



## What clients say

I had hit a mid life image crisis. Wearing baggy clothes and black, I had given up wearing make up. I booked a session with Jo quite reluctantly under pressure from my husband. Thinking it would be expensive and patronising I didn't know what to expect. Jo put me at ease, very bubbly, listened to what I had to say, understood my body image worries and offered practical advice that even I could follow. I felt uplifted after the 2 hours. I knew what colours to wear apart from safe black and what I needed to throw out my wardrobe. My husband thought Jo had sent another woman back home; even he has had a consultation now. I would recommend Jo North to anyone.

**Pam 54**

I came away from Jo having learnt a lot about how to dress, which I really didn't expect. I thought I had my style covered until Jo did my consultation, turn ups are a no no for my body shape. I loved the different approaches Jo used to find amazing results. Thank you.

**Bridget 21**

The image mentor programme was extremely useful and worthwhile investment, I have been able to review my wardrobe and make disciplined decisions of what to throw out and keep. It really helped me to realise where I had been going wrong all these years! It has opened my eyes when going shopping by looking at the shape and colour of the outfit. Jo was very professional but personable and approachable. A great experience.

**Sian 27**

A life changing exercise. Jo got the old me back. Thank you so much.

**Carly 59**

I got to the point where I couldn't look in the mirror I felt such a mess. Jo was recommended to me from a friend and I hoped she would be my fairy godmother. Jo was empathetic, encouraged me to try colours and even got me into combats for the school run. We had a great laugh during the session and I have used Jos services on an on going basis.

**Julie 36**

After losing 5 stone I still had no body confidence and dressed as though I was huge. Jo taught me that I had a waist and great legs, advising me on how to show these off without looking like mutton dressed as lamb. The personal style file Jo provided has proved invaluable for my many shopping trips. I feel drop dead gorgeous thanks to Jo.

**Abbey 39**

I had been told at work that I needed to look at my style of dress in the office. Appalled I called Jo to ask for advice. I saw that I had been dressing far too casual. We discussed definitions of business dress and how I could incorporate some of my individuality into my work wear. I now feel more confident at work knowing I look good. I have even applied for my dream job knowing I look the biz.

**Becca 28**

I was your typical t-shirt jeans and trainers kind of guy. Having just got divorced minimal washing and fuss was key. I had been going on a few dates until one commented on my appearance and what a scruff I looked. I went on the internet, searched image consultant and came across Jo. The fact she tailored her services to men made me call her straight away. I saw instantly where I was going wrong and I now have a wardrobe I'm proud to be seen in.

**Charlie 45**

I have always had problem putting on weight and hated my mannish figure. I dressed in jeans most of the time and longed to have a womanly shape. Jo performed miracles with my figure within an hour. Showing me how to accentuate my waist and add height. Pencil skirts and killer heels all the way now, thanks to Jo.

**Jodie 25**

There were certain members of my sales team that led a lot to be desired in the image stakes. Badly ironed suits, stubble and bad haircuts prevailed in the office. As a manager it's a thin line to tackle appearance issues with staff so I called Jo North. She was great and had an understanding on how to approach the team and make it fun and interactive whilst getting the message across. The difference in the teams approach at work has been amazing. They now look snappy wearing cufflinks, groomed to the hilt and sales force to be reckoned with. I would advise any company to use Jo to image manage their team.

**Roy 45 Sales Director**

My best friend was getting married and I was tasked with organising her hen night. I wanted to do something different so hired Jo to host a style party. It was fun to talk clothes all night and Jo is so knowledgeable about where to shop, what suits your shape and she has some great tips I would have never thought of in a million years. She is bargain queen with her cost saving advice. The 10 of us had a good night and we would plan another one definitely.

**Gemma 31**

When Jo suggested wearing dresses over trousers I thought she was mad. Having tried it and seeing the effect it had on my body shape and how elegant I looked its now my signature style. Jo is worth every penny

**Janet 42**

At 68 I wanted to feel stylish and dress younger than my years. I knew I could get it horribly wrong so I called Jo. The image Mentor programme really changed my life. I found that I had spent 50 years wearing the wrong colours and styles. After a shopping trip with Jo my wardrobe has everything I have ever dreamt of owning and I know I look good. People have commented on how young I look. Objective achieved and I'm very happy.

**Cath 68**