

THE REFINERY

Style 101 for Moms

“As kids head back-to-school in style, THE REFINERY teaches moms it’s easy to get fashionable for fall.”

They’re young, stylish and know the difference between Gap and Zellers. For kids heading back to school, it’s all about wearing the latest trends and top brands. Starting the school year in style has moms everywhere splurging on the best backpacks, runners, jeans and tops for their kids.

After spending hundreds on keeping their kids fashionable, moms tend to forget to take care of their own fashion needs. The busy mom-on-the-go may even resort to yoga pants 24-7 or “fashions” from Marks Work Warehouse – if it’s cheap and convenient, they’ll buy it!

But why let the kids have all the fashion fun?

THE REFINERY is here to help moms remember the excitement of fall shopping, the joy of layering and getting a new pair of fall boots!

THE REFINERY a Toronto based image consulting firm helps everyday women feel confident with their body shapes and wardrobes through unique style services and boutique shopping tours. Since comfort, function and value are especially important to moms, THE REFINERY works with them to design a wardrobe that suits their body shape, lifestyle and budget.

“It’s easy for moms to get stuck in a style rut – where comfort takes over and style goes out the window. Many moms out there forget about their own fashion needs and soon find themselves with a closet full of dowdy clothes. I want moms to know it’s possible to stay comfortable and stylish at the same time” – Wendy Woods, Style Consultant and Founder of THE REFINERY

THE REFINERY shows moms that stylists aren’t just for celebrities; every woman should feel like the stars they are when they walk out of the door each day. You’ll feel totally at ease with THE REFINERY style consultants as they embrace individuality and welcome you with a warm smile. Each style consultant offers objective advice when it comes to style, body shapes, colours and accessorizing – They’re like a best friend with professional advice.

This fall as your kids hit the books in the latest fashions; take style 101 for moms from THE REFINERY.

Style 101 for Moms from THE REFINERY

POWER SHOPPING

\$150

“Standing in front of the mirror everyday for an hour trying to figure out what to wear is a waste of time.”

No time to shop? Then you have no time to waste deciding what to wear every morning! Spend two hours shopping with THE REFINERY to get some go-to outfits that will save hours of stress getting ready each week.

PERSONAL SHOPPING

\$245

“Discover the art of effective shopping with this one-on-one personalized shopping experience.”

In your go-go lifestyle, keeping a house, kids, significant others and friends can be a second full-time job. You are often left with no time to focus on yourself, which from a shopping perspective leads to impulsive purchases of clothes that are ill fitting, not in style, or only worn once—if at all. With a style coach from THE REFINERY as your shopping guide, you will learn the art of time-effective shopping and develop the skills you need to choose pieces that strengthen your personal style.

WHAT TO WEAR SHOW

\$500

“You’ve watched all the personal makeover shows, now it’s your chance to experience one for yourself!”

Have a style coach from THE REFINERY transform your style starting with a colour consultation to find your personal power colours; a wardrobe audit to choose the pieces in your closet that work best for you; and a personal shopping trip to find new pieces that will fit you... and your wallet!

Part 1: Colour Analysis and Wardrobe Overhaul

Part 2: Personal Shopping

About THE REFINERY

Established in 2007, THE REFINERY is a creative image consulting company with a strong belief that every woman deserves to be stylish – all you need is the right tools. THE REFINERY provides every day women with the fashion tools they need to explore and enhance their personal style with the following services: Personal Styling, Shopping Tours, Wardrobe Overhaul, Shop Your Closet, Colour Analysis and Style Parties. Targeted to everyday women, THE REFINERY will help you learn the specific skills you need to feel confident, elegant, and

chic every day! A supporter of small businesses, **THE REFINERY** services help boutiques in Toronto gain exposure and thrive. For more information visit: www.therefinery.ca.

About Wendy Woods

Wendy Woods, **THE REFINERY** founder, is a certified image consultant with extensive training at the International Image Institute, George Brown College and a graduate from McMaster with an Honours Commerce degree. She lives by the philosophy that “fashion is a business; personal style is what you choose to wear to compliment your unique body, personality, colouring, and lifestyle.”

She has appeared on The Real Life, Star Report and is a regular contributor to MUM Magazine. Wendy has held workshops at Seneca College, York University, and Shopgirls, and is also an active member of the Association of Image Consultants International.

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For more information about **THE REFINERY** and its services, please contact:

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“Helping Chicks Soar”