

Afternoon

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Manoj Pahwa

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IT'S PERSONAL

Thursday, December 15, 2011

Getting paid to shop is a dream job for us girls. But, Parul Shukla tells Rhea Dhanbhora that there's more to it than that

Parul Shukla has an MSc here, a BSc there and various courses scattered across her resume. Yet, her chosen career is not something she planned on. Parul, owner of Image 4 U Consulting, is a personal shopper at Oberoi Mall and could have one of the best jobs in the world. So, rein in your jealousy and read on to find out what it involves...

What does a personal shopper do?

I assist those who need professional help when shopping for an occasion, selecting a gift or updating their wardrobe. I help them choose colour, fabric and styles that suit their body shape and lifestyle.

Since it's quite an unheard of profession here, how did you get started at Oberoi Mall?

Personal shopping is one of the many services my company Image 4 U Consulting provides. It is a service I suggested and introduced to the Oberoi Mall. No other mall in Mumbai offers this unique service.

Tell us about the process.

Oberoi Mall customers contact us and fix an appointment. They usually give us their budget, what they want, what stores they shop at and such. We then meet them at the mall and well, start shopping! We charge customers by the hour. Most people come to me because they want a professional opinion and are looking for a change. We don't follow trends blindly and usually look at the person and their lifestyle.

What did you have to study?

I did a course in image management which covers elements of personal shopping and styling.

You used to work for a bank. What drew you to fashion?

I worked for six years in London and Mumbai for banks such as Merrill Lynch and UBS. But, my love for fashion drew me in.

Will the concept of personal shopping pick up here?

It is a new concept but I feel that it's just a matter of time until it becomes popular, especially with the boom in retail, increased spending power and people becoming a lot more aware of their image. It's newly launched but is already picking up steam.

What's the benefit of having a personal shopper?

Engaging a personal shopper can be very useful as it enables you to select the right items and not make unnecessary purchases. It allows you to mix and match, helping you to create multiple outfits and giving you an entirely new look. The Oberoi Mall has a variety of stores which make for an ideal shopping destination.

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ARTHUR CHRISTMAS

It's just one week since the Christmas season got over and Arthur Christmas just about manages to make it to these pages. ... more



Heart To Heart

I am a married man, now 49 years of age, a CA by

Dr. Rajan B. Bhonsle, M.D. (Bom)
Consulting Sex Therapist & Counsellor

Dr. (Mrs.) Minnu R. Bhonsle, Ph.D.
Consulting Psychotherapist & Counsellor

Astro Focus

TODAY'S FORECAST
JAGJIT UPPAL

Select Sun sign:

Aries (Mar 21 - Apr 20)



Financial deposits bring gains. You may get a tempting assignment and if you work out the deal properly it will be of great benefit to you. The employed will be relieved when a dilemma at work is resolved amicably. In a business venture or investments cash your profits early. A surprise awaits you from your beloved or best friend. Don't be embarrassed but enjoy the attention showered indulgently on you.

TAROT FOR LOVE
ROOPA PATEL

Select Sun sign:

Aries (Mar 21 - Apr 20)



What the cards say: You could be introspective Path: Be objective and let the questions flow. Don't resist. But gently move ahead Ally: Pisces who show you patience. Avoid high energy Leo Card for the week: Tarot key no. XII The Hanged Man indicates the need to let go and surrender

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