

How to look like a million bucks . . .
without breaking the bank



-by Susie Galvez-

Photography by Tisha McCuiston

You cannot put a price on style. We have all seen the fashions, makeup, hairstyles, shoes, handbags, and accessories that have a big price tag – but do not look like it. Dolly Parton said it best: “You’d be surprised how much it costs to look this cheap!”

Looking like a million bucks is not about who can spend the most money. It is about knowing when it is best to splurge and when it is OK to economize. So whether you have many commas in your net worth, or just one decimal – here are some quick and easy ways that you can still turn the heads of the rich and famous.

Kat Simons

Lite-98 DJ, weekdays 10-3



Mary Foley

Speaker, author and radio co-host for "Girlfriend We Gotta Talk!"

LOVE IT? HERE'S WHERE TO GET IT!

Clothing/Handbags/Stone Jewelry:

Philosophie
3132 West Cary Street

Shoes: *Quebella*
3105 West Cary Street

Silver Jewelry:
Penelope
11533 West Board Street

Eyeglasses:
Couture Eyewear,
Short Pump Towne Center West

Hair:
Darrell Cottrell of London Hair Design
5803 Patterson Avenue

Makeup:
Paige Campbell of Le Visage Makeup Boutique
3007 West Cary Street

**All locations in Richmond, VA*

www.BoomerLifemagazine.com

KEEP IT SIMPLE

Opt to wear only outfits that make you look fabulous. Instead of a closet full of so-so's, choose a few good pieces that you know you look fabulous in and that you feel great wearing.

Black is the chic-est way to look expensive, even if the garment isn't. Black has a way of looking like it costs more and as a bonus – it's slimming in all forms of dressing.

Check out the buttons on all suit jackets, sweaters and coats. An inexpensive looking button will cheapen the entire garment. Go to the notions department of a fabric store – you will discover all kinds of wonderful, expensive-looking and stylish ways to upscale your outfits.

Remember suits come married, but they can have affairs in your closet. Mix up this jacket with that pair of slacks or kinky skirt. Just because they came together doesn't mean they have to be worn together.

Jenny Price

Retail Merchants Association vice president



For the Baby Boomer in everyone



Rita McClenny

Virginia Film Office director

MIRROR IMAGES

If you haven't updated your makeup or hairstyle in the last five years, it shows! Nothing shouts out of style and old-fashioned faster than a dated look. Make an appointment with a makeup expert and hairstylist to learn new ways to embrace the current styles without a lot of currency.

HAVE A VISION

A sure age-dater and style buster are eyeglasses that are more than three years old. Most eye prescriptions are only for three years, anyway. Why not use this measure to update your eyeglass style. It is a sure way to see clearly what your image is saying about you.



PUNCH PIECE

A quick way to make a trendy in-style statement is to add accessories. Be it a colorful scarf, bold necklace, great earrings or zippy pair of bracelets, accessories are a sure hit on the look without overdrawing the account.



IT'S IN THE BAG

A handbag is a unique feminine accessory. Your handbag is never far away, and it says volumes about you without speaking a word. To make your impression perfect, have a stylish, quality handbag. It subliminally says the rest of your outfit is also stylish, even if it was one of your best bargains. In addition to completing your image style, it is also a great conversation starter – “I love your bag!”

BEST FOOT FORWARD

Keep shoes clean, polished and scuff-free. For a timeless elegant look, opt for plain leather pumps with a heel of two inches. A pump elongates the leg, creating a longer, leaner, and more polished look. Spending a little more on a good leather shoe is worth the cost – in style and in comfort.

If you want to be a little trendy without a lot of money, add a fabric shoe in one of the current year's fashion pattern favorites. The look says you are in touch with the times, and can add a bit of whimsy and fun to an outfit.

no matter what your personal economy may be right now, keeping up appearances will never go out of style. Whether you are looking for a job or promotion, speaking at a meeting, or simply trying to ride out a low-funds period with a positive attitude, it pays to look your best no matter what your budget. **E**

Susie Galvez is an international image consultant, speaker, author, beauty industry expert and radio-co-host for "Girlfriend We Gotta Talk!". For more, visit www.susiegalvez.com.



GENTLEMEN, A FEW TIPS TO LOOK YOUR STYLISH BEST:

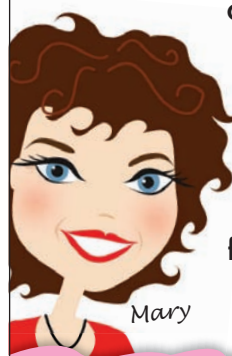
- A good watch is worth its weight in cost. It is one accessory that you never leave home without, and it is always noticed. Classic styles are the best for business. However, do think about adding a fun one for weekends – it says you are trendy and hip.
- Add a little color to your ties and shirts. Color creates a youthful and more in-style look. For the brave – pop a little pattern and color in your socks as well!
- Belts – Forget the ho-hum. Add a little fun to your belt. You can still dress classically with a little panache to your belt.
- Sports jacket – Own a couple and wear them often, especially when everyone else is casual. You will own the occasion.

-Susie Galvez

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with Mary Foley & Susie Galvez

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