

a promotion with chata romano

DRESSED *for success*

Petite

and perfectly packaged, Chata Romano radiates the self-confidence of a woman who knows that she's impeccably well-dressed. South Africa's leading fashion and corporate wear and style consultant, she runs her operation with her Israeli husband Avri, from their luxury offices in the West Tower of Sandton Square.

Born in Madrid, Spain in 1964 she moved to South Africa with her family at the age of six. She started her career at 18 with Woolworths, where she quickly climbed the corporate ladder to become a buyer.

About 10 years ago she felt the urge to open her own business.

"Initially Avri sold his house and gave me the money to start the business. People were a bit sceptical about image consulting in the beginning. They didn't want to acknowledge that they needed help."

The last couple of years, things have really taken off for this dynamic couple—so much so that in 1992 Chata became the first woman to be chosen as Entrepreneur of the Year by the Institute of Marketing Management.

For Chata, work is something that she really loves to do, while Avri handles the marketing and business side of things.

Chata does personal consultations where she even takes her clients shopping—"It's wonderful to spend someone else's money," she laughs—which can be anywhere from Jenni Button and Stuttafords to Queenspark or even a flea market. Chata analyses a client's individual colours, which she does according to skin tone.

She also does countrywide workshops—in Cape Town, Durban, George, East London, Port Elizabeth, Kimberley, Pietermaritzburg, Bloemfontein, Pretoria, Johannesburg—to teach women more about the art of dressing well.

Research shows that 60 percent of a first impression is created by the clothes you wear. Chata can show you how to make that 60 percent work 100 percent in your favour. "It's wonderful to help a woman with her appearance and see her bloom," says Chata.

In just a few hours, Chata can dramatically change the way you see yourself and the way others see you. We're all hyper-sensitive about our appearance and figure faults. Chata's approach is not intimidating, rather warm, sensitive and practical. She immediately puts you at ease as she shows you her own 'figure faults'—she rolls her hemline up a few centimetres and shows how wearing something that doesn't suit your body shape can make you look less than your best. You'll be fascinated by how much you can learn about looking good in such a short time—and have fun



while you discover just how beautiful you can be.

A few hours with Chata could be the best investment you'll ever make. So what does this fashion doyenne say we should be wearing this summer?

The classic trouser suit is hot fashion news (loose with flowing lines for the tall and thin, more structured for the fuller figure). Slip dresses, short or long, can be worn with a jacket—also short or long, although remember that a short jacket is only flattering to the very thin. Accessories complete the look, although Chata warns that too many accessories don't work with a busy outfit.

"The golden rule for a great appearance is to feel comfortable in what you wear. And today's woman demands that clothes are practical and timeless, too," she says. ■