



# JILL MILAN'S WORLD



## A Leading Image Consultant's Tips for Vegan Dressing for Success

Ginger Burr is a Boston-based image consultant who has been teaching women how to dress for nearly 30 years. She launched Total Image Consultants in 1987 and has been featured in *The Boston Globe*, *Women's Health Magazine*, *Worth Magazine*, *VegNews Magazine*, *Elegant Wedding Magazine*, *cnn.com*, *ABCNews.com*, *Fox TV News* and *More Magazine.com*.

AMANDA AFTER



A graduate of Mount Holyoke College, Ginger has lived and worked in Massachusetts her entire life. She has also been vegan for 11 years and she says, “I could not, in good conscience, wear my leather shoes or wool coats and I had a moment where I panicked that I would not be able to maintain my style aesthetic without those materials. But, that didn’t stop me. I was committed and decided I would make the experience of creating a vegan wardrobe an adventure rather than an exercise in deprivation.”

She has also conducted corporate seminars and community education programs for some of Boston’s most prestigious organizations Harvard Law School, Harvard Business School, the U.S. Army, and Fidelity Investments and has been the media spokesperson and fashion expert for Rowenta, Inc.

Ginger recently launched a comprehensive online style course called, ‘Dress to Impress—Yourself!

DIY guide to a wardrobe YOU love.’ In the course, through a series of 40+ lessons, she reveals the fashion secrets she shares



**AMANDA BEFORE**



**DONNA BEFORE**



with her private clients. Using these tools and guidelines helps women turn their wardrobe frustrations into hope and positive results! And, Ginger answers all specific questions that arise through an exclusive online forum as well as a monthly live Q&A call. Learn more about the program and download the course outline here: [www.dress2impressyourself.com](http://www.dress2impressyourself.com)

### **8 Fashion Secrets from Ginger**

**1)** Expand your wardrobe beyond black. While most women have black in their wardrobe too often their closet is a sea of black because it's so easy. Try adding some color. Four colors that look good on most people are: forest green, deep periwinkle, rich teal and watermelon.

**2)** Fit is important: tailoring a garment so it fits you perfectly makes you feel great and increases your self-confidence. If you are not willing to tailor it (even if you only paid \$5 for the garment), then leave it at the store!



# DONNA AFTER

- 3) Only buy something if you love it and it makes you smile when you wear it.
- 4) Make sure your wardrobe expresses who you are. Are you sweet, dynamic, feisty or serene (or something else)? Be sure what you wear reflects your inner beauty and it will boost your self-confidence.
- 5) What can I do to feel even better about this outfit? (i.e., add more color, try different shoes, add accessories, smile!)
- 6) Learn to create visual interest and personality in your outfit. Use accessories, texture and prints to enhance a basic look.
- 7) Complete the outfit – No matter how seductive the price is, if you cannot make a complete outfit with it (either in the store or knowing what you have at home), do **not** buy it.
- 8) Do not shop if you are tired, desperate (you need it for that night!) or crabby – chances are good you will make poor choices or leave frustrated. You are better off wearing something you already own (even if you don't love it) or borrowing something than spending money on something that will just sit in your closet.

