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In **Featured Business, Interview**

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An Interview with Image Consultant Imogen Lamport



Tell us a bit about yourself and your training workshops.

40+ Melbourne based author, international speaker, image consultant and personal stylist. Whippet owner and dark chocolate lover. Blogger of Inside Out Style and collector of shoes, jewellery and handbags (because you never feel fat in any of them).

My business spans helping women and men find out what suits their unique body shapes, colouring and lifestyle needs and sorting out their wardrobes in a warm, supportive and fun way. Authoring books and a blog on style related topics. Running image and colour consultant training courses to enable other people to become better personal stylist and image consultants. Assisting fashion retail businesses to train their staff and buyers to understand the intricacies of colour and style and working with their customers to improve their bottom line. And providing corporate workshops on branding and image related topics to align their staff to their mission and goals.

What motivated you to become an Image Consultant and train others in this field?

I love helping people look and feel great. Having a 'non-manufacturing standard' body shape (like 99% of women who find it hard to find clothes that fit them off the rack), I wanted to know why some style of clothes looked great on me and not others. This thirst for knowledge led me into the image consulting field when I discovered that you could get training in the science of style and has allowed me to run a successful image consulting business for the past 8 years.

My training business started after a number of people asked me if I would be able to train them. I've discovered that I have a passion and gift for sharing image related information, combining the art and science of style to help others to enhance their clients most authentic and best image.



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Is there any particular person that inspired you or influenced you in this field?

I have a number of people in the field who I've done some training with who have inspired me in different ways. Two of these are Brenda Kinsel and Carla Mathis, who both have books that I read early on in my career that have brought me new perspectives on how to approach personal styling.

What do you most love to do outside of your work?

I love blogging, and write a style blog, OK, it's not really outside of my work, but I am a single mother of two primary school aged children so don't get much time for hobbies and my work is my passion!

If you could consult with one famous person who would it be and why?

I'd love to work with Oprah. She has the cash to buy anything she wants, but often when people have a lot of money, wardrobe mistakes don't hurt (the way they do for the rest of us with limited budgets). I'd love to work with her to help her, whatever her size, to look and feel great all the time, but stop wasting the planet's resources. And working with someone with an unlimited budget would be fun!

Do you have any funny or encouraging stories you would like to share from your training workshops?

Working with one of my clients and helping her understand her personality and how that's best expressed through her clothes to create her personal style, she exclaimed to me "oh now I understand my 16 year old daughter, she's much more creative than me, I'm much more classic, no wonder she hates all the clothes I buy for her. Now that I understand why she chooses those kinds of clothes I won't keep trying to change her to be like me!" This was a great example of how understanding how other people think and their personality can result in better relationships.

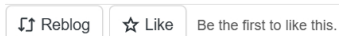
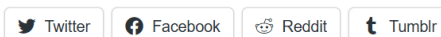


If you had to work in another field, what would you do?

I never plan on retiring and can't imagine working in any other field! I'm so passionate about what I do and love helping people feel and look great, improve their confidence and self-esteem, and find this so rewarding I never want to stop!

To learn more about Imogen, her training workshops and her personal consultations [click here](#).

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