourself. I'm here to help you develop and evolve this new relationship.

# WHO AM I?



Hi, I'm Maria Macklin. In my early family life, I felt unseen and unheard. I'm the 5th in a family of 6. As a teen, I wasn't in the 'cool' gang at school or any gang outside of school. When I joined the corporate world of work I was often overlooked and had to do more to feel valued and trusted. Outside of work, I sometimes felt good in my clothes, but I lacked consistency.

I had a colour consultation in the mid 90's. I have a very clear memory of receiving a compliment shortly after that - it was the first compliment I had ever had about my appearance. Since my style consultation (10 years ago; I wished I'd had it sooner), I have been able to take my space in this world and have felt liberated from the ties of conforming to other's expectations of how I should show up. I am consistent with my look and feel extremely comfortable in my own skin. I want you to feel the same.

## THINGS CLIENTS SAY

DON'T JUST TAKE MY WORD FOR IT!



I feel bullet proof at the all male executive team table in my new role

You've literally changed my life and made such an impact on my career

Anything that will minimise self doubt and increase impact is worth the investment

Every time I open my wardrobe, I can see beautiful clothes which co-ordinate easily, giving me so much variety with my outfits

What this has done for my confidence is just immeasurable

I have received so many compliments from friends, proving that my clothes do look good on me

# HOW DO I BOOK?



You'll see [my availability here](#). If you see a time that suits, either call or send me an email and I'll book you in.

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**Tel:** 087 278 9547

**Studio Address:**

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My aim is to provide an inclusive service and welcome everyone to my studio. If you have concerns or questions about how any session works, or if you have any specific requirements that you want me to accommodate, please do get in touch and let me know. I will work with you to ensure the session is accessible and that you feel comfortable.

## ***About House of Colour***

House of Colour, the world leading franchise group in Image for Personal Brand, provides the foundation for my ongoing commitment to growth through ongoing training and development. A certified provider of training excellence, House of Colour is the only Image Consulting business to hold the Investors in People Silver Level award for services to clients. I am fully insured and hold the Professional Excellence Certificate.