

**Dotsie Bregel,
Founder and CEO of
The National Association of Baby Boomer Women
(NABBW)**



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Presents

Fashion Fit Formula

With

**Janet Wood and
Kathy McFadden**

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Fashion Fit Formula With Janet Wood and Kathy McFadden

Dotsie: Good evening, and welcome to the call. For those of you who don't know me, I am Dotsie Bregel founder of the National Association of Baby Boomer Women and I can be found at www.NABBW.com and www.boomerwomenspeak.com on the Internet, and both of those sites are number one on major search engines, for the search of Baby Boomer Women. I am passionate about educating and empowering boomer women, which happens to be my generation of women. Since launching Boomer Women Speak five years ago, I have been connecting, encouraging, and supporting boomer women on a daily basis. I certainly have my finger on the pulse of this spirited generation, and dedicate a great portion of my time to creating opportunities that inspire women to explore their passions and live them to the fullest. By the grace of God, I have become a "go to" person for journalists who are interested in learning more about our generation of women. So my prayer is to embrace all women and provide them with the means to soar.

This call is the third in our boomer women ***It's All About Us*** series. The focus for this call is learning how to look better in our clothes. It appears as though boomer women are having trouble finding stores that sell clothes that fit our bodies. So I thought it would be fun to interview Kathy and Janet and have them share their wardrobe expertise with us. That is with the hope of making our lives easier when we look at our clothes that are hanging in our closets now, and when we begin shopping again in the future.

I met Kathy and Janet while attending the *International Women's Business Conference* in D. C. last year. I attended their presentation and immediately fell in love with their energy and their passion for their topic. Before the weekend was out, I got measured and bought the product which tells me the precise spots on this boomer body to hang my necklaces, and the right spots for my hems for my skirts and Capri's and jackets, etc., and it really makes a difference. So sit back and enjoy this teleseminar. I believe it's going to be enjoyable. Welcome to the call. Are you there?

Janet & Kathy: Yes we are.

Dotsie: I'm going to tell you a little bit about Kathy and Janet and then we're going to jump right in for questions. The formal name for their business is ***Pivotal Impressions*** and it's based in Annapolis, Maryland, which is just about an hour from where I am. It was founded by Janet Wood and Kathy McFadden who had very successful careers in a male-dominated industry. Their goal now is to help other women reach their full potential and obtain their dreams. Kathy has held positions as CEO of the *Mechanical Contractors Association of Metropolitan Washington*, and the *Mechanical Contractors Association of Kansas* for a combined total of eighteen years. She brought her many organizational skills,

attention to detail so critical in production, accounting, and event planning, necessary to run this company.

Now Janet is the creative one, and she is actually the one responsible for the mathematical formula which has been named the ***Fashion Fit Formula***. It changes the appearance of women daily. To reach your goals and ambitions making a plan is the first step. Second and equally important is improving your appearance and that brings attention needed for others to notice your behavioral changes. This simple solution that she has created has helped so many people attain their desires. I mentioned in the email and reminder for tonight's call to go to their site which is www.fashionfitformula.com, and just look at some of the before and after pictures and read through to get ideas. I hope that some of you have done that, because it gives you a really good visual about what a difference hem lengths and necklines, etc., can make. This whole idea for this business came about because Janet had never been happy about the way clothes looked on her. In college as an elective, she always studied fashion design, advanced sewing, tailoring for men, tailoring for women, tailoring for disabilities, art, and portrait painting. And the dichotomy between the art and fashion courses made her realize that there had to be a mathematical solution to providing proper balance in clothing. So it took her several years, but eventually, Janet developed this series of mathematical calculations which provided the proper clothing symmetry every time; without fail. And that's basically what the ***Fashion Fit Formula*** is.

So from July 2003 until August 2005, they traveled around the United States and Canada working with women of all ages, shapes, sizes, styles and ethnic background to perfect the end user product. Numerous focus groups played a key role in determining their product, delivery, product development, and desired information. They really listen to their customers. So anyway, this formula and this product is now being sold on the Internet, and also through independent partners throughout the United States and Canada. To find an independent partner, you can go to their site and click on "find a consultant," and if you're interested in becoming a *Pivotal Partner*, you can see the business opportunities for more information.

When we were in D. C. and we met them, we also met some of their consultants. So these are people that work for them around the country and in Canada who can actually do the measuring, and that's another piece of their business. So if you're looking for a new business opportunity, maybe this is something you would be interested in. I just want you all to listen up and hear what they have to say. So ladies are you ready to get started?

Janet and Kathy: Yes we are ready; we're going to hire you.

Dotsie: The first question is, if you would please tell us why we have difficulty finding an outfit that fits at the store.

Janet: Well, it all starts back with Leonardo Da Vinci, back in the 15th century. He designed or, he determined, the perfect proportion for the human body. And this is what actually made me realize that there had to be a mathematical solution, because I was studying portrait drawing and studying Leonardo Da Vinci's technique of drawing the eight perfect heads which studied the various different parts on the bone structure and the space between them. But in all of the women that I had sewn for, and I had been sewing since I was nine years old, nobody's bone structure was actually like that. So that was the dichotomy. I was taking clothing design, where I was being taught to design this way, but in reality, I knew that nobody was actually built that way. So, that made me see the difference. There was something wrong and I was not pre-disposed to think it was me; I was quite willing to believe that it was the clothes that were hanging on the rack. It turned out I was right.

Everybody's bone structure is unique. Out of over ten thousand women, we have found twenty two perfectly proportioned bone structured women. We found the last one in August of this year, or last year, and I was so excited, I called her and I said oh, I couldn't believe it; you were our twenty second perfectly proportioned body. I said you must not have any problem at finding clothes. She said "why do you think I bought the *Fashion Fit Formula*?" Nothing fits me; I'm 5' 1". Well the petite clothes are designed for someone 5' 4". So no they were wrong for her.

So even if you have a perfectly proportioned body it doesn't mean that the clothes were designed to fit you. Some designers use 5' 5" models, some use the 5' 7" and some use the 5' 9". Like Dana Buchman's clothes seem to be perfectly proportioned for a woman that is a little bit heavier in the hips, whereas Ann Taylor's clothes are designed more for the figure that is thinner and more slender and taller. So, when you find a designer that works for you, just keep buying that designer.

Dotsie: So basically the reason we have problems is everybody is built differently. The measurement between our breast bone and our hip is different, even if we weigh the same and are the same height.

Janet: Exactly; even your families. The distance between your shoulder and your elbow, your elbow if you are proportioned correctly should be equal to your waist. If it's above your waist that means the bone from the shoulder to the elbow is short proportionately for you, and you're going to find that everything you buy is long, all sleeves are long. If on the other hand it's below your waist, then you're going to find that everything that you buy is short because your arms are proportionately long for your body, and all sleeves will be short.

Dotsie: Okay, so basically you took all of this into consideration and you came up with this formula.

Janet: There are 4,096 variables in the formula.

Dotsie: I'm not a mathematician but that sounds horrendously high. Lets move on a little bit and then you can tell us some more. Why is that we buy clothes and only wear them a couple times before sticking them in the back of our closets.

Kathy: Oh Dotsie, that's my favorite. That's called closet guilt. You know women only wear about twenty to thirty percent of the clothes they actually purchase and so all of these clothes are hanging in their closet. I can tell you every time you walk in and they're screaming for you to wear those clothes, but you usually go back to the same four to five core outfits, because you feel good in them and you just aren't sure why. We'll explain to you why that is, but we first want to tell women it's not their fault that they're not wearing those clothes. As Janet explained, because the perfectly proportioned body, and that's how designers design, so if you recall that now as she was saying and you walk in your closet and you try to wear those clothes, you're actually wearing clothes that were made for somebody else. So you put those clothes on and you might wear them once or twice, you feel frumpy in them, you're not sure, and some times you don't even get out of the bedroom.

We have to laugh. How many times have women actually tried on ten different outfits before they even got out the door? So you walk in your bedroom and there are like ten different outfits all over the bedroom and it's a mess and you still really don't feel great in your clothes. And that's really what's called the closet guilt. That's really what is happening in our wardrobe. Just by applying the formula to those clothes you can have a fabulous new wardrobe. But we really want women to understand that it's not their fault that they are buying and spending all this money on their clothes. You just feel wrong in your clothes and you don't know why; and there is a reason. So that is basically what that's all about.

Janet: I think women go into the store and say, what do you have that's ugly for sale today, so I can buy it and hang it in the back of my closet.

Dotsie: Well, I can tell you that I am doing exactly what you're saying this winter, with certain clothes and certain outfits and I just keep going back to the same ones because I do like the way they fit. It's interesting because I did get the Fashion Fit Formula when I was in D. C. and I have a couple summer skirts, I really don't even wear skirts in the winter, but a couple summer skirts and I got them out because there are a couple that I like. When I find something that I like, I buy it in kaki and navy, or black and white, like two colors at least, anyway. I got this kaki and navy skirt out and did the measurement and realized that I like it because according to my measurements, it's the right length for a short skirt.

Janet: That happens all the time.

Dotsie: Right, so what I have hanging in my closet that I'm not using, there is one in particular that is longer and I feel frumpy in it. It just doesn't feel right and I like to wear these skirts with flip-flops, casually in the summer time. It's like a fun look, but when I measured, I thought well this makes sense. I like it because it really does look better on me than these other clothes that I should have hemmed, is basically what I should do, and then maybe I would wear them. Do you want to say anything else, or shall I go on.

Kathy: I would go on to the next one because that almost leads it right into the next question.

Dotsie: Alright, so why is it that some outfits absolutely, positively, make us feel better than others.

Kathy: Basically you luck out. What happens and I'm really a good example of this. I had a personal shopper, I bought thousands of dollars of clothes every quarter, and I was a CEO of another company so I always had to look great. I would say out of those clothes I only wore ten percent, and all the rest would either go to Goodwill or whatever; I would just get rid of them. But there was ten percent of the clothes that I actually did like and did look good in them. Well, when I had my formula done, lo and behold, those clothes were almost perfectly proportioned. There was a reason I liked them, there was a reason I felt great in them, there was a reason I felt powerful because they were actually fitting my body. I would say about ten percent of what you can actually buy in the store will look good on you, almost to your perfect proportion. And once you have your proportion done, you can start understanding and start finding clothes. You'll know what to look for and actually it will cut your shopping down in half, and it will cut down your expense account on your shopping probably in half too, because you won't need so many clothes to hang in your closet. When I talk about, one of my favorite seminars was to the Kiwanis and it was all men. I said to the men does your wife have clothes hanging in their closet they never wear? They corrected me and they said closets, and so I explained to them and told them it wasn't their fault. I had to throw that in there because there is so much misunderstanding about the body, about the clothes and I can tell you that what you have on your body really projects who you are, how you feel, how you're going to act, your productivity, everything about yourself. And when you have your clothes and they're perfectly proportioned with your body, you're invincible. You feel taller, you feel thinner, you feel great, and you can actually start understanding a lot more about the psychological aspect and what happens when you feel great about yourself and feel great in those clothes that you are wearing. You can find those clothes, but like I said about ten percent of it you're going to find that fit, the rest of them you're going to have altered. If you want me to talk a little bit about that, I don't think we cover that, or we may cover that in another section about the economics of it, so we'll address that a little bit later, okay?

Dotsie: Okay, sure. So there is a reason that we tend to keep going back to the same jeans, or the same black pants.

Kathy: Absolutely. One thing I want to address real quickly too is the understanding about clothes. Janet was a great teacher to me about this. Most of the clothes are not made in the United States any more. So when you're buying clothes you can buy an outfit or a pair of pants, same designer, same size and they'll fit you differently. Because what happens is when clothes are actually made, there is maybe a stack of thirty or forty pieces of material that are actually cut out, at the same time on these great big machines and so what's at the top and what's at the bottom may be different. What used to be a five eight seam, that's how they used to sew and all your seams would be five eight seams, well that's not the case any more. So you may not have a seam that is the same from one garment to the other garment. So you really have to be able to try on everything you're wearing and I'm sure the catalogs, they probably have tons of stuff that is returned because when you get it, it's just not fitting you the way you thought it was going to fit because two, four, six, eight really aren't the sizes any more.

Dotsie: Oh, right, absolutely.

Kathy: That's one of the biggest complaints we get in this industry.

Dotsie: I know myself, I've gone into Gap in years past to jeans because I don't buy my jeans at Gap anymore because they don't fit me any more, but anyway, I would try on the same pair of jeans in the same size and one would be tighter than the other and that's what you're talking about.

Kathy: I didn't eat anything in between so what happened? But it is very frustrating and nobody wants to go up a size, I can tell you that.

Dotsie: Well, how do we turn the clothing that is already hanging in our closet into the appearance of a wardrobe that is designed specifically for us? Can you give us some of the secrets?

Janet: Okay, when you walk into your closet, don't clean it up, just look at it. The clothes that are center front are the clothes that you wear most often. Now the first thing I would suggest to do when you're attacking the other clothes is that you go into a well lit room and hold each garment up to your face, then look at your teeth and the white of your eyes. If it makes your teeth or the white of your eyes look yellow, put it aside, because there is nothing you can do, the color is not right for you.

Dotsie: Interesting, I've never heard that.

Janet: It's amazing. Most women have a pretty good idea what color looks really good on them, but occasionally you'll have one or two pieces from Aunt Mary or wherever, so just get rid of them. On the other hand if you like the color and you get a lot of compliments when you wear it, then the next thing that you look at is how the shoulder fits. If the shoulder doesn't fit right, the shoulder is the most expensive alteration there is to make, so I always examine the shoulder to make sure that it fits right on a jacket or on a dress or on a blouse because for me to have a shoulder altered, that garment has to have an awful lot going for it. I mean it's got to be fabulous fabric, it's got to go with six or seven things, everybody has to say my you never looked so beautiful when you wear that outfit. So the first thing you check is the shoulder. Then after that, you look at the clothes and after you get your *Fashion Fit Formula* solution, you pin the clothes to that point. Now I've done several different things. What I did is once I sat on the floor and took an eyebrow pencil and measured from my foot straight up my leg and put an eyebrow pencil mark for my mid-calf, and the next one for my street length, and then I went from the middle of my knee up for my mini skirts, back in the days when I used to wear them, and then when I'd try something on and stand in front of a mirror I could just turn it myself. If I could see that long, then I knew that if I was just touching that line, then I was in the right spot. If the line wasn't visible then the skirt was too long and it needed to go up just a bit. Because I made my line one eighth below the point where it should be. Or you can have a friend measure for you or a tailor. When you put your clothes in the linear proportion, your whole body falls in balance. Our formula is designed to put people in balance. Now I don't want this to be just a sales spill about our formula so I'm going to give other hints about turning those clothes into a wardrobe that is perfectly designed for you. You have to think about your clothes differently than you ever have before. Many blouses, I think the most unflattering neckline out there is the scoop neckline because it doesn't look good on anyone. Most flattering for most people is the "V" or the square. But if you find a lot of jewel necklines that go right around your neck, many of those jewel neckline blouses have a little button in the back and an opening. Turn the blouse around, put it on backwards with the little opening in the front and fold that back and make a little "V," and the outfit will look one hundred percent better on you.

Dotsie: Got it, okay.

Janet: You have to look at each piece as a garment, not as part of a set. So the first thing that you're going to do when you go in your closet is you're going to separate all your pants, all your blouses, all your dresses, etc. Anything that is obviously out of style for you; like when I was a young girl I had an eighteen inch waist. I don't think that would fit half way around me at the moment. So anything that has full pleats or gathers around the neck has to go out. But does it really have to? I had a gathered skirt that somebody had given me and I dragged it out because I had been losing weight, and I finally got down a size, and what I did is I took the skirt apart and made pleats in where the gathers were and it works just fine. Some of it is adapting to your style. If you've developed and you have a

double breasted jacket, just cut the second row of buttons off and make it a symmetrical jacket where it opens down the side. You immediately look less busty. On the other hand, if you don't have much of a bust and you have some type of a-symmetrical jacket you could put a second row of buttons down the side and it will look fine. Or I've seen this done and it was really, really cute. It was a jacket that opened in the front, had a row of buttons right down the center and they put two rows, one on either side of the other one, evenly spaced of course, they replaced all the buttons on the jacket so it all looked the same so the jacket had three rows of buttons down the front and it created a wider bust line for this person. And the sleeves you want to alwaysWe'll discuss that later.

Dotsie: I'm having a hard time; we're missing a couple of words here and there. Can you repeat the sleeves? You said the sleeves.

Janet: We're going to discuss that later.

Dotsie: Oh, okay, I thought you said now the sleeves.

Janet: So anyway when you've got all the clothes put together, since women are baby boomer age anything that looks like it would belong to your teenage daughter, get rid of it, and stay with clothes that are classics. Solid colors stay in your wardrobe much longer than prints or plaids, and they look like they are more expensive. So now Kathy is telling me that I'm running out of time.

Dotsie: Okay, you gave us some helpful hints there and actually we're looking for a few more in some of the next questions, but it was interesting because in the little introduction that I sent around about your teleseminar, I mentioned that I saw someone who went to your before and after presentation, and after the presentation they came up to me and they had tucked in their collar and they had tucked the flaps in on their jacket so they didn't look hippy. They also had a longer necklace as opposed to a choker and so those are the kinds of things that I know the formula can help us with. If you can throw in some more of those little tidbits because it's interesting, because that's what women that I corresponded with by phone and in person said, oh, my gosh that is so cool because I never heard that before.

Janet: Well, I just didn't want this to be simply sales about the *Fashion Fit Formula*, although it is the basis of everything. And you were asking how to save a fortune on clothing?

Dotsie: Well, yes, that's the next question. Tell us how we can save a fortune but look better than we did before, even at midlife. I wrote an article last year, I had money to spend. I went to the mall; I had to buy clothes to go to a conference and to go to a fiftieth birthday party, for myself. Okay, I thought I'm going to get something new for these occasions. But I also had gifts to buy and things to buy for my children. I walked around the mall for a couple hours, which I can't stand

doing, it's painful, and I left and I tried on clothes, and clothes, and more clothes. In Macy's, in Coldwater Creek, in Jay-Jill, Limited, Ann Taylor, you name it. I went home with all of my gifts for everybody else and no clothes for myself. And that is just frustrating to me. But even at midlife you say that you can help us save a fortune on clothing, so tell us how we can do that.

Janet: Well, the first place you shop is in your closet. I guarantee you that you've got twenty outfits there that you are not aware of. And the reason is they're all pieces to other outfits but they are not in proportion to your body, so when you get them all put in proportion to your body and altered to fit you, they will look great. But when you're going to spend money on clothes you need to appropriate your budget this way. The most expensive thing you buy is a jacket, and then you buy shoes and a purse. That's where your money goes. If I was going to spend a lot of money on one other garment it would be pants. I'd have one or two really well tailored pants, for me, tailored to me. Everything else is negotiable. You can change out buttons, you can put on more expensive buttons, you can wear less expensive shirts, and you can even wear less expensive pants if they are perfectly tailored to your body; that is the key. Always try to keep your wardrobe in as many solids as you can because people remember prints and they go out of style very quickly. But each year, you should only have to buy one or two fad items. Like this year they've come out with the new jackets that are sort of fuller, you should have one or two. But because it's a fad item, you don't want to spend a lot of money on it. So it should be one third the cost of the most expensive jacket that you have, or less. You're evening clothes are the least expensive thing that you spend money on. Because how many times do you wear them?

Dotsie: Right. But how many people spend a fortune on a cocktail dress, a lot of people do that.

Janet: A lot of people do. It's sort of criminal, really it is.

Kathy: You usually buy it the day of.

Janet: I've got friends that have spent \$1,200, \$1,500 for a cocktail dress, and why. That's sort of ridiculous, you can get a beautifully appointed skirt, and top, jacket, long pants depending upon the season; determines the fabric. But if you dress classically with just a couple of the fad things of the season, you can do it fine. I've been all over the world and I would my clothes up against anybody else's and I knew that I had hardly spent any money on my fancy dress clothes, but my jewelry was real. The diamonds around my wrist were real, the rings on my hands were real, and my earrings and necklaces were real. And you put real jewelry on less expensive clothes and no one will question it.

Dotsie: Okay. God knows we've wasted enough money buying things that don't work, so let's see, you told us about how we can appropriate the clothing budget. How about some of those little tips that can improve your midlife "wow" score?

Janet: Go ahead Kathy.

Kathy: Your midlife wealth?

Dotsie: Your Wow score.

Kathy: Your Wow figure. The wow factor, we always like the wow factor.

Dotsie: Oh, the wow factor, I was calling it the wow score.

Kathy: Well, there are a lot of different things that you can do to do the “wow” factor. What I’m going to do is incorporate part of one of the questions about how you can make yourself look a little thinner and this kind of goes along with the “wow” factor. Because there are issues with clothes that, obviously they have to be in proportion, but it’s looking at all the details of the clothes. Looking at why are clothes making you look heavy. There are different things that you should look on clothes that say the sleeves; we were talking about the sleeves. One of the “wow” factors in sleeves are if you put them to your exact three quarter length. When you put that sleeve to the three quarter length you will instantly drop about anywhere from two to three inches on each side of your hip and most women I know want that extra little “wow” factor, that they are not looking thirty pounds heavier. And then if you slant them, the other really great tip on this is if you slant them from the elbow into the stomach area, or I guess into the slant should go from the elbow downward, if that explains it. Some times it’s hard to explain on the phone. What that will do is even make you look thinner in the stomach area, and that will pop your clothes also. There is another technique that will help you is those wonderful jackets that have the flaps on them. What happens with that is the eye immediately goes to those flaps. So, you gain about ten pounds immediately on your stomach area, or on your hips, because the eye goes right to those flaps. Take those little basting stitches, cut them off or cut them and stick the flaps in. You immediately will lose that weight. Unless you’re a size zero, one two or three and you need a little bit of curvature, keep the flaps out. One of the best ways to look at a jacket and I’m very cognizant of this now, is I look for the jacket that has side pockets, or pockets that are invisible.

Janet: Diagonal pockets.

Kathy: Yeah, when designer are designing clothes you have to remember they’re really designing for the size 2, 4, 6, and maybe 8. When you get up to the size 10’s, 12’s, 14’s and on up, unless they are clothes that are being designed from what is called the plus size industry, designers still have in their mind the 2, 4, and 6. So we’re trying to put our design in a smaller body, the design that puts smaller clothes into larger bodies and it just emphasizes a lot of different areas. So you really need to start looking at, what’s that jacket going to do to me when I have it on. How can I make it pop, how can I make it look good for me. Well,

there are little techniques; I really like that jacket. Okay, I can put the flaps in, that will look great. I can actually put these sleeves up. There are little bands that you can buy to hold sleeves up, or you can have them cut. I use two different tailors. I use my dry cleaner as a seamstress when I have just regular hems done and then if I have to have a really make over, I use a seamstress that is actually a tailor. So I have two different types of seamstresses. When I went in and told them I wanted the sleeves angled, she looked at me and said are you crazy, this is a brand new jacket, and I said, do it. When I did it and she saw the results she was like oh, my gosh, she couldn't believe it. It put the "wow" factor in it. So you really have to look clothes differently. There is a saying, *buying off the rack doesn't mean ready to wear*. You have to look at clothes differently; you have to think what can I do—this is the basic outfit, what can I do to improve this. Well, there are all sorts of little different tips. Another thing is taking the collar of a jacket and turning the collar inside out, I mean not turning it inside, but folding it under. As you were saying with the person with the blouse, and one of the things if you have a really short neck, you want to wear a banded collar that really helps make you look like you have a longer neck. A high collar will make you look like you have a really short neck. So you have to kind of look at that, too. So one of the best looks for somebody with a really, really short neck, and that can pop them is wearing jackets that have no collars.

Janet: Or wearing blouses, when you look at a blouse it's got a band around it and then the collar slips in the band. So all you do, is you undo the seam at the top that's holding the collar in, slip the collar out and close the seam again.

Kathy: Now Dotsie, I know how to sew on buttons that will stay forever. That's the limit of my sewing. I do no sewing, Janet is the seamstress, I pay people to do this and you know what, people always say well isn't that really expensive. It's really not. Spend another ten or fifteen dollars and actually like the outfit. One of the things about pants if you're a little heavy or a size 8 and above, 10 above maybe, no pleats. It really slenderizes the body, not having the pleats. Another "wow" factor that you can do is if you're under about 5' 5" or so, no cuff. Cuffs will make you look shorter.

Dotsie: No cuffs on the pants?

Kathy: No cuffs on the pants. No cuffs on the Capri's, because it really does make you look shorter. If you're very tall and you want to appear shorter cuff the pants. Same with shoes. If you look at somebody that is wearing shoes that have a strap around the ankle and they are under 5' 5", the eye stops right at that strap so it's making them appear to be shorter. You want to elongate the leg and make that leg look slimmer. You want it to make you look taller, keep away from the straps. You can if you have on pants and nobody sees it. Same thing with hose. You never want your hose lighter than your face. Because the eye draws right to the legs, usually it's a part you don't want, unless you have these incredible knock out legs. But we always say is the people that should only wear

white hose are those who are a nurse and five years and under. Another little tip on “wowing,” is that, – okay, lost my train of thought.

Janet: Okay, measure from your wrist to your elbow and then whatever length that is, say it's 8 inches, you're cuff, even if you're pushing it up to a three quarter cuff, like if you push it up to a three quarter length, or if you're going to cuff a jacket which is very, very popular these days, that cuff should not be wider than one third the distance between your wrist and your elbow.

Dotsie: See, all these little tidbits are great.

Janet: It's better at one quarter, but you can go to one third, but if you go more than that it's going to look funny and you're not going to know why.

Kathy: There is just a lot of tricks about, looking taller, looking shorter, you know all the different things, and it's all illusion. Everything is illusion. There is absolutely nothing you can do about the bone structure of your body. I don't care how much you work out, what you do, it really is what you have and what God gave you, and you've got to keep it unless you start all the plastic surgery and taking out all the bones and stuff, and you don't want to do that. But one of the things that we like to tell women too, and you probably heard in our little spiel that we always do, that once you start through menopause you will start losing inches and you'll lose maybe an inch, an inch and a half at the very most. And what can prevent that is drinking tons of water and doing yoga. We measured a woman this summer who should be on the poster for yoga. She was about, not quite 70 years old, she was 70 inches tall and when I measured her I said have you shrank any and she said I have been 70 inches since I was 20 years old and I turned to her and I said...

Janet: That's 5' 10”.

Kathy: I said you must have been doing yoga or drinking water; she said I've done yoga for twenty years. We have to pay attention to our bodies too and what happens and we really like to express to women take care of that body because it's the only thing we have there.

Janet: And I want to say one thing about, I am like Kathy. I am not thin any more. I am a very plus size person. I personally feel that anyone that designs for plus size women and puts out some of the clothes that they make available, should be condemned to have to wear them for eternity, because they are terrible. I'm short and I've got an apple shape, which means that all the weight is at my stomach and it's very, very difficult to find clothes that fit. But I can tell you that many times I've gone to the boys department to get the jackets that are short enough to fit me, and they have more tailoring. It's really bizarre. But they seem to make the plus size clothes assuming that the woman is big all over and that she's tall, and it's quite a challenge. So again that's where you look for like one designer that

you know works for you. You dress almost completely in one color, monochromatic if possible, to keep the flow and keep the line the same way. If you're short and heavy, if you're taller and heavy then you can, of course, break it up with different colors. But one of the most interesting things I've learned recently is that the color of your skin changes as you get older, and if you go to the old lady, I hate to say this since I'm 62, can't quite believe that happened, but if you go to the old lady pastels, you're really going to look older because since most people's skin fade a little, they tend to go to the lighter colors. And what they really need to do is go to darker shades of the same color. Not the brightest yellow, but a more mellow yellow. Not the brightest blue, but a softer blue, but not a pale blue. Does that make any sense?

Dotsie: Yes, so color is big too. And another thing that I thought was interesting is necklaces. I've worn a choker style necklace and I liked it, but I thought, I've often thought, oh it should be a little longer. But I never put it together that I should just wear longer necklaces and why the shorter choker doesn't look good. Do you know what I mean?

Kathy: It's called the instant face lift, as we like to call it.

Dotsie: Yes, well that's nice.

Kathy: If you look at the choker on anybody and Hillary Clinton is doing this a lot, wearing the choker, what it does it emphasizes the neck and it stops the eye right there. If you're wearing your necklace at your pivotal point, it opens up your face, it just completely takes away the neck in the process, so you're basically looking at the person's face and that's what you want people to look at. I have two omega necklaces with these great, fabulous sliders on them, and my husband keeps on saying, why aren't you wearing them, and I go well, I need to get an extender or something for me because they're just sitting way too high on my face and the eye just stops right there and it cuts my body in the wrong place. And what's really interesting is the eye knows there is something wrong, but it doesn't know why.

Dotsie: That's what I found. After hearing you all speak and seeing what you were doing and then getting the formula, I'm just more aware and it just makes sense to me, whereas before I would say *oh, that looks like crap*, but didn't really understand why. But if it's in my wardrobe and I like the colors, or I like the style, then it's much easier to just have that altered than to start back out again all over because really the clothes that are in my closet; I bought them because I liked them, but I don't wear them because, I don't know there is something about the fit, and when you pay attention to what that something can be, it really makes a difference.

Kathy: It's called the curse. Once you know the formula, once you've had it done on you I tell you Dotsie, you'll never be able to go back and wear something that

is out of proportion and you start seeing it on other people. You're going oh, my God, and it really does become a curse because you start looking at people totally different. And it's really funny to watch that happen.

Dotsie: Well, you know you can get a feel for that by going to your website and looking at some of the before and after, so I really encourage people to go to the website and look at the before and after's because you will see an immediate difference and you're going to say, oh my gosh, I'm a lot of those before's.

Janet: Kathy sees it as a curse, I see it as triangulation because I look at the elbow, the waist, and the jaw measurement, and I can tell that the necklace is right, because I'm doing triangulation of the body. This whole thing is math. Its math, geometry, trigonometry, and advanced calculus. So as I said before with the 4,096 variables it's all angles. So I just look at people so much differently than others.

Kathy: She's weird, what can I say. I just know the formula and I know my proportions, and that's all I care about Dotsie.

Dotsie: Well, let's see if anybody on the call has any questions.

Kathy: Can I make one real quick comment? Before you buy any garment buy a good bra and have it fit right, and that is one of the most important garments you can ever purchase and ninety percent of the people out there don't have a right bra and it is so critical to your whole outfit, so that's all my two cents worth on that.

Dotsie: Okay, well, you know what I have to laugh because I have a very funny story about myself and bras. It was after Christmas last year and I'll just tell this very quickly because I'm telling you it's another thing that made a big difference. My husband had given me something from *Coldwater Creek*, I went to return it and pick something else out and I went up to the woman and I said, does this jacket fit and she said, honey, you need a good bra. She's like, do you have couple minutes, come with me. She used to work at *Victoria's Secret*, she walked me across to *Victoria's Secret*, she said, I'm going to show you how those babies can look good. It was hysterical. She walked me across to *Victoria's Secret* where she used to work, she had me fit, I bought two bras that night and I just have to laugh about it because then I went back over to *Coldwater Creek*, didn't buy that jacket, ended up leaving with a gift card, but I was on cloud nine because I thought, Oh, my God. I've been walking around all these years because she was like, you know you're boobs are down here honey, and she's like your husband is going to love me and you've got a beautiful chest there and you need to show it off, and it was hysterical because I'm telling you, it made a huge difference.

Kathy: The girls got to be standing up as we say, bring them up. If they're sagging you literally look like you've gained ten pounds when they're hanging down and when they're up to where they should be, and what it's about three inches below the arm pit, is where they should be sitting and you will lose weight immediately. And that's what I made my friend buy this weekend, is a new bra before we went even shopping, and she's like, oh, my gosh. I said you just lost ten pounds.

Janet: And don't forget to tilt your pelvic forward and pull your stomach, your belly button in.

Dotsie: Oh, God, I can't do all of that.

Janet: And glide ladies. Does anyone have any questions?

Dotsie: Just one second, what she pointed out was that I have like a long midriff, but you couldn't see it because my boobs were down there.

Kathy: That's right.

Dotsie: So anyway, does anybody on the call have any questions? Any questions out there?

Kathy: Either they all fell asleep or they don't have any questions.

Dotsie: Well, we covered everything. We'll wait just another minute because some times it takes nerve for people to ask a question, but do you have anything else you want to add?

Kathy: We really want people to understand about their bodies, that they are unique. I tell you it doesn't matter if a woman is a size zero or fifteen, twenty, forty or whatever, they will start telling us what's wrong with their body immediately, and we start telling them what's right with their body because we have been so programmed looking at these models that we have to look like these perfect proportioned things. By the way models are usually way out of proportion, they're all legs and very short torsos, but we really want people to start loving their bodies and feeling better about themselves.

Dotsie: I would just like to say before we close that I think it's really important for people to visit the site. Now tell us what happens if somebody wants to be measured to get the formula. How do you do that?

Kathy: Well, there's two ways. You can go to one of our independent consultants, or you can do it right on the website. You can click on purchase the chart. We have three different products. We have a \$99, a \$125, and a \$250, and you can always upgrade at any time. And it's worldwide, so you can give a gift

certificate to anybody around the world. You just go on, you put in your information, put in your credit card, and you take your measurements. We have a video showing you how to do your measurements. We have instructions that you can print off and show you how to do your measurements. So there are two variations, and usually you can have a friend measure you, or your husband measure you. Put in those twelve easy measurements, hit submit, it comes to us within 72 business hours, we will send you back an email result so you can get started right away and putting your clothes into proportion and then within two weeks, if you buy the \$125, or the \$250 product, you will have it mailed to your house within two weeks. You bought this, you're excited about it, you want to start right away by the email result that gives you your information. It's very easy and if you have any questions, we're accessible by phone, we're accessible by email, and we have clients all over the world. I just had one from the Netherlands. So it's catching on all over the world, so it's exciting.

Dotsie: That is so exciting. It is; because it really follows what the NABBW is also about and that is empowerment, because when we feel good about ourselves it does boost our confidence and just makes you feel better.

Janet: That was one of the reasons we started this, because I as a turn around specialists, watched women get passed over for assignments over and over and over for promotions. Everything was equal. They had the right intelligence, the right experience, the right education, but they didn't look the part. It wasn't because their clothes weren't expensive; it was because they weren't tailored correctly.

Dotsie: Isn't that sad. I just think that's really sad.

Janet: Every once in a while, when I had the opportunity, and I thought the woman would be receptive, I'd take her aside and give her, her correct proportions and tell her to get the outfits fixed and the difference was incredible.

Dotsie: And again, you can see that when you look at the before and after on the site. If nobody has a question and unless you have anything else to say, I think we're just going to...

Kathy: Oh, Dotsie we could talk for hours and hours.

Dotsie: I know that. I know both of you.

Janet: Thank you for your time.

Dotsie: Oh, yes, thank you and again the web address is www.fashionfitformula.com and you can correspond with either Kathy or Janet through the website.

Janet: That's www.fashionfitformula.com

Kathy: Also, you can always reach us at corporate@fashionfitforumla.com or our 800 number which is 800-601-8652. So you can reach us there also.

Dotsie: Thanks again ladies, and I'll be in touch.