

**Brief:** Review and improve website copy, gift vouchers and business cards

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The website was already very clear, precise and easy to understand. It just needed a little rewriting to demonstrate Lynne's friendly and easy approach and how well she understands her audience.

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HOME

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*"I spend loads of money on clothes and still have nothing to wear"*

*"I don't know what to wear to ...."*

*"Nothing looks good on me anymore"*

*"I wish I looked as good as her"*

*"I haven't got the time to go shopping just for me"*

I all hear these, and many more, all the time. You're not alone. You just need a bit of focus. Take a day, or just a few hours, to take stock. Think of it like a reset button taking you back to a more positive, confident and beautiful you.

Personal Styling is not just for the rich and famous. And I'm nothing like Trinny or Susannah! I can help you tailor your wardrobe in a practical and stylish way. We can work together to find styles and colours that work for you, that make you feel good and save you money in the long run.

It can be a positive and even life changing experience.

If you, or someone special in your life, could do with some friendly advice, [get in touch](#) now.

Your only regret will be that you didn't do it sooner.

[award stamp]

Lynne Meek is a Kent based Personal Stylist, Image Consultant and Wardrobe Editor

Personal Shopping | Wardrobe Edits | Image Consultation | Private Styling Parties | Image Workshops | Seasonal Updates | Styling up your Wardrobe | Dressing for Events | Gift Vouchers

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## ABOUT ME

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Lynne Meek

Kent based Personal Stylist

Everyone has their own set of unique requirements that they would like their wardrobe to fulfil. I offer a service that is completely **flexible and unique** to every single one of my clients. You can book me for a half or full day and I will adapt that time to exactly what you need.

I am both creative and organised, so working as a Personal Stylist is my idea of heaven. I have styled many hundreds of women of **all shapes, sizes, ages and personalities** and I am passionate about what I do.

If you have a wardrobe containing items of clothing that you rarely (or never) wear, then you can benefit from my help. Lost your fashion mojo? Feeling at a low ebb? Hate shopping? Let me help you! I will tailor your wardrobe in a **practical and stylish** way that will work for you and your life, and it will **save you money** in the long run.

This will undoubtedly be a **positive, confidence building and even life changing experience**. Your only regret might be that you didn't do it sooner.

If the idea sounds scary, I may be able to allay some of your fears [here](#). And the real proof is what my clients say about me - have a look at my testimonials [here](#).

Based in Tunbridge Wells, I'm happy to travel to your home in Kent, Surrey, Sussex or London.

## 6 reasons to use (not, not to use) a Personal Stylist

Many people have never had a personal stylist and won't be familiar with how it works.

Some may have used a 'free' department store stylist. They may have come away with a nice big bag of clothes for one or two events, but it won't have really made any difference – except maybe to their credit card bill.

The makeover TV programmes haven't helped the world of personal styling either. We're not like Trinny and Susannah. I'm not bitchy and I'm not going to shred or set light to your clothes. I won't make you stand half naked in front of a 360 mirror and I definitely won't be grabbing parts of your anatomy!

I hear the same fears time and time again. So it's time to dispel some of the myths about using a personal stylist. Here are my top six:-

### **1. They'll throw away all my clothes**

A wardrobe edit is always collaborative. Once I get to know you and understand your colouring, shape, lifestyle and personality, it soon becomes apparent what is and isn't working. I recommend, not dictate. I find that the pieces I love in my clients' wardrobes are always the pieces that they love too. And I can honestly say that I have never put an item on a charity pile without them agreeing.

### **2. I have to lose some weight before using a personal stylist**

My philosophy in life is always to deal with the here and now. Yes, in an ideal world, it would be fabulous if everyone was at their ideal weight. But life just gets in the way, doesn't it? So live for the moment and let's get you looking and feeling great for right now. In fact, many of my clients feel so confident, motivated and great about themselves that they lose weight anyway.

### **3. I can't afford a personal stylist**

I work with clients with a wide range of budgets. It makes no difference to me if we're shopping in the High Street or designer boutiques. What they all have in common is being guilty of the odd 'desperation purchase' and the frustration and irritation that causes. It's such a waste of money. A personal stylist can actually save you money by showing you what really, really suits you. And then we can find great clothes, from any store, and make better use of the items you already have in your wardrobe.

### **4. It's going to be so embarrassing**

Personal Styling is an extremely personal service and new clients are generally pretty nervous. I understand that; I would be too. So I always start off with a cuppa and a chat. I am a very friendly, gentle and open person. I will be honest with you, but in a positive and non-judgmental way. Just

like a doctor – nothing will surprise me and I have seen it all before! It's all about empowerment and confidence boosting. Once we start on the journey, I see my clients visibly relax and any embarrassment slips away.

#### **5. I'm not fashionable enough to have a personal stylist**

My clients want to be stylish rather than trendsetters or at the cutting edge of fashion. Showing men and women how flattering the right clothes can be, how to celebrate their positives and disguise their negatives, is far more important than what happens to be on the catwalk this season. But if something in your wardrobe has slipped into dated or frumpy territory, then I'll be honest about that too. So if you want to be more fashionable, this is a good place to start.

#### **6. They will make me feel bad about myself**

We all have times when we feel more confident than others. For example, and as a mother myself, I know how the shift of focus towards children can cause 'loss of self' and a lack of confidence. Particularly for women; we throw our all into motherhood, but we also have to cope with the havoc that pregnancies can cause to our bodies. Using a personal stylist is the perfect way to make you feel **good** about yourself, not bad. It's learning something really positive that will stay with you every day afterwards.

I'm not exaggerating when I say many of my clients are euphoric afterwards. Have a look at my testimonials ([click HERE](#)) and you'll see what I mean!

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## GIFT VOUCHERS

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Previously in a comp slip format. If budget allows, a gift box with ribbon presentation would better reflect the value of the gift



Card Inside

Front:

Styling Matters  
by Lynne Meek

You lucky thing!  
This voucher entitles you to:

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Gentle and Empowering Personal Styling

I will adapt your session to exactly what you need. Every session includes a colour, shape and style analysis so you will have a clearer vision for a more stylish future.

Give me a call on [phone] so we can start planning your day.

Back:

Styling Matters  
by Lynne Meek

## Gift Voucher

Valid until \_\_\_\_\_

[web address]

Styling Matters  
by Lynne Meek

Gentle and Empowering Personal Styling

I can help you tailor your wardrobe in a practical and stylish way that will work for you and save you money in the long run.

You can book me for a Half or Full Day and I will adapt that time to exactly what you need. Every initial session includes a colour, shape and style analysis so you will have a clearer vision for a more stylish future.

[email]

[phone]

Back:

- Wardrobe edits
- Styling advice
- Personal shopping
- Image consultancy
- Private styling parties
- Luxury shopping days
- Seasonal updates
- Private & Corporate image workshops
- Gift vouchers

[web address]