

Discovering Your Inner Style

8 Steps to **G.U.R.U.** by Jan Addams MIRM



Tired of buying mistakes “on sale”? Are there clothes in your closet with the price tags still on them? Confused about which colours and styles enhance and reflect the real you? *Discovering Your Inner Style - 8 Steps to G.U.R.U.*, empowers you to take control of your personal image by creating a style that is truly you, from the inside out.

Author Jan Addams, has designed a brilliant, personal style system that incorporates eastern and western strategies to make it easy to sort, organize and choose styles that bring out the best in you. This book will have even the most fashion challenged person, looking like a million dollars.

Learn how the superstars create a look that is uniquely their own. Discover how your personality, body shape, and colouring affect not only your fashion sense, but also influences your choices in furniture, clothing, lamps, and even the colour of paint you choose for your living room.

Personal Beauty/Identity
Clothing & Dress
978-0-9781248-0-9
Trade Paperback
5.5” X 8.5”
187 pages
\$18.95 Can
\$16.95 US

You will:

- Learn how to spot fashion mistakes before you buy
- Discover how to choose the right clothes, hair and make-up style
- Uncover your inner-traits and add pizzazz to your look

Jan Addams is both an Interior Designer and Canada’s #1 Style Strategist. In 2000 she received her Member Institute of Residential Marketing (MIRM) designation, the most prestigious designation given by the National Association of Home Builders (NAHB). Jan developed a training seminar called *8 Days to G.U.R.U.* (Gee you are you!), that trains personal image consultants, interior designers and merchandisers how to blend personal style with interior design concepts and business branding techniques.

What others are saying:

“Jan Addams does an excellent job of guiding her readers through the mine field of discovering their inner style by incorporating their physical characteristics, with their personality and attitude. *Discovering Your Inner Style*, helps them to present an image that truly reflects who they are with self-assurance and authority.”

Donna Chevrier, AICI, CIP, Certified Image and Emotional Intelligence Trainer/Coach

“Jan gives us an inside look into ourselves as individuals by putting a finger on why we make the colour and style choices that we do. She shows us how developing our own personal style can bring balance to our life.”

- Colleen Sexsmith-Gagnon, Interior Designer, Calgary, Alberta



For media interviews or distribution rights, please call Jan Addams at 604.936.4246 or email: info@discoveringyourstyle.com. Distributed in Canada by Author’s Choice Publishing Group to order please call (905) 495-7926



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Discovering Your Inner Style Q & A

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Q: I have heard that having your “Colours Done” is coming back in Vogue, is this true? Why is this important?

A: Yes, Personal Colour Consultation is back. It is a tool largely used by Image Consultants to help their clients with their clothing, make-up and hair colour selections. Due to the increased diversification of personal care and fashion products, re-education and experimentation, personal colour theories have adapted and changed. For example: you can now use a blend of warm and cool neutral products to balance your colouring and create a more approachable look and/or environment.

Q: Does our colour Intensity change with age?

A: Whatever your Ying balance, nature creates your hair, skin, eyes as a unit. They change together so the balance between them never changes. Therefore, as you age, everything changes together equally.

Q: What is a “Clothes Clock”?

A: This handy tool will help you when you are wardrobe planning around a lifestyle change. For example if you used to be in a corporate environment where suit styles were the career choice and now you are a *stay at home mom and consultant*, your wardrobe needs have changed. The clothes clock makes you aware of this change and helps you plan your clothing purchases accordingly.

Q: Why should I choose colours for my home that are in my Colour Group?

A: You can create a truly unique decorating style by using your own Colour Group palette. When you surround yourself with colours that make you look and feel good, you create a space that you want to live in. The challenge comes when you are combining different personal colouring groups due to the variety of people occupying the space in your home or office environment. This is still easily doable with awareness and planning.

Q: If I am selecting colours under different lighting than where the item is used, will it affect the accuracy of the comparison of the Colour Harmonics® tool?

A: Due to the phenomenon of Metamorism, a slight colour variance could occur. Regardless, if the colours of the colour harmonics tool that you are comparing blend / harmonize under those lights (incandescent, fluorescent, or natural daylight) they will also harmonize under other lighting situations.

Q: What is Ying? I thought it was spelled Yin.

A: YING is the word I created to describe the balance of movement that flows between the polar opposites of YIN and YANG. FYI the YIN and YANG symbol is a 3 dimensional sphere not a circle. YIN is the black, feminine, receding, receptive, cool side of the sphere and YANG is the white, masculine, dominant, forceful, warm side of the sphere.

When balance is achieved between the elements of gender. . . YING is the result. It is all about recognizing that we all play a part in creating natural balance in ourselves, our families and our careers.

NEW BOOK Offers **8 STEPS TO BECOMING A DESIGN G.U.R.U.**

March 2007, Vancouver, BC –An expert in interior and personal style, author Jan Addams has simplified the world of fashion, image and personal expression in her new book **DISCOVERING YOUR INNER STYLE - 8 STEPS TO G.U.R.U** (Image to Interior, April 2007: \$18.95). She deftly vanquishes commonly held beliefs and puts the world on notice that beauty is more than your hair colour and bust size. Using the secrets of industry insiders, Addams lays out easy-to-do, fun quizzes that not only help readers to understand themselves, but dramatically change how they express their style.

Author Jan Addams' style system incorporates eastern and western style strategies to make it easy for almost anyone to discover their inner G.U.R.U. This first book in her new *style by strategy* series focuses on uncovering inner personality traits and applying them to personal style. Addams offers insider tips and tricks to help sort, organize and choose styles that blend every aspect, into a personal style guide to keep readers on track. By the end of the book, even the fashion challenged will look like a million dollars.

Learn how to:

- Spot fashion "mistakes" before you buy
- Discover the best clothes, hair and make-up for your body, colouring and personality
- Uncover your inner-traits and add pizzazz to your style
- Express your fashion personality at work and at home

Addams is both an Interior Designer and a Personal Style Strategist. In 2000 she received her Member, Institute of Residential Marketing (MIRM) designation, the most prestigious designation given by the National Association of Home Builders (NAHB).

She developed a workshop called "**8 Hours to G.U.R.U.**" (Gee you are you!), that teaches people to accurately express their personal style.

In her fascinating book you will learn how your personality, body shape, and colouring affect not only your fashion sense, but also influences your choices in furniture, clothing, lamps, and even the colour of paint you choose for your living room.



TITLE: Discovering Your Inner Style - 8 Steps to G.U.R.U.

AUTHOR: JAN ADDAMS MIRM, LIID

PUBLICATION DATE: April 2007

IMPRINT: Author's Choice Publishing Group

PAGES: 187

PRICE: \$18.95

ISBN:978-0-9781248-0-9

We always appreciate two tearsheets (copies) of any review or mention you make of the book.

About Jan Addams MIRM



Interior Design Merchandiser (MIRM) and Senior Style Strategist (LIID). MIRM is the top-level achievement for professionals in the new home industry. Over the last decade, she has used her talents to interior design over 200 show homes for consumer conscience builders. Dozens of these homes have been featured in local papers and builder magazines. Many have gone on to win the coveted SAM Awards (Sales & Marketing Awards of Excellence).

She uses her talent, vision, and education to create interior design plans that reflect the occupant's personal image and style. Jan's mandate is to "de-stress, not distress" her clients. The Triple ID Style Classification System™ was developed to help simplify the interior design selection process. It uses the client's own personal colouring, body shape and personality to create an interior design style that is as individual and unique as each client serviced. Jan uses computer assisted 3D design programs to give her clients a visual idea of what the proposed design project will look like before any construction starts. Information is relayed via email, fax or in person. Everything possible is done to help create a sense of trust and comfort in the planning, design, building or renovating process of a home, office or commercial space.

Image To Interior Inc. is an innovative and progressive image, interior design & merchandising firm that now specializes in teaching professionals how to blend personal, interior and business styles through the Triple ID Style Classification System™.

Her company is located in the beautiful province of British Columbia, Canada and utilizes the superb talent of many local professionals and trades' people to bring both personal and interior styles to life.



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