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## Personal Makeover Can Be Business Tool *Consultants Help Clients Refine Image*

Article Written by *Christia Gibbons*

Though Hilari Weinstein teaches others to communicate through her Phoenix-based company, High Impact Communication, she realized she wasn't sending out the message she wanted.

"I dressed like an old lady," she said. "My clothes didn't always make me feel confident."

So Weinstein turned to a professional makeover consultant for help, a growing trend in today's business world where perception can dictate reality.

Weinstein's consultant, Janice Hurley-Trailor, watched her give a presentation and thought, "She's sharp, she's current, but there was an incongruity between her skills and how she looked."

"You have to look the quality you give," Hurley-Trailor said.

When she opened the doors to Weinstein's closet, Hurley-Trailor divided the clothes into three piles: absolutely never wear again, think about after some alteration, and this is fine. There were only a few in the last category.

Since Hurley-Trailor took her out of more traditional, conservative clothing and helped her buy new outfits that flatter her slim, curvy figure, Weinstein said, "I've gotten a ridiculous amount of compliments."



Makeup artist Jackie Cruz, the image expert, Janice Hurley-Trailor, stylist Vincent Marquart and professional woman, Hilari Weinstein, pose together in Marquart's Salon Tour De Force.  
*Photo by Christine Keith*

"It was a good business decision for me," she said. "My professional image is critical to my long-term success. I'm more confident and I definitely sense people have more confidence in me."

### **First impressions count**

Hurley-Trailor, who can get \$2,200 for a day's consultation on clothing, hair and makeup, said, "Like it not, the first impression we make is visual. You want people to want to work with you."

For some, that can mean toning down an overly sexy look, and for others, it can mean jazzing up a wardrobe that's too dowdy, she said.

Attorney Arly Richau said a professional cannot underestimate how important it is to look the part.

He worked with hair stylist Vincent Marquart of Salon Tour de Force in Scottsdale to find ways he could look younger.

Richau has kept in good shape by lifting weights for 45 years, but when his blond hair started turning silvery blond, he went to Marquart.

"It was an absolutely gorgeous color, and it would be OK when I was 20, but now (at 57) it made me look older."

Richau said he trusted Marguart's professionalism and ended up with darker hair, no mustache and 10 years shaved off his age.

"The hardest part of the hairstyle was that it's trendy to have a more unkempt look, and prior to that every little hair was in place," he said. "I have the constant urge to put it where it's supposed to be."

Marquart said he works with clients "to get them to the image they want to portray. What you are may not be what you aspire to."

Jackie Cruz, a makeup artist at the Smashbox counter at the Nordstrom in Scottsdale works with Hurley-Trailor as well as with her own clients. Although 80 percent of her customers are women, she said, "men can have dark circles under their eyes, and I'll help conceal or brighten them."

Weinstein said she views Hurley-Trailor's consultation as an investment. "People spend so much on a Web site and business cards, but they are their own biggest marketing tool."

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 Janice Hurley-Trailor  
the image expert

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