The Value of Confidence

“Confidence is the best fashion accessory” Vivienne Westwood

How I got there

To explain the value of confidence, I think I need to tell you my own journey of how I got there. After two caesareans with my boys and the journey of re-educating myself after being diagnosed as gluten intolerant really took its toll on my body, I was actually quite proud that I never exercised, had owned the same trainers since I was at school and to the most part ate what I wanted and only properly cooked when we were entertaining, the only thing I truly looked after (and received the compliments on) was my skin. But, and it was a big but, I was definitely not body confident and it was because of that, nearly two years ago I decided I needed to change. It was strange, like someone had flicked a switch in me that I needed to get healthier, fitter and more importantly take back ownership of my own body. I began cooking everything I and the family ate from scratch (which is like a military operation as I work more than full time and the kids are like starving hungry beasts that never fill!), training five times a week, obviously the knock on effect of this was weight loss, which was one of my personal goals as my BMI was obese and I was far too lethargic for a woman in her early 30’s. 3 and 1/2 stone lighter and two years on I feel at my physical best that I have for years, it’s insane how much more energy I have and my confidence has changed beyond recognition.

Don’t be afraid of it

To start with I was fairly afraid of being more confident as I also care what people think. But by whole heartedly embracing it, it’s lead me to here, a point where I help others with their style, confidence, self worth and all organically, what started as me exploring my style meant others asked me to develop theirs, I realised I was actually very good at it, and not only that, I get that same incredible feeling in the pit of my stomach every time I make someone feel beautiful that I do when we hear about how Clockface Beauty skin care products have transformed their skin.

The power of feeling good through looking good

Finding my style and exploring fashion has been like putting in the final piece of the jigsaw, it’s allowed me to find me, the power of feeling good in how you look should never be underestimated. This certainly does not mean loosing weight that was something personal to me that I felt I needed to do, what it does mean is that you can (hopefully with my help) use fashion to embrace who you are already, hone your style and feel beautiful and empowered in every way.

How I can help

So I am here, sharing my journey with you, being a full time Founder and CEO of a fast growing skincare business, raising boys, running a home, cooking for my family and friends, and now being a part time stylist. I want to use what I have learned to help you grow not only your self worth but confidence too, a great place to start is with beautiful glowing skin and a style that gives you swagger. However I can help you I am here, if you want to use any of my fashion advice services please get in touch or for skincare pop over

to our website www.clockfacebeauty.com and head straight to the skin clinic.

Afraid of wearing colour – Don’t be!

“The best colour in the whole world is the one that looks good on you.” Coco Chanel

Embracing colour doesn’t mean going full neon or wearing that bright orange you think washes you out, but colour also allows us to be a little more adventurous and really enhance and brighten up your look. So how do you introduce colour into your wardrobe?

Jewellery

Now, I sound a little like a broken record, somehow accessories creep into all my blogs, but there is good reason for that! They can totally finish and enhance an outfit, and are one of the best ways to express your style. One of my friends described the fact that all my outfits look complete as them being “polished”, and that is completely down to how I take that dress from a high street store, mix it up with some

bold earrings and bracelet and suddenly it looks different, more individual and often more luxury. So be bold with your accessory choices, if you are wearing black, team with some red, pink or blue earrings, or why not embrace the neon trend through your colour choice of necklace. Take a nice clean look and add a pop of colour – go on give it a try!

Gently does it

Perhaps start with something like a pink shirt to go with those jeans instead of always reaching for the neutrals, and wear it a few times so you get used to seeing yourself (and others get used to seeing you too!) in it, when you feel amazing, the next step might be a coloured trouser.

You definitely don’t need to scrap your neutrals

If that is your thing, then embrace it, but there is nothing to stop you teaming it up with something like a blush pink pair of sandals, or a deep mustard heel. The colour can happily sit alongside the colour palette you are already comfortable with.

Colour through print

A printed top or even a scarf with a neutral background, can be the perfect way to ease yourself into colour, create a bold statement but in a way that is comfortable for you.

I believe anyone can and should embrace colour, note how you feel at the end of the day when you’ve added a little splash, from personal experience my brightly coloured clothes seem to attract a compliment which always feels amazing. Start small with jewellery or shoes, find the colours that work for you and make you feel great, and work your way up to that gorgeous

bright dress you just never dared to wear – I promise you won't regret it!

Not sure where to start, here are my top choices for the beginning of your colour journey, Introducing Colour – The Edit

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Building your confidence through your personal style

"Fashion changes, but style endures." Coco Chanel

All you have to do is find yours.

Style for me is all about expressing who you are, showing yourself through your clothes, make up and accessories. What you wear should be as individual as you are, it can be great to follow trends but there is definitely nothing wrong in making it your own. Fashion can and should be an extension of you, where you present who you are through your creative style, just be whatever excites you and who you are.

Finding my style and creative edge has really grown my confidence, and I found my style by learning to dress for me, what I feel great in, I don't feel held back by what others don't agree with or appreciate, I wear the pieces that mean

something to me, what suits my personality and my shape and ultimately what makes me feel good.

Here are my top tips on building your confidence through finding your own personal style.

Enjoy it

We all have them, but don’t allow your body hang ups to prevent you from enjoying what you wear. Having fun with clothing, dressing in line with who you are and not taking it too seriously really helps you to develop your own personal style.

Drawing upon Inspiration

It’s wonderful to take inspiration from those around you, either on Instagram or it could just be a person you saw when you were out for dinner who you thought looked beautiful (and as a side note never be afraid to compliment others or ask them where they bought that gorgeous dress from). Style is definitely personal, and that’s the joy, but you can buy that same dress, but you might team it with a brightly coloured handbag and matching shoes it suddenly becomes yours. It’s a wonderful feeling to then think you might then become someone else’s inspiration.

Also by feeling inspired it may take you a little out of your current comfort zone and help you discover what you really love but have always been afraid to choose.

Be comfortable

Don’t keep the clothes that make you feel bad, there should be no place in your wardrobe for them, we’ve all made the mistake of wearing that outfit you don’t feel right in and regret it for the day, I’ve found it can really effect my confidence.

Wearing something you feel good in can completely change your outlook for the day. Only keep space in your wardrobe for only the things that you love, that may mean less, and that is totally ok. I have a beautiful Valentino belt that I wear more times than anything else in my wardrobe, and in days gone by I would have felt I was wearing it too much, but I wear it individually each time and I never fail to feel myself and good in it.

Dress your best everyday

This I know for the people I have styled can be one of the single biggest factors in a complete change of self confidence and belief. When growing up I was taught to save outfits for best, for that family occasion, this meant beautiful pieces sitting in the wardrobe often only worn one or two times yet those were the days you felt your best. Don’t wait until for these moments, not just occasions but goals too, often we are waiting until we become our desired weight or until we can buy luxury. My motto, just dress the best for who you are today and within a budget that works for you.

Show off your best features

What better way to feel confident through style than enhancing those parts of you that you already feel most confident about. Don’t focus on the bits you would prefer to hide and celebrate the features you love. That may not be the same thing everyday, are you having a great hair day? Can you create a look around that, perhaps something simple or neutral in tone so that you focus is on your hair. Have you had your nails done? Put on your best bracelets and rings, draw attention to it, feel good with it.

I love seeing peoples confidence develop as they learn more about what works best for them and how to use clothes to show of their amazing personality. So overall I am saying….

Embrace you