



Dress for Success

Text: Tilly Smith
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First impressions often clinch the deal in the competitive corporate world. Well-presented individuals often seem to enjoy the benefit of getting a firm foothold on the corporate ladder faster than their poorly groomed colleagues. Add a strong knowledge of their particular business field teamed with soft skills and they will no doubt outshine the competition.

Says Chata Romano, well-known South African style icon and makeover guru: "How you look is how you feel; if you are well-groomed and dressed for success, you feel more confident and take yourself more

seriously, which reflects in your behaviour towards others, creating a positive impression on the people you meet. While there are people who deem this a shallow approach, such people are often known to change their minds when they see the well-presented colleague racing towards success faster than they are."

More than 150,000 delegates have attended Romano's Public Workshops, and over 500 top companies have benefited from her Corporate Workshops.

The Chata Romano Corporate Solutions Workshops, which are from one to three

hours long (Romano also offers a 30-minute promotional workshop), deal with the issue of appearance in the world of business. New-to-the-game corporates, aspiring chief executives and corporate leaders are taken through the steps needed to make the most of their appearance. The comprehensive and innovative workshops cover everything from the importance of hair and clothing colours, to style solutions for different body shapes, cost-effective clothes shopping, demystifying the dress-code dilemma, and Romano's North to South vs. West to East analogy.

Romano and her team of professional consultants live by the "triple P mantra: Polished, Professional and Passionate", operating according to the maxim that one's image is, ultimately, one's future.

"The impression you create through your clothing can be very powerful. When your external image is in harmony with your inner-self, a wonderful feeling of confidence ensues," says Romano.

Romano's business of helping people make the most of themselves has enjoyed enormous success in South Africa for nearly 25 years. As well as being the author of four best-selling books, a nominee for the prestigious Businesswoman of the Year 2009, and notching countless successful makeover stories on her stylish professional belt, Romano is also in high demand for her excellent public speaking skills. Her dynamic presence, vivacious personality and ability to reach

out to her audience make her a role model who practises what she preaches: she is polished, professional and passionate.

"I opened my first 'makeover door' in 1990 in Cape Town, a week after Avri and I got married," she smiles. In 1993 Romano launched her National Workshops; by 1997 she and her husband published their books; in 2002 her Training Consultants Initiative was launched; and by 2004 the business had expanded to Australia.

When asked what she enjoys most about her job, Romano says without hesitation: "I enjoy making people shine like stars! My passion is to empower women and men to become the best they can possibly be, from the boardroom to the shopping mall!"

Rates for the Corporate Solutions Workshops range from R350 to R27,500, depending on the course chosen.

For more information visit www.chataromano.com. ■

