

Fashion Filler Talk: Jammies and Jewelry(6/3/07)

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Before I address the fashion filler talk I would like to briefly cover some ideas of conversation between you and your hostess and you with the guests as they arrive. I really believe that once you establish a comfort level with your hostess and guests the fashion filler talk will flow more comfortably throughout your presentation. This is a boatload of fashion information so pick and choose what you'd like to use and sprinkle throughout your show. You don't want to go overboard and frustrate your guests.

Eleven assumptions made in the first thirty seconds after meeting someone:

- | | |
|----------------------------|-----------------------|
| 1. trustworthiness | 7. social heritage |
| 2. economic level | 8. education heritage |
| 3. education level | 9. success |
| 4. social position | 10. moral character |
| 5. level of sophistication | 11. future potential |
| 6. economic heritage | |

93% of lasting impressions come in the first four minutes of a meeting.

Communication is: 7% verbal, 38% tone of voice, 55% appearance

1. Filler Talk Upon Arrival with Hostess

- Greet your hostess with a smile and a hug
- Ask her where the set up will be
- As you begin to set up your display, engage you hostess in conversation such as: complimenting her home, asking her how long she's lived there, and where she has moved from. Notice pictures and ask about her family and pets. Ask about her job and if she enjoys it. Ask if she has ever hosted any types of home shows. Ask about the guests that will be attending and how she knows them.

All of this "small talk" will begin to build a relationship between you and your hostess and she will know that you really do care! ☺

2. Filler Talk as the Guests Arrive

- Greet your guests at the door. Ask their names and introduce yourself.
- Invite them to look at the jewelry and to try it on while waiting for the other guests to arrive.
- Make "small talk" around the table and address you guests by their names or ask their name again if you have forgotten it. They will not mind, they probably forgot you name too ☺ (the more you repeat their names aloud, the easier it will be to remember them). You will be amazed at your memory and the guests will be impressed and ultimately feel special which will begin to create a bond between you.

1. Ask the guests questions like:

- How long have you known the hostess?
- Did you drive far to get here?
- Have you ever been to a Premier Designs Jewelry Show before?
- Do you prefer silver, gold or both?
- Would it be okay if I picked a piece of jewelry for you to "model" during my presentation? (I usually put one piece of jewelry on each guest before I do my presentation. This gets them excited and in SHOPPING MODE! ☺)

Once you make these connections with you hostess and guests, you will begin to relax and the “fashion filler talk” will flow much easier because you are comfortable with your audience.

We as Premier jewelers must make sure we have a pulled together look as we present our jewelry to our hostesses and guests.

Create a Professional Image: Did you know that over 90% of lasting impressions come within the first four minutes of meeting? Looking stylish has nothing to do with dress size, weight or height. It is about being the best “you” you can be! Investing a little time and effort into the way we “package” ourselves makes a big difference!

4 Elements of a Polished, Professional Look:

- Haircut and color
- Makeup and manicure
- A working wardrobe
- Eye-catching accessories

-This is fabulous information to share at our home shows but let’s make sure we also take note of these tips. If you are brand new or fairly new to Premier and feel as if you are a bit clueless when it comes to fashion, I am sure you could spend some time with your Premier mom to get some extra tips on pulling together a “polished look” (Fashion Filler Talk by Julie Miller).

- Accessories bring a designer look to affordable clothing
- Make sure to wear and purchase solid colored clothing, and stay away from trendy patterns. Decorate those solid colors by the use of accessories as your wardrobe extenders give the idea that you are wearing a different outfit every day.
- Top wardrobe consultants often guide clients to spend 2/3 of their wardrobe budget on accessories
- Accessories are a wise investment that last longer than most garments and are not affected by weight gain
- It is important to accessorize two major areas of the body- the impact zone, which is from the waist to the head, and the expressive zone, which incorporates your wrist and hands. The eye is drawn to wherever you have decorated with accessories, which have the power to conceal or add sparkle
- Remember that accessorizing is nothing but an illusion to make you look taller and thinner than you are already
- The objective is to go from the thigh to the eyes
- Wearing one color, monochromatic dressing, is one of the best slimming secrets around!
- $\frac{3}{4}$ length sleeves subtracts 4 inches of fabric from the hips
- Pin placement is at the shoulder pad or right underneath. Wherever the pin goes, the eye goes!
- Austrian and Swarovski Crystals and Cubic Zirconias are affordable alternative to diamonds. Even a certified gemologist often cannot tell the difference between a Cubic Zirconia and a diamond. Swarovski Crystals are in great demand with designers, such as Vera Wang for studded glamour gowns made for high profile events.

- Out pearls are a prize and made with a great deal of care. They are glass beads dipped from 8 to 12 times in pearl essence and hand-knotted for a weightier feel, much like genuine diamonds. Remember the Jackie-O's signature triple strand pearls were faux and auctioned for \$211,000.
- Mixing silver and gold is not only a hit, but is a great way to tie in a gold wedding band with the ever-popular silver look.
- Size of jewelry counts. Wear pieces that are in proportion to your body. If you are heavier, wear larger earrings to balance your size! This will draw attention away from your shape to your impeccable dressing standard.
- Buy and wear your jewelry in matching sets! This is what we call "no brainer" jewelry, in that you will not have to think about what matches when dressing! It will take less time to dress!
- The quality of our product is car-none. Our jewelry is very heavily plated with precious metal far above the industry standard of 3 to 8 mlls. Premier places 30 to 50 mlls of precious metal on our jewelry, which means longevity.
- Holding a Premier Designs Home Show is the most cost-effective way to build your jewelry wardrobe.

Accessory Add-Up

Fashion consultants often use a point system to be sure a look is neither overdone nor boring. Give yourself one point for each of the following...and an extra point for any item that is especially bold or ornate:

- ___ Each visible item of clothing
- ___ Each accent color
- ___ Each patterned/textured fabric
- ___ Each decorative trim
- ___ Each piece of jewelry
- ___ Colored nail polish
- ___ Colored or textured hose
- ___ Handbag
- ___ Briefcase
- ___ Contrasting belt
- ___ Scarf or pocket hankie
- ___ Decorative buttons
- ___ Eyeglasses
- ___ Hose that blend with shoes
- ___ Low-heeled (not flat) shoes
- ___ Total

If your total falls below eight you probably need to add an accent or two to avoid looking bland. If you score over 14 you are probably overdressed. Remove or change something to create a more pleasing, unified appearance.

3. "Fashion Filler Talk During Your Presentation" by Julie Miller (Terrell and Draper website).

Premier Designs offers a line of high fashion jewelry, which makes up 75% of the jewelry market. It can be spotted on the fashion models, talk show hosts, politicians, and Hollywood stars. It gives you the versatility to create many different looks using only the most basic wardrobe. High fashion jewelry, otherwise known as bridge jewelry, is not to be confused with costume jewelry. Bridge jewelry literally is the line of jewelry that bridges between costume jewelry and precious or fine jewelry. Costume jewelry is a trend that is in one day and out the next with questionable quality. Fine jewelry, which we all love has a high price tag, so bridge jewelry is created to be that affordable and beautiful looking option.

How many of you love to exercise? How many of you would love to take 10 pounds off instantly? ☺ Yes, yes, yes! (Taken from Draper website)

10 Ways to Dress 10 Pounds Thinner:

1. Start with a monochromatic base (i.e. all one color from shoulder to hem). This easily creates a vertical as opposed to a horizontal silhouette, which is typically more slimming than an outfit with several contrasting colors.
2. Make sure all your clothes fit properly. Clothes that are big or small can add weight to your frame.
3. Dark colors such as black, chocolate brown, navy and dark gray are minimizers. Wear these shades to camouflage the areas of your body where you are least confident.
4. Light and bright colors are maximizers. Many women who are self-conscious about their weight like to wear dark base pieces (i.e. pants, skirts, jackets) and wear light colors near the face to draw the eye up and away from the rest of the body.
5. Avoid bulky layers as they have the potential to make you look heavier.
6. Wear larger earrings. Small earrings make large people look larger, and also make small people look smaller. Earrings are another way to draw the eye up and away from the rest of the body.
7. Shoulder pads add height to your appearance, square up sloping shoulders, create a more tailored appearance, and balance out hips - all slenderizing.
8. Add a jacket to your outfit to create a professional, executive look. Keep your jacket open to create more vertical lines.
9. Pay particular attention to your sleeve length. When sleeves haven't been properly shortened, they can cause a distraction at your hip line. Many women would rather not call attention to this area. Sleeve bands are wonderful to use instead of paying for altering.
10. Wearing hose that match your hemline or shoes, or both, adds length and height to your appearance, creating a vertical line, which creates a slimming effect.
- (11. Long necklaces create a slenderizing vertical line and we have several in our line. My favorite right now is our Sophia necklace!)

How many of you browse fashion magazines while waiting at the hair or nail salon, the doctor's office or while traveling? Most of us do! Next time you look at a fashion magazine, take notice of the jewelry. Premier Designs does their very best to keep up with the latest styles and trends in jewelry. We have beautiful designer inspired pieces.

Some of the looks I've noticed recently are:

Sophia necklace, Mary necklace, Masterpiece necklace (different colors same style), Honey, Love Knot ring, Laura ring, Jewel ring, Marilyn ring, Citrine ring, Pizzazz pendant, Bellissimo necklace, Tre's Pink necklace, Valentino necklace, Never Ending necklace, Night Out necklace, Bronze Beauty necklace, Gold fever bracelet, Savannah necklace. **And of course PEARLS:** our new Duchess Pearl Collection(layer of pearls is huge right now!)

“Quickstyle” by Christine Kunzelman

Accessories are the Essential Tools of Style

The quickest way to style is through the use of accessories. Accessories give flair, panache, and pizzazz to any basic wardrobe. Accessories take an old outfit and update it, they bring a designer look to affordable clothing. Accessories are style- style you can create yourself.

Essential Earrings:

Gold: any small clip-on, post, or button earring in shiny, brushed, antique, or hammered gold

Pearl: a single pearl, a double, a small cluster, or a drop in white, pink, yellow or beige tones

Silver or Bronze: a geometric shape- square, triangle, octagon or rectangle in shiny, brushed or hammered

Hoops: any gold, silver, pewter or bronze pair; plain, without trim

Essential Necklaces:

A single short stand of pearls.

A sturdy gold or silver chain, either choker length or resting just above the collarbone.

A medium-length gold or silver chain: about 18 to 24 in.

A long strand of pearls: about 30 to 36 in.

Essential Clothing:

A black suit: this is the number-one outfit to own. One that comes with both a skirt and pants is a great investment.

A neutral-color skirted suit: choose banker's gray, tan or navy or one of the new-style neutrals, which include olive, taupe and stone.

Khaki trouser A denim skirt A white T-shirt(buy them by the dozen)

A navy blazer A white blouse

Blue jeans A black dress

Top 10 Must Haves For Spring and Summer 2007:

1. The dress!
2. Metallics!
3. Polka dots!
4. Preppy Plaid!
5. Romance florals, ruffles and lace!
6. Black and white!
7. Nautical!
8. Bright neon colors!
9. Geometric prints!
10. Patent leather!

4. "Filler Talk" during Shopping and Checkout

- a. Once your presentation is complete help your guests shop and be attentive to what they may be looking for. Show them other coordinating pieces to the jewelry they have already chosen. This can also increase your retail. This can also increase your retail. Pick out several items according to their taste and encourage them to also try them on. Show them what styles are popular in designer jewelry.
- b. At checkout, ask if they found everything they were looking for and if there are other pieces they hope to add on at a later time. Ask them once again if they would like to get their own friends together for a jewelry show sometime soon so they can add those other items for FREE! ☺ Get a tentative date when they agree and if they say no let them know it was very nice getting to know them and you look forward to seeing them again. Stay pleasant and positive! When the guests have gone, invite the hostess to sit down with you to see her FREE shopping spree totals and invite her to the book again following the introduction of the next catalog or supplement. She is usually so ecstatic about her FREE JEWELRY AT THIS POINT THAT SHE WILL AUTOMATICALLY AGREE. GET THE DATE!!
- c. Pack up and let her know that you enjoyed spending the evening with her and her nice group of friends and set up a time to be in touch or close the show.

FOCUS ON FRIENDLINESS AND THE FILLER TALK WILL FLOW FREELY!

See Premier's 2006-2007 Hostess magazine for more Fashion Filler Talk