



# THE SECRET TO A PERFECT FIT with Clare

**This highly sought knowledge has been guarded for centuries. It has made women feel beautiful and special in ways that many of the designs of today do not. Sometime in the 1900's it was lost and only today is it starting to glimpse it's way through the fibres and fabrics which hide it and emerge into the open again.**

While it cannot be found in the words of that CD doing the rounds 'The Secret', I can tell you many of the speakers on that CD do know the answer. It was never lost to us only disguised and mostly forgotten. The perfect fit does not require the perfect body, as all of us have the most perfect assets for our own personality and style. The perfect fit requires discovering the clothing which is and will make our body unique and beautiful in the most perfect way.

Oscar Wilde knew what fashion was about when he said - 'Fashion is a form of ugliness so intolerable that we have to alter it every six months'. Now before the fashionista's out there throw up their hands in horror and start burning crosses on my lawn I have to say I love fashion but often it does not love me.

Have you discovered that one season everything looks fabulous on you and the next; well you wear it but can't wait for what the following season may bring?

**Let's turn back the clock and see how everything has changed. I find the whole cause and effect theories fascinating and ask that you indulge me this month.**

Early last century industrial advances made it possible for clothing to be mass produced. Rather than seeing this mass production as a way of removing someone's individuality it was embraced as a convenient means to purchasing clothing cheaper with the added advantage of regularly updating your wardrobe.

**Ready to wear took off like a storm** and boutiques and department stores started filling their racks with clothing which would appeal to the masses pockets and lifestyle. Women were joining the workforce and did not have the time to sew at home any longer nor was their disposable income available to spend on the

luxuries they used to. The wars also reduced the availability of specialty fabrics and trimmings they used to readily seek.

While ready to wear was affordable it helped if you were the same shape as the fit or house model the clothing was designed for. Sizing had no laws and design houses made up their own rules as to what shape fitted which size. While rules changed in the 1950's and studies were made to standardise clothing sizes we can still see evidence that this is not so due to the numerous variations in sizes from around the world and from within our own Australian labels.

I often ask a group of women; whether they are large or small for the two women with the identical body shape to stand up. You guessed it no one will stand up. We are not the same shape and thank-goodness for that; for how else could we all display those assets which are individual to us and make each and every one of us beautiful in our own way.

## So what is the secret?

**The answer is simple – Forget the labels. It is about fit not size, ask the people in the places where you shop to find the clothing which will fit you and then, if necessary get your self a great tailor to make the finishing touches.**

Boutiques can help you discover your ideal shape but they may not be able to help you to discover your own personal ideal shapes and line for you. I have started running small group consultations for women to discover their ideal shape and personal body line. I must apologise to those of you who called recently as I was working in New Zealand and all messages I had saved on my lap top crashed on my return. For more information on having an 'Afternoon with the Girls' to discover your own lines call Clare on 5979 7434 to discuss this further. You may email me at [clare@claremaxfield.com.au](mailto:clare@claremaxfield.com.au)

**Whatever you are doing, listen out for those three little words "You Look Great" and you will know you are on track.**

- Cheers, Clare



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