


# Branding

## The *Div*a Within



Aretha Franklin belted out “My Country ‘Tis of Thee” to millions of patriotic onlookers on Inauguration day sporting a flamboyant hat. Not just anyone can pull off a giant rhinestone bow and share the same stage as the President of the United States, but it fit Aretha’s image perfectly.

**L**ike a company marketing its brand, Aretha expresses her diva-ness in everything she does, from her music to her clothing. You might not be a diva, but you have your own unique attributes, talents and message. Is your brand coming across in the way you present yourself?

Companies spend millions of dollars each year on branding, creating a message that is unique to them and applying that message to everything from new product development to advertising. A successful brand can become synonymous with its attributes like Mercedes-Benz luxury, Walmart savings or Ikea functionality.



Take a moment to consider your own brand message. What do you want your customers, clients, co-workers, and peers to take away when they meet you? Creative thinker? Dependable worker? Innovative self-starter? Whatever it is, you can learn to express your

brand with the right clothing, hairstyle and make-up choices.

Sharon Kornstein, of Imagedesign, is an image consultant and has this advice. "Women need to find the style(s) that work best for them: for their body, their budget, their lifestyle. These 'brand images' are best when they're a combination of classic styling which incorporates some current trends. You do not want to look dated, but rather timeless, in that your image will work as well in twenty years as it does today."

For instance, you don't need to succumb to wearing the latest trendy garb to show you're on the cutting edge. Instead, express your inner youth with fun accessories like bold jewelry or a funky hand-bag. Or are you dressing for stomach crunches when you should be dressing for number crunches? Save the stretch pants for the gym and find comfortable and stylish trousers that are perfect for the office.

One of the easiest ways of establishing your brand

---

*What do you want  
your customers, clients,  
co-workers, and peers  
to take away when they  
meet you?*

---

is to invest in a signature piece that expresses your personality. In Lauren Weisberger's best selling novel *The Devil Wears Prada*, *Runway* magazine

*continued on next page*



**ARE YOU SCARED TO DEATH  
ABOUT HOW YOU ARE GOING TO BE  
SUCCESSFUL IN THIS ECONOMY?**

***Ark Career Coaching will help you use your  
strengths to move forward in your career.***

- We help you take charge of your career and fully leverage your strengths.
- We support you when you are in transition.
- We assist you in developing skills so that you are extraordinarily effective and valuable to your organization.
- We encourage you in planning your active and fulfilling retirement.

**Your coach will help you determine  
Where you are... Where you want to be...  
How to make it happen!**

***Would you like Ark Career Coaching  
to help you achieve your goals?***

It is time for you to take control of your future and set your course for success.

**Ark Career Coaching is here to help you.**  
*Contact Lisa Silvershein, MS for a free consultation.*



**Ark Career Coaching**  
Helping You Navigate Your Future

908-244-6485

[www.arkcareercoaching.com](http://www.arkcareercoaching.com)

**A personal training service  
dedicated exclusively to  
middle-aged and older adults.**

**\$50 OFF**

any program  
of 6-sessions  
with this ad

**\$100 OFF**

any program  
of 12-sessions or  
more with ad

- Train in the convenience of your home, in your gym or one of our partner gyms.
- We offer competitive rates.



*"Serving Wayne and  
surrounding communities"*

[www.rejoovfitness.com](http://www.rejoovfitness.com)  
1-888-REJOOV

*continued from preceding page*



THE  
DEVIL  
WEARS  
PRADA

editor Miranda Priestly is an example of timeless style. Besides being known as the boss from hell, she's known for the white Hermes scarf she wears daily, albeit always somewhere different.

This scarf is more than an accessory, it's Miranda's logo (timeless, classic), and its location is as unexpected as Miranda. Not into Hermes scarves?



A signature piece can be as simple as carrying a red patent portfolio.

When you're ready to take your brand image to the next level, there's lots of help out there. Some department stores offer complimentary personal shoppers and make-up consultants. Hire an image consultant, your own personal 'what not to wear' professional. She'll go through your closet, weed out what isn't working and find pieces that do.

There are even various local or online companies

*Hire an image consultant,  
your own personal  
'what not to wear'  
professional.*



that will design clothes to your specifications. Imagine a pair of jeans with the perfect inseam or a skirt with the right taper.

Mary Pat Silva, owner of Sharp Consultants, helps women create custom clothing, "When you go shopping, you're limited to what's out there. You like a fabric, but not the style or the color. With custom clothes you can design from something you saw in a magazine or use a pattern."

When the image in the mirror

*Maximize Your Closet Space*



*Custom Work at Prices You Can Afford*

SPACE PLANNING FOR ALL YOUR NEEDS

Closets • Pantries • Mudrooms • Built-Ins  
Home Offices • And Much More!



**1-800-823-4ACP (4227)**

Call us today for your  
Free in-home consultation  
[www.affordableclosetsplus.com](http://www.affordableclosetsplus.com)

reflects the unique person you are on the inside, you'll know you've found the perfect fit, not just for your clothes, but for your brand. Now you're ready to face the world with confidence. Maybe even don a giant rhinestone bow on your head and serenade the President!



## Branding The *Diva* Within

### Books

#### HOW NOT TO LOOK OLD:

Fast and Effortless Ways to Look 10 Years Younger,  
10 Pounds Lighter, 10 Times Better  
by Charla Krupp

#### STAGING YOUR COMEBACK:

A Complete Beauty Revival for Women Over 45  
by Christopher Hopkins

#### FREAKIN' FABULOUS:

How to Dress, Speak, Behave, Eat, Drink,  
Entertain, Decorate, and Generally Be  
Better than Everyone Else  
by Clinton Kelly

#### GREAT HAIR:

Secrets to Looking Fabulous  
and Feeling Beautiful Every Day  
by Nick Arrojo

### Web sites

SITES THAT HELP YOU SHOP  
based on input about your likes,  
measurements, etc.  
myshape.com  
personalshopper.com

CUSTOM CLOTHING  
indiDenim.com  
makeyourownjeans.com  
landsend.com

*Elisa Roland is a freelance writer from Mountainside, NJ.*

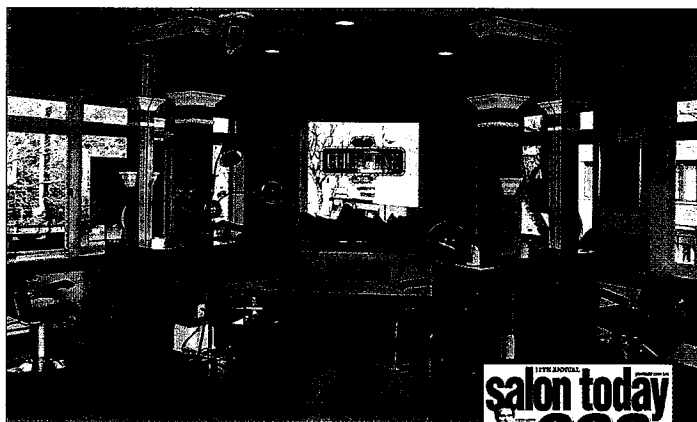


## The Law Offices of Maria A. Cestone

Specializing in:

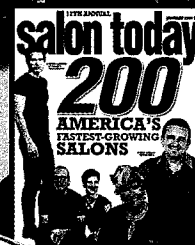
- Tax, Trusts and Estates
- Fiduciary Counseling and Litigation
- Expert Witness Testimony
- Entity Formation and Governance  
(corporate and non-profit)

443 Northfield Avenue, 2nd Floor, West Orange, NJ 07052  
Phone 973-324-0120 Fax 973-324-0127



Our Second Year In A Row  
Voted One Of The  
200 Fastest Growing Salons

-Salon Today 2009



*guillotine*  
salon & spa

Now featuring



108 central ave. 2nd floor  
westfield, nj 07090  
908.654.8686  
www.guillotinesalonandspa.com  
Tue-Fri 9-8, Sat. 8-3