

Quick Quips

We've all seen it happen. Another hapless fashion victim leaves the house wearing a poorly fitting suit or coordinates that seem like they were chosen with the precision of a Pin-the-Tail-on-the-Donkey player. Yikes!

But these wardrobe mishaps are not uncommon. The popularity of fashion-based reality shows like *What Not to Wear* and *Extreme Makeover* demonstrates just how interested people are in getting trustworthy advice on personal appearance—if not an entire reconstruction!

While William Edward Squire isn't a surgeon or fitness guru who will alter your physical attributes, the style expert's 90-minute interactive program, "Your Signature Style," can transform the way you present them.

Since January, Southern California-based Squire and his co-host (and ex-model), Lisa Dean, have been arming audiences with new ideas on personal style during their bubbly, lighthearted events (think: music, mimosas and two professional models) where businesswomen gather to improve their overall "presentation"—everything from their wardrobe choices to makeup to refining The Walk. (Don't worry; you won't be expected to adopt the suave strut of Heidi Klum during the program. It's more about learning how to carry yourself with poise.)

"Within a minute I can get someone to walk the right way—with confidence and proper alignment," says Squire, who has been everything from dancer to model to agent and, currently, the premier makeup artist for Chanel cosmetics. "My passion has always been in helping people through consultation," he says.

The best part about the program? It's self-contained and can take place anywhere a meeting planner chooses—from ballroom to poolside, nationwide. Plus, Squire (who co-wrote *The Model's Workbook* in 2002) and Dean do all the work; they bring the cosmetics, decorations and tunes and set up the tables. Planners can then relax and participate with their group, which can be as small as 10 or as large as 300, although the average size is about 20 to 60. As long as there's space for the audience, he says, there's no size limit on the show.

The feedback to Your Signature Style has been extremely positive. "Every woman leaves smiling and feeling good about themselves," he says. But what about that shy person in the group who is mortified by the thought of a collective critique? Not a problem. With Squire's 20+ years of experience in the entertainment industry, he has a way of loosening up the crowd and focusing on the topics that matter, not any person in particular. "It's really wonderful how people open up to us," he says. Subjects include "What's In and What's Out," "Dressing Tips for Every Body Type," "The Perfect Cut & Color" and the helpful "Bling

Check: Is your Bling working for you?"

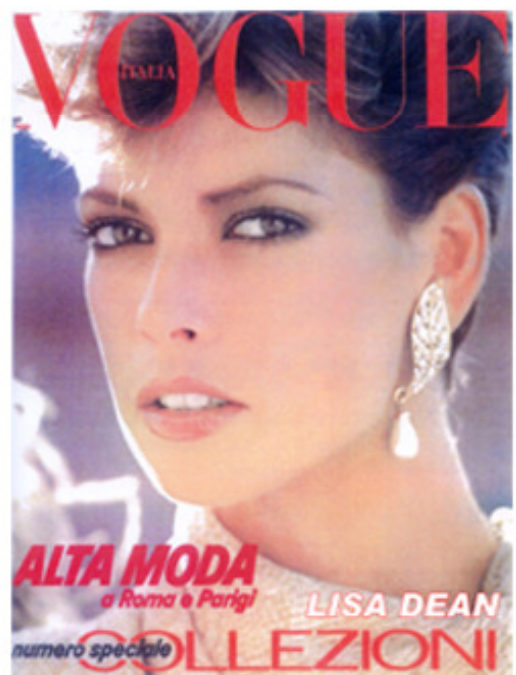
You'll also be happy to learn how to get the most for your money when shopping for clothes (thereby lessening the wardrobe stress); how to mix and blend makeup correctly; and how to transition your "look" from day to night—a helpful tip for the traveling businesswomen in your group or your spousal program.

So, what if nobody has had the heart to tell you that your "spaceship blue" eye-shadow does nothing for your skin tone? Squire's program will get you back on track.

yoursignaturestyle.net



William Squire



Lisa Dean