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# The Wow Factor: Insider Style Secrets For Every Body And Every Budget



## Synopsis

Fashion editor and style expert Jacqui Stafford's new fashion bible proves that you don't have to be skinny or rich to look and feel fabulous. Some women just have "it". That indefinable something that makes them look effortlessly stylish, pulled together, and WOW! But if you think they were born with it, think again. You see, any woman can be a knockout - with a little help from Jacqui. In her fabulous new style bible, fashion editor and world-renowned style expert Jacqui Stafford is spilling all her insider secrets. An unpretentious, totally accessible guide, *The Wow Factor* reveals all the tricks that fashion and beauty editors use to make celebs and models look picture perfect. She'll share industry tips for the hair, makeup and clothing that makes you the best version of YOU possible. (Hint: It's got nothing to do with being rich or skinny.) With her signature cheeky British humor, Jacqui takes the mystery out of: How to figure out your body shape to create your ideal body (Are you a Cocktail Ring or Sunglasses? A Fragrance Bottle or Lipstick?) How to make the plainest outfit dazzle with the right accessories What are the definitive beauty and skincare products that really get results (and why you can forget the rest) Where, and why, fashion editors shop when they do How to follow hard-to-wear fashion trends (and which trends to ignore) Why some women look super wealthy (even if they're not) And much, much more.

## Book Information

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## Customer Reviews

I thought it had very helpful useful advice and tips. However, nobody's addresses the fact that many women interested in style and looking well put together, are over 50, 60, or even (shudder) 70! We want to look NICE, but not too young just appropriate. This book while not addressing age specific

issues is still practical helpful advice.

A fun book to read. When is the entire industry of "design" going to realize there are women over the age of 50 (even in the medicare ranks) that represent an untapped market of consumers with money to spend? Believe it or not, women 60+ are interested in fashion, comfortable stylish clothes, shoes without 4 " heels, and flattering makeup appropriate to age. I don't know what's worse-an older woman dressed like her granddaughter or looking like a train wreck. I gave this book a weak 4 star because I think someone could shift gears and make a lot of money.

Book was more for younger professionals but had some good points for older women. Still reading it and using its recommendations.

I was lucky enough to see an advance copy of Jacqui's new book. As a fellow style editor, I know that these books are often more style than substance. But this one has both in spades. Jacqui has a great way of dishing out useful info in a straightforward, candid -- and humorous -- way. She's known in the industry as someone who tells it like it is, which you'll discover when you read this book. It's a must-have for women who want to know what to wear, how to put it together and what works for their body type. Bravo.

This book is a treasure trove of secrets on how to dress for your body type (and budget). Jacqui Stafford imparts her super helpful, no-nonsense insider tips on overhauling your wardrobe--without a lot of fuss. Tons of pictures and illustrations show exactly what works, style wise, for you--and what doesn't. This book is a must-have for every woman...and is worth every single penny. After reading it, you'll change how you dress, for the better. And you'll be able to give your closet a necessary overhaul! The end result: you'll love how you look--and will carry yourself with a lot more confidence!

I borrowed the book from the library, but am buying a copy to keep and refer back to. I hate fashion magazines because they are so disingenuous and misleading, but it also means I don't get the advice normally dispensed in such publications. This book gives honest, practical advice without the inane, patronizing froufrou of fashion magazines. I found some excellent products that I never knew existed (skinny shirt, Moroccan oil, my skin color underwear, etc.). The book is like a loyal, honest, and savvy best friend.

Full of fun personality. I have to give the author a round of applause for taking the traditional body shapes and making them into fun and feminine items, like taking the traditional hourglass shape and making into sunglasses. The book gives a good overview of how to dress for your body type. There is not a lot of information about how to put together a full wardrobe. However, the book is filled with hidden gems in each chapter that the average person will not have come across somewhere else. The author's personality and her willing to laugh and make fun of herself keeps the book light and fun as fashion should be. Some of the best information in the book is on pages 108 - 109, where Ms. Stafford (after all she is an authoress and I should address her as such) tells you what time of year to buy certain items. The book can pay for itself with those two pages alone. A fun light read that I think most people would enjoy. It reads like a more in depth, personality-filled magazine. The information in the book will definitely help you to become a better version of yourself, but will it lead you to wow? I think that is left up to your makeup artist...and hair stylist...and a hot shot photographer....and lighting director...and wind fan operator...and possibly plastic surgeon. In general, I think to get to wow, you need to leave it up to the professionals.

I heard about this book in our local paper and decided to check it out from the library. I loved it...great advice, simple to follow, something for everyone. Love the way she describes figures and has some interesting choices for what looks good on each. The beauty tips, tips on how to dress for shopping, where to go, etc. are excellent. I purchased it as it is my 'go to' resource for the new "me."! I highly recommend it!

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