



Parul

Shopping Style: Colour analysis is essential.

Parul is a personal shopper from Image4uConsulting, Mumbai.

Need for Style

Image consultant and personal shopper, Parul says, "I see the difference my work makes to my clients. When you look good, you feel good. You act in a more confident manner than you usually do. When you wear your favourite dress, you feel a lot more confident. Similarly, when people go through core wardrobe makeovers, they get compliments and more attention." A change in wardrobe at times more often than not brings about a positive change in one's life.

The Shopper Steps in

"I do a full colour analysis before I begin. I have a colour wheel. I educate the customer about how different colours have different meanings, and how they can communicate with the use of different colours. We then go for a fabric tour. I literally break different fabrics and try colours on my clients just to show them what suits them the best. For example, people with darker skin tone should avoid wearing dark and bright colours, while the same looks good on those with a fair complexion."

Puneet Dua

He's been there, done that

Puneet Dua is an ex-personal shopper who now has plans to launch his own label.

"Most men have no idea of fashion. When they have money though, they don't mind spending on their clothes. It's a lot like counselling really, as far as individuals are concerned. For some, of course, it's a stage of grooming," he says. "If your bill value is approximately ₹10,000, I doubt you'll find much use in hiring personal shoppers. However, if you are spending close to ₹1 lakh, you can easily afford a personal shopper for about ₹10,000 to ₹15,000. Generally, a mass consumer doesn't hire such services."

Professional Opinion

"It's sad really, but people who use our services don't usually hire us again, as they learn our secrets!"



Different clothes for different people

- ▶ **Power Dressers** – You will find them in Mumbai. They wear branded clothes not to show off but to feel comfortable. Power dressers wear what they feel good in.
- ▶ **Attention Seekers** - These are the people who chase labels. They are mostly found in Delhi and Punjab. They aspire to become a status symbol of sorts, and are fishing for compliments.
- ▶ **Detached Dressers** - People who just don't care about brands, and are mostly interested in comfort and utility. They are usually found in Bangalore and Kolkata.