

10 QUESTIONS TO ASK YOURSELF WHILE SHOPPING



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COLOR

Is the color
flattering to my
skin tone?



FIT

How does it fit?
Start with shoulders and hips
first (no pulling at the chest,
under arms, hips, crotch or
back side.)





3

Where does it bring attention? Is this where you want it?



4

Do you look / feel great in it?
Does it suit your true inner
style and fashion personality?



What are the care instructions? Is it something you are willing to maintain? (Ironing, dry cleaning or delicate / high maintenance fabric.)

5

CARE

COORDINATE

Do you have at least 2-3 coordinating pieces in your closet that mix and match with this item?



6



Is this an investment piece or a trendy/quick-fix item?
Consider “cost per wear” formula.



7

FINISHING TOUCHES



What else is required to make this outfit complete? Accessories, shoes, hand bag, belt, undergarments?

8



ALTERATIONS

9

Are there alterations required?

Is it worth the investment?

If yes to questions 1-8 and the cost is not significant, then proceed!



10



Would you be excited about adding this piece to your wardrobe and wearing it?

READY TO UPSCALE YOUR IMAGE?



Let's Get Started
Go to ► <https://calendly.com/marcella-scherer>



Marcella Scherer (pronounced SHARE-ER) is an expert in her industry with over 30 years' experience transforming the lives of others from head to toe and inside and out. As a certified image & presence consultant, she empowers leaders to unveil their true and authentic self, giving them the confidence to command the attention they deserve from any stage or to travel in style with ease, wherever life may take them.

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