

## FAQ

Have Questions? Need Answers?

Visit Sandy's blog

There you will be able to participate in monthly forums dealing with fashion topics, give your feedback, ask questions and receive professional advice from your image consultant, Sandy Dumont. Furthermore...  
... It's GRATIS!

Below are some FAQ's (Frequently Asked Questions) Sandy came across during her international image consultant's career. Click on the Question and get your Answer!

Will an image consultant impose her tastes upon you so you won't look like yourself anymore?

I've heard that it is an expensive endeavor going to an image consultant. You might find out your clothes are all wrong and have to spend a lot of money to get new ones.

Does color analysis limit the number of colors you can wear?

Can you be more than one season? Another image consultant told me that I can "blend" between Summer and Spring.

I've been told by another color consultant that I can wear colors from both Warm and Cool categories due to my coloring. Is this possible?

Where can I find information that will show me how to change MY image?

What are e-books?

What Makes Sandy Dumont, THE Image Architect an Expert in Branding for People SM?

QWill an image consultant impose her tastes upon you so you won't look like yourself anymore?

A

Sandy Dumont's training in psychology confirms that a person's unique persona should never be violated. She works with you to help you discover your hidden potential and, sometimes, even discover your "true self" which may have been buried under years of habit, conformity and misinformation. Click here for more in-depth information, available in Sandy's FREE book, "TATTLE TALE LOOKS, What Message Does YOUR Image Send?"

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I've heard that it is an expensive endeavor going to an image consultant. You might find out your clothes are all wrong and have to spend a lot of money to get new ones.

A

Sandy will actually show you how to save a lot of time and money in the future. If anything currently in your closet doesn't make you look better, she can probably show you how to "fix" it so it does. In addition, she can show you how to get more mileage out of your present wardrobe with a few tricks of the trade. Furthermore, she knows all the outlets for getting great clothes at equally great prices. Click here for more in-depth information, available in Sandy's FREE book, "TATTLE TALE LOOKS, What Message Does YOUR Image Send?"

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Does color analysis limit the number of colors you can wear?

A

Wearing the wrong colors is limiting something more important than the number of colors you can wear: your appearance! In reality, you can wear nearly every color that exists. You simply need to find your shades of each color. And there are so many colors in existence that there are even special companies who do nothing but give names or numbers to colors.

What Sandy has discovered over the years is that most people discover "new" colors that they never thought of wearing before. Also, with the unlimited range of artificial dyes these days, new shades of "old" colors emerge constantly. Consequently, feedback suggests that color analysis usually opens a whole new world of color for most people. Click here for more in-depth information, available in Sandy's FREE book, "TATTLE TALE LOOKS, What Message Does YOUR Image Send?"

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Can you be more than one season? I've been told by another image consultant that I can "blend" between Summer and Spring.

A

Sorry, you can only be one season. Your skin may fade or become yellow with age, but you will always remain the same season. Errors are commonly made when the skin becomes sallow from sun exposure or age. Sallow (yellow-appearing) skin is not necessarily Warm skin. Sallow skin simply appears yellow in Warm colors like lime green or mustard yellow. The same skin will appear more pink in Cool colors such as fuchsia or royal blue.

Matters are compounded (and errors made) when a sallow-skinned person with Cool skin has Warm-toned hair with red or golden highlights. Amateur color consultants will try to "match" the superficial appearance of the person with a "matching" Warm color season such as Autumn or Spring. This is paint-by-number color analysis and accounts for most of the errors made that I have seen. Skin trumps hair and eyes, and neither your hair color nor your eye color will lead you to the colors that make your skin look better. Your hair and "blue eyes" don't get dark circles but your skin does.

If your hair color changes, you will not change seasons, as is suggested in print by one expert. You may gain or lose certain colors, however. Nevertheless, changing your hair color may mean that you gain or lose certain colors. For example, brown hair that is in the beginning stages of greying may suddenly look very mousy in grey or taupe.

Lastly, because of the popularity of bronze or tawny-colored blushers and lipsticks, a great many consultants try to match these "forced" Warm faces to a Warm season. It doesn't help when famous makeup artists state in print that they dislike pink undertones in the skin and insist that they be buried underneath golden-toned foundation and tawny blushers. Click here for more in-depth information, available in Sandy's FREE book, "TATTLE TALE LOOKS, What Message Does YOUR Image Send?"

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I've been told by another color consultant that I can wear colors from both Warm and Cool categories due to my coloring. Is this possible?

A

Sadly enough, this stance is widely accepted today by most of the major color analysis companies. It came about because the original paint-by-number system just didn't work. Pink-skinned people had yellow freckles! And they had hazel eyes that were predominantly yellow. Color and image consultants began sensing that something was wrong with the "robot-like" manner of using the original four-season color system. They couldn't get people to fit "neatly" into their color categories. Unfortunately, they didn't have enough experience or technical background address the "problem." The truth is, your skin is the determining factor, not your eyes, your freckles, or your hair color.

Color analysis suffered a setback when, in the seventies, a popular color company unwisely decreed that a fifth category existed. In essence they gave the "four seasons" new names and added a fifth category. Previously there were two Bright seasons (one Warm and one Cool), and two Muted seasons (one Warm, one Cool.) With the new category, a person could be characterized as having "Cool pink skin but Warm golden hair, or Warm golden skin and Cool black hair." Thus, it was decided that both Warm and Cool colors should be permitted. Since it is not likely that a person could have both Warm and Cool skin, it is not wise to "permit" the wearing of both Warm and Cool colors.

This "new" system placed a great deal of emphasis upon the amount of contrast a person had between the hair and skin. In a nutshell, the contrast system would have you believe that if you have Low Contrast (little difference between hair and skin color), that you must not wear bright primary colors. Only those with High Contrast (pale skin, dark hair for example)

or those with "bright" coloring (think of strawberry blondes) would be permitted to wear bright, primary colors. It was believed that "harmony" was achieved by matching the clothing colors to the superficial coloring. Thus, blondes were said to look better in the "matching" pastels of Winter; and redheads were told to wear the "matching" dusky colors of Autumn. In reality, both types look washed out and invisible in the very colors recommended. [Click here to read "Making your Face the Focal Point "](#)

Amazingly enough, over the years the major seasonal color systems bought the contrast idea and incorporated it into their systems. As a result, they came up with even more novel and elaborate color categories. Some companies even decreed that there should be separate color categories for Asians, African Americans and Hispanics; and in keeping with current beliefs, they also added categories that contained both Warm and Cool colors. With this mistaken notion, some systems have as many as twelve categories. ONLY FOUR ARE NECESSARY. In the final analysis, extra categories only confuse and mislead.

Sandy's FREE book, "TATTLE TALE LOOKS, What Message Does YOUR Image Send?" provides more in-depth information about your image and color questions.

[Click here to get the book.](#)

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Where can I find information that will show me how to change MY image?

A

Information is available through the website. I would suggest starting with issues of the "Image Tips" monthly newsletter, which features Before & After case studies each month. There is also a wealth of information in all the back issues of articles I have written for my "Your Image" column in Tidewater Women Magazine. You will also find several electronic books on the subject of image for both men and women on my website. Each eBook contains well over 200 color photos to make learning easy.

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What are e-books?

A

E-books are short for electronic books. They are the equivalent of conventional printed books. E-books are easy to store, they save space and can be transferred easily. E-books are usually in PDF format (PDF document can be viewed by adobe acrobat reader ).

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What Makes Sandy Dumont, THE Image Architect an Expert in Branding for People SM?

A

Branding for People is no different than product branding. Consistency is of the utmost importance, and that means consistency from head to toe as well as consistently looking polished and professional. Not all image consultants have expertise from head to toe; some do only personal shopping, and some only do makeup or etiquette. In reality, they are not image consultants, because an image consultant should be an expert in every element of image from head to toe in order to pull together a person's unique "Signature Image." Sandy works with clients to develop their "Signature Image" which entails finding their unique colors, styles and persona. In other words, they establish their polished professional "look" as part of their overall brand. When they enter a room, heads should turn and they should be accorded immediate credibility and respect. That's what brands are all about.

[Back to top](#)Sandy is the author of several e-books on the subject of image, with others forthcoming. [Click on any book title below for information about Sandy's e-books:](#)

\* POWER DRESSING IMAGE SYSTEM FOR MEN , Secrets for Opening any Door and Getting on the Fast Track to Success (with more than 200 color illustrations)

\* IMAGE SYSTEM For Professional Women , comprehensive educational package in nine components, with more than 150 color photos to guide you

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She conducts corporate and individual workshops ([click here for more information](#)) and is a keynote speaker at

conferences internationally. Sandy also does on-line consulting for individuals and groups ([click here for more information](#)).

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