

The Ledger, Lewisboro, NY / April 19, 2007

Consulting to create the right image for job-hunting and more

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Many times for women, going into their closets and trying to find the right thing to wear is like searching for the lost Ark of the Covenant without a map - or the movie star mojo of Harrison Ford. Worse yet, the treasure they're trying to find in there might be as big a myth as the ones we find in the movies. Either way, Scariett De Bease has made it a reality for her clients to never have to enter their closets and walk away feeling like they have nothing to wear - no matter what the occasion.

Ms. De Bease, of Waccabuc, has been doing this for about 10 years as part of her company, Scarlett New York, which recently expanded its services to include a more comprehensive image consulting service, Professionally, for her mostly female clients, one aspect of this means showing up for interviews dressed as well as or better than their resumes.

A poor appearance clearly sends the wrong message that can easily be read by that boss they want to impress, Ms. De Bease said.

"If they don't take the time to put themselves together, the interviewer is going to wonder if they're going to take the time to do the job right," she said.

And that doesn't mean being Flashy. When someone is put together properly it also implies that they will know how to go out there and represent the company, she said.

On the other hand, helping women to secure their own identity outside the office can mean just as much.

Among those whom image consulting fits best and who give Ms. De Bease the most satisfaction are mothers who have had a lot of their time constraints reduced because their children have grown older.

"I show them how to get some self-confidence back in terms of how they look," she said.

Ms. De Bease, who is a certified member of the Association of Image Consultants International, looks out for moms whose children haven't made it to college yet to show them it's possible to look good and also get everything done.

The process starts with a questionnaire so she and the client can find out who the client is and what works best for the life she lives. Traditional, sporty or casual, "the idea is not to turn somebody into what they are not, the idea is to have a person dress in the most complimentary way for their style," Ms. De Bease said.

From there, Ms. De Bease preselects a wardrobe based on each person's budget, which works for the person who shops at Kohl's or Neiman Marcus. She then makes a house call and has a dressing room full of clothes ready for the client to approve once she hits the store, "I do all the footwork," she said, and the service works from below the ankles to above the eyes. She said that other women are usually the harsher critics when it comes to fashion. So if mastering makeup is a problem, Ms. De Bease can help silence any negative judgments that her clients might face.

"If you go to the department store they just throw it on you and hope you buy it all. What I do is teach you how to use it and what to do with it," Ms. De Bease said.

If that still sounds too difficult, don't worry - she's all about keeping it simple.

"I show them how they can very easily do their makeup," she said.

She does not do hair but works closely with Billy's Hair Salon in Mt. Kisco. And that has her covered, too.

I love what I do because I love how happy the women are and I love how good they feel," she said. She is also willing to help out others in need. On June 3, from 10 to 3, Ms. De Bease and Billy's in Mt. Kisco are hosting a haircut to benefit the American Cancer Society. For more information call 666-9077.

For more information on image consulting, call 441-0756 or [www.scarlettnewyork.com](http://www.scarlettnewyork.com).