



SOME PEOPLE WERE MADE TO DO THE JOB THEY DO AND THEIR WORK IS JUST AN EXTENSION OF THEMSELVES.

**MANDY VAN ZUYDAM** DISCOVERS THAT MALLORCAN IMAGE CONSULTANT AND PERSONAL SHOPPER **JOANNE SHAWCROSS** IS ONE OF THEM.

PHOTOS: HATTIE LEWIS

**T**here have been several times in the last few years when my daughter has asked me to dress more like another mother at the school.

"What is wrong with the way I look," I retort looking down on my school-run uniform of jeans, jacket and dark sunglasses, worn to disguise as much au-naturelle as possible.

"I just wish that sometimes you would wear high heels and dresses and sparkly belts," she says in a dejected way.

She's right. I may never be a Barbie-girl's ideal mum, but I have become lazy.

These days every time I go shopping I seem to end up buying for the children or the home. I hate the sizes in Spain, I hate the way I feel in front of a changing room mirror and I can't say I have ever met a shop assistant I'd like to invite home for tea. My wardrobe seems to be a collection of hit and miss outfits such as trousers that aren't very flattering and shirts I would have exchanged if I'd only been brave enough to withstand the assistant's withering look. Once a shop assistant actually sniffed the armpits of a shirt before deeming it was worthy of exchange.

Trying to decide what to wear for a special occasion leads to the inevitable mountain of clothes on the bed before, stressed and running late, I opt for an old favourite.

Joanne Shawcross promises to change all this. Slim, stylish, and – as my nine-year-old will vouch – always impeccably dressed and accessorised, I have no doubts that she is the woman for the job.

Her aim, and indeed her passion, is to show both men and women how to develop a personal style that matches their lifestyle, personality and budget. In order to achieve this she offers a colour and shape analysis that will get you wearing colours that flatter, and styles that streamline.

If you are willing to go the whole *What-Not To Wear* route she will declutter your wardrobe, help you find a great hairstylist and makeup artist, and even take you shopping – great when time is of essence or when you are looking for something extra special. In a place like Palma where the best styles and sizes sell out fast she can secure you anything from a turquoise trench coat to a flattering bra, just by ringing one of the numbers in her little black book.

Joanne's interest in fashion goes back as far as she can remember but she learned how important it is to make the right impression in the international corporate environment.

"My background in HR and general management taught me first-hand how people can make incorrect or unfair

# style council





assumptions based simply on the image you convey."

After leaving the business world Joanne wanted to find a career in Mallorca that would combine family life and give her more flexibility, but just didn't seem to hit on the right idea until she was flicking through *Hola!* and saw an article on shopping for men's clothing.

"I could do that," she thought.

Joanne realized that she has been an unpaid personal shopper for friends and family for years. "They all know that when they shop with me they save time and money because I instinctively pick up things that work well for them."

Ever the perfectionist, Joanne was not going to embark on any new career without making sure she was 100 per cent prepared, so enrolled in an intensive course with a leading New York author and image consultant.

And as much as Joanne learned about dressing and perfecting others, she gained some rather pertinent insights into her own style.

"I realised I had made the mistake of still dressing in a formal businesslike manner and then wondered why people found me unapproachable. I had always thought I looked best in black and pale blues, but was shown how brighter, more summery colours give me a lift and make me look younger and friendlier. Even my hair was the wrong shade of blonde!

"Since I did the course everyone has been asking if I have lost weight, but by losing the cotton shirts and jackets and wearing tops that flatter my shape I look three kilograms slimmer.

"Apart from colour and fit, I think a key to good style is to dress in a style that suits your personality. I want to make sure the image I work on sits well with my client's lifestyle and aspirations.

"For some people it's about updating an image that is stuck in the past and for others it is about looking younger and sexier after the breakup of a relationship. Whatever their reasons, I feel privileged to do something I enjoy so much and that makes people feel better about themselves."

**For more information contact: Joanne at Image Works (Tel. 690 852 601)**

## H! FIVE

### ■ *What are your favourite clothes shops in Mallorca?*

Pinko, Roberto Verino, Angel Schlessler, Massimo Dutti, Javier Simorra, Pedro del Hierro and Zara. As you can see, I'm a great fan of the Spanish designers.

### ■ *What item should every woman have in her wardrobe and take to a desert island*

A great pair of jeans (the best your budget allows for) that can be worn casually, but can also be dressed up with a great pair of heels, special occasion top, bag and jewellery. In an emergency, they could be cut off into trendy shorts to look good whilst on the desert island!

### ■ *What is your biggest fash"*

For me, a "no-no" is tight, low cut trousers with a tight, clingy top if you carry extra weight around the middle. This look resembles the way a muffin explodes over the edge of its paper holder. Definitely not flattering and surprising how many people seem to be oblivious to the way they look when wearing this style of clothes!

### ■ *Where is your favourite place for a post-shopping girlie lunch or cocktail?*

The Hotel Portixol in Palma - I love having lunch on the terrace with friends after spending the morning shopping in Palma. The terrace overlooks the sea and the bay of Palma, as well as providing wonderful views of the cathedral and Palma old town. The food and the atmosphere are both very cosmopolitan.

### ■ *Who would you most like to shop for?*

To be honest, anyone who already understands or would genuinely like to learn more about the importance and power of image. I enjoy the challenge of working with clients who lead busy and varied lifestyles, and who periodically require my services to help them select an appropriate range of formal and informal clothes and accessories chosen to carefully to suit their personality, lifestyle and budget.



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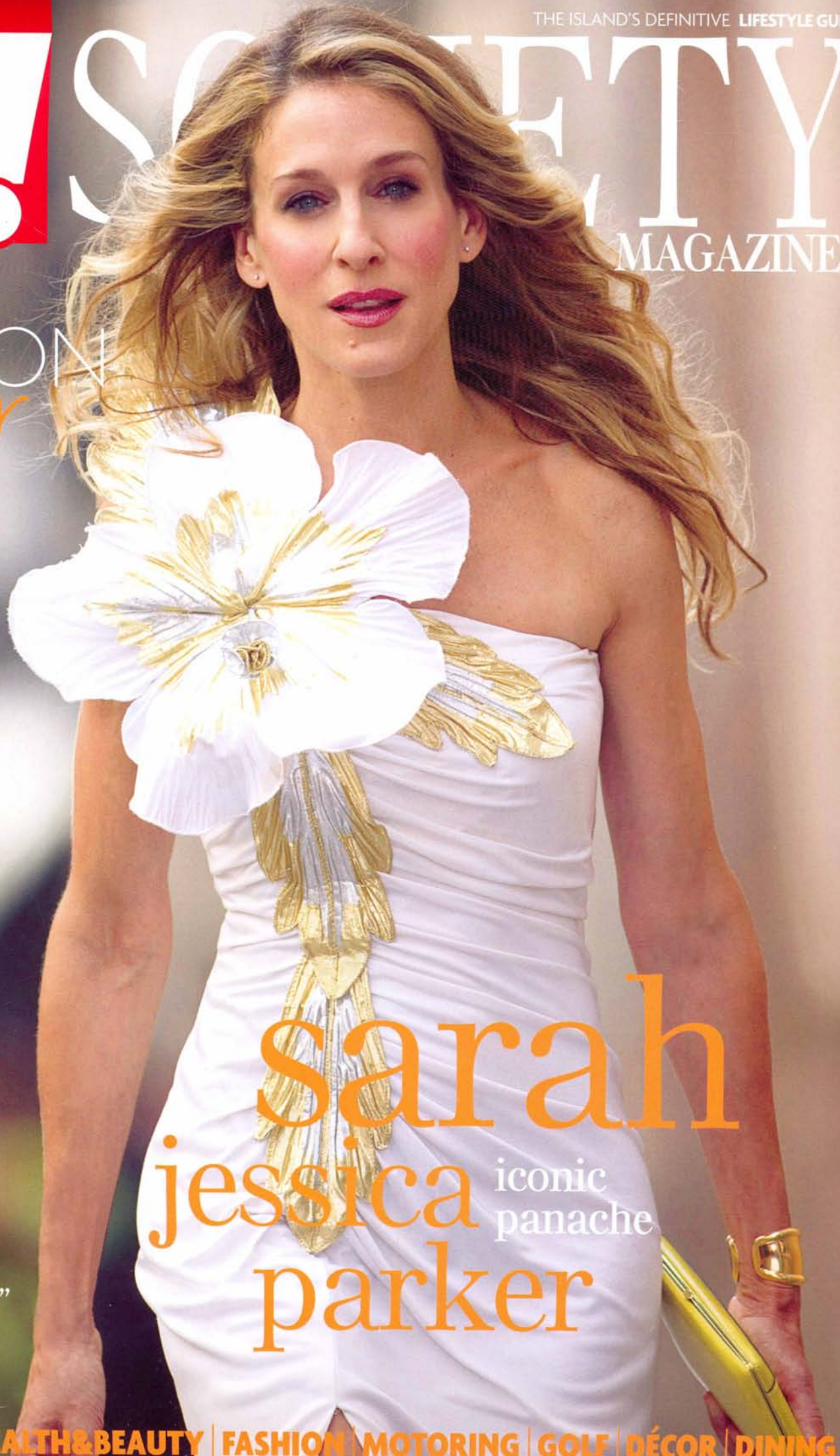
## FASHION *flair*

Glamorous  
and chic...  
elegant and  
refined

LUXURIOUS  
LOUNGING  
ON THE  
HIGH SEAS

LICENSED  
TO THRILL  
BEAUTY  
ON WHEELS

WORLDLY  
INSIGHT FROM  
"THE SCUD STUD"



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