

Plus Size Assets



Can a plus size woman have assets? Laura Matson posed this question to herself, the first day of the Dress Your Essence™ workshop. **She seriously doubted it then; she emphatically affirms it now!**

What made the difference? How did she make a 180° shift in her self-perception? For Laura, it came with the purchase of the purple top shown in the photo to the right. The shade of purple blended with her color fan; the style was recommended in her Shape Shifting Style Guide; and to her, it expressed her Soul's essence. It was intriguing and intricate. It was a "buy"!



When she wore it to her weekly business meeting the next night, she was flabbergasted at what happened! She led the meeting that night, and the other members of the group gushed with compliments. Then the questions arrived. One woman thought she had changed her hair (she hadn't); another asked if she was having an affair (she wasn't)!

They couldn't figure it out, but Laura knew; on that night, her assets were showing.

Asset #1 – Legs. Too much fabric in the pants in Laura's before photo hides her great legs. Take a look at them in the photo to the right; they are assets! Are you hiding an asset under baggy garments? If you are, ask yourself why. Are you uncomfortable allowing yourself to be seen? Perhaps you don't consider any of your features to be assets. In either case, I invite you to consider tastefully exposing an asset as Laura has, you too might enjoy receiving compliments!

Asset #2 – Laura's great form deserves a great form. Laura's breasts are assets! The new bra she is wearing in photo to the right enhances them. How

long has it been since you were measured? A properly fitted bra is not only more comfortable but it can take pounds off your midriff.

Asset #3 – A woman's waist is an asset. The way the lines of the top in the after photo, suggest Laura's waist as it follows the curves of her silhouette, makes it a winner for Laura and every other woman who is curvy.

For an outfit to be great, it must draw your eye to something good i.e. assets. **Everyone woman has assets**, but what the world sees depends on how she thinks of herself, as Laura will testify!

Shape Shifting Style Guide

Would you like to know the most figure flattering styles for you? How about eliminating the guess work when you are shopping or taking some of the misery out of the dressing room experience? I bet you'd like to feel confident when you shop, especially when you are considering investing in higher ticket items. The fact is some styles are better for certain figure types than other. The Women's Image Institute uses cutting edge software to provide you with the definitive guide to shape shifting shopping. Your own measurements are entered into the software to assess 500 styles to identify the most figure flattering ones for you. Order it online at www.womensimageinstitute.com.

About the Author

Nicole Mertes, AICI, CIP, Founder and Director of the Women's Image Institute, provides transformational training and services to help women glow. She is one of fewer than 100 Certified Image Professionals recognized worldwide by the Association of Image Consultants International. She received their highest member award, the Award of Excellence, in 2006. She offers information, advice, and transformation through her workshops, articles, products, booklets, newsletters, and web site: www.womensimageinstitute.com