



## **Questions: : Christine Zhou: Personal Stylist: Hong Kong**

1: Christine, how and why did you become a personal stylist?

When I worked as Part-time Sales Consultant in Hobbs UK back in 2004, I enjoyed so much on helping customers found suitable items for their occasions and especially I enjoyed the mix & match part. A "thank you letter" I received from a customer was one of the reasons that I would like to start my image consulting business when I returned Hong Kong, I have so much fulfilled when my clients gain satisfaction from their upgrade outlook.

2: You offer a number of different services at your company in Hong Kong, can you summarize them and explain which is the most popular and why ?

I give advice on colour and style to CEOs, Business owners, Senior Executives and Professionals in order to help them look their best at all times, at same time save their time and money. The most popular services are Wardrobe Review and Personal Shopping.

Women in Hong Kong have the same wardrobe problem with the rest of the world, they only wear 20% of their wardrobes at 80% of their time. Even they have a full wardrobe but still feel having nothing to wear. So that they would like to have me walk in tell them what suits them and what don't, and importantly give advice on how to mix&match, creating different outfits within the exiting items.

Hong Kong is well-known as one of busiest cities world-widely, people are busy with their work and families. So having an expert to shop for their wardrobes is like to hire an IT technician or accountant. 80% of my clients who don't need to do any outfit shopping, I will get all ready and deliver to their doorsteps, save their time and money.

3: How does the color analysis work and would you say this would be a necessary part of getting the best out of a wardrobe and a necessary process and why?

Colour Analysis is systematically by placing different coloured drapes under people's chin and compare the reflection on their skin, then determine the people's natural skin's main characteristics, find the most suitable colour palette. It is an important part but not a must. Colour Analysis is a process that can give clients more choices on colour. My clients come to me because of different reasons, if they would like to have a more colourful wardrobe or like to know what colour make them look their best, personal colour analysis will be the first thing I recommend. The main goals of the whole process of image consulting is helping clients improving self-confidence. If you are confident in neutral colours, but you look good in bright colours, will I suggest you to dress in bright? No, of course not! as you would not feel comfortable and you would lose confident and that's not what you are looking for.

4: What is your main speciality as a stylist in HK and why?

I know my clients well, understand their problems. I am always be able to solve their problems, such as finding the best colour palette, how to have a efficient wardrobe, where to shop...

5: You work with business women how does this process work and what is the main style issue they come to you for resolving?

Before I start working with my clients I always ask many many questions which relates to their work, families, social activities, why they come to me, what they want to achieve... then I give suggestion on action plan.

I can't really say the main style issue as it is quite varieties.

6: What are your top 5 tips for looking stylish during a business trip to Hong Kong? How are HK business women dressing generally? Super smart or, more relaxed? (sorry, only 4 tips)

- be yourself as hong kong is an international city
- business women in Hong Kong dressing more relaxing, suits are seldom seen. A nice dress can be a good choice, easy to dress up or down
- a stylish jacket/blazer is an essential for business trip in Hong Kong
- it is always good to check the information about the people or company you are going to meet, better to dress appropriately for the venue and company culture.

7: What are your top 5 tips for packing for traveling to Hong Kong on business?

- A stylish sunglasses is a must
- A small umbrella will keep you dry
- Have a scarf or light pashmina in your hand-bag as the in-door temperature always quite low
- Have a pair of stylish flat shoes like ballet pumps ready as high heels will be difficult for you to walk all day long in Hong Kong
- Keep a pretty small recycle bag in your hand-bag for any shopping in Hong Kong

8: How does looking stylish benefit a woman's career?

"what we wear tell others how to treat us". Looking stylish will make us as women be more confidence and form a good first impression, so that others treat us more seriously. When working in men's world, looking stylish sometime may not be enough, colour and style strategy is necessary to be applied for the whole outer-appearance. This is also what I do for some of my clients.

9: What are your top 5 must-have fashion items for the fall in Hong Kong? ( or what is the season there currently!?)

Autumn in Hong Kong starts later then USA and Europe in general (Late October - December). Although we see new autumn items been displayed in the most stores, the outside temperature is still around 28-30 centre degrees.

5 must-have fashion items for the autumn in Hong Kong

- a statement white blouse
- a mid-level chunky heels

- a chic pantsuit
- a big patchwork wrap
- Chanel pearl necklace

10: For business women traveling to Hong Kong at any time of the year, what items/styles always work best for business and for pleasure? IE Staple HK style items?

For business: Knee-high length dress/skirt with a formal jacket

For pleasure: Jeans with T-shirt/Blouse

It is quite hard to describe staple HK style items as the city is very international, people came from different places and people like to follow the international fashion trends. Ladies are crazy with the designer handbags particularly Chanel. It did have huge influences from Japan years ago so the "Trainers" can be seen as one staple HK style item.

11: How different is the 'business look' in HK compared to what you may see in the USA and also Europe?

Not huge difference if it is in international companies in Hong Kong. The "business look" in local companies tend to be more business casual rather than formal setting.

12: What are the smartest ways to shop for the right clothes to save time and to purchase the right clothes?

- know your dressing styles
- know what cut/style suit your proportion and body shapes
- know what colours suits you
- review your wardrobe before your shopping, try to have a shopping list
- try to make two big shoppings twice a year
- try not to shop clothes when on sales, women is easier to make the wrong decision

13: Do you recommend any style/fashion apps?

Not really, the most apps on my phone are online stores as I shop online for my clients sometimes. Farfetch, Yoox, Shopbop, Net-A-Porter, Etsy, Zalora...