



Personal Fashion Stylist Fawn Cheng Offers Expert Advice on How to Turn Heads When You Walk into a Room While on a Budget

Phoenix, AZ, October 5, 2011 –The average woman will spend \$449,000 in her lifetime to maintain her looks, according to the Newsweek article “The Beauty Breakdown: What a Lifetime of Cosmetic Maintenance Will Cost a Modern Diva.” The price of looking good may seem impossible to afford in today's economy, but Fawn Cheng, personal stylist, image consultant and TV personality, knows what it takes to turn heads without spending a fortune. No newcomer to fashion, Cheng is a graduate of New Mexico State University and London Image Institute. She is regularly featured on KTVK “Good Morning Arizona” as a fashion expert, reporting on the latest trends and styles.

Cheng created the following mini list for the purpose of helping clients dive into key concepts:

- YOUR Lifestyle, YOUR Needs
- Yes MAM
- Knockout Ensemble
- Filler Uniform
- Fit Fanatic
- Menu of Options
- S Factor

Utilizing this list, one can easily follow Cheng's rules for turning heads without breaking the bank:

1. YOUR Lifestyle, YOUR Needs:
 - These are YOUR classic basics. Eliminate wasteful impulse buys. Stick with classics that suit your shape and personality.
2. Yes MAM:
 - MAM = MIX AND MATCH. Buy it only if it can be mixed and matched into at least three other ensembles in your wardrobe.
3. Knockout Ensembles:
 - A “knockout ensemble” is an outfit for a special occasion, such as an interview, party, speaking engagements, etc. Project the number of “knockout ensembles” you need for the next six months and strategically create each look.
4. Filler Uniform :
 - For your everyday apparel that doesn't require much planning, opt for inexpensive pieces that are comfortable and easy to wear.
5. Fit Fanatic:
 - A bad fit can make you look five pounds heavier than you are. Fit is essential to projecting a polished look. Hire a tailor to help ensure your clothing fits properly.
6. Menu of Options:

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- Different occasions call for different outfits. Create a wardrobe calendar and plan outfits at least one week in advance. Getting dressed will be quick and easy.
7. The S Factor:
- Shape and Skin:
 - A live first impression is visual. People notice and make assumptions about you based on the quality of your shape and skin.
 - Smile:
 - Smiling projects a desire to engage in communication.
 - Steady eyes:
 - Don't look around the room without first engaging the person in front of you
 - Saunter:
 - Confidence is key. Everything else can fail, but if you're confident, everyone will still have their eyes on you.

A highly personalized and inspiring experience is a key aspect of Cheng's service. Consultation is available in-person or via video conference any time with advanced notification. Cheng's offerings are package and fee based; the online assessment is free.

For more fashion and style tips, visit Cheng's blog at www.fawncheng.com/blog.

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