

# Your Weekly Wardrobe Jazz

## ATTENTION! ATTENTION! Being Attractive Is Different From Being Alluring.

Last week I talked some about being attractive. Here' more on that. I was having a conversation with a client who NEEDS to be attractive for their position in life: This person heads a non-profit and needs to attract all attention they can to obtain support for the group. But they admitted that they walked off to the sidelines of personal style and fashion at some point because they didn't want to attract "that kind of attention".

### Take Pride in Who You Are Through Your Personal Image

But this person is not the only one. Many women, as they grow professionally and get settled in their personal lives (with or without a partner and children), go into a deep coma about what they look like and how the world perceives them. They become immersed in being "Joshua's Mom" or "the one who handles the books" or "the teacher" or "the wife" or "the partner" or even "the boss". I see women with their children and the children look adorable. Great clothes, shoes, ribbons and even nail polish and there's Mom like she put on the first thing she pulled out of the dryer. That's just not right! Let me make this clear: I am NOT denigrating any of these roles in life, they are all vital!

### How to be Powerful in Any Role with Personal Style

But it is also vital for a woman to keep her sense of perspective on who she is for herself, to nurture her individuality and to express that visually. Any role can and will change as you go through life. And you will grow into your power as you become experienced and practiced in the business of living. How sad that many of the most dynamic, successful women I know look so nondescript. If they are hiding from attention because they don't want to be alluring, then it's time for a better explanation of "attention". This definition is courtesy of OneLook.com:

attention: *noun*: a general interest that leads people to want to know more ("*She was the center of attention*")

Is it possible that you could be more EFFECTIVE in life if you dressed to attract attention? Dressing to express the powerful, authentic woman that you are? And if that's too deep then you can just have a lot more fun getting though the day in clothes that you consider to be beautiful, powerful, playful, dramatic, artistic or whatever suits your fancy and the occasion.

### The Secret to Always Looking Great: Be Prepared!

Just as you grocery shop with a list so that you will buy all the items for a recipe or to get through the week without extra trips to the market, having a workable wardrobe requires planning. When you have only 10 minutes to shower and get out the door you will have the items in your wardrobe, and the cosmetics in your purse, that will make you look great, no excuses. If you want more information on putting together a no-fail wardrobe, go to [10 Outfits You NEED to Have in Your Closet](#).

*Great style has no size, age, or price tag!*