

life & style



Spring blooms

Bring the outdoors inside with delicious scents from an English garden . . . Jo Malone's limited edition London Blooms Collection brings flowerbeds to the fragrance counter and comes in three freshly cut fragrances – Peony & Moss, White Lilac & Rhubarb, and Iris & Lady Moore. The bottle design is a work of art in itself. The Limited Edition London Blooms Collection is £72 from www.jomalone.com

Put yourself in the limelight

Want to appear younger or feel more confident? **SUE BRADLEY** discovers how Berith Sandgren-Clarke helps others to look good and feel great

HAIR model, make-up artist, colour consultant and fashion designer . . . Berith Sandgren-Clarke has learned a lot about looking good throughout her working life.

Now she uses her experience to help the rest of us feel more confident, dress to impress and, ultimately, look younger.

Her Limelight Image Consultancy also pays attention to what clients eat and the products they use on their skin to ensure they start with the best blank canvas they possibly can.

"Most people call me an image consultant, but I find that phrase quite restrictive in terms of describing what I do," says Berith, who is based in Stroud.

"I help people to shop and to choose what styles and colours to wear; I help them to find a hairdresser who will give them a style that really suits them and advise on skincare and make-up.

"Part of my university degree covered psychology and sometimes I can use this to dig out what people need to know and to discover the reasons they feel negative about themselves."

Berith, or B to her friends, was born in Sweden and studied for a university degree in her native country before moving to the UK more than 20 years ago.

She ended up getting a place at a design college in London, after which she worked for The Emanuels, the designers of Princess Diana's wedding dress, followed by the Wallis fashion group for several years.

"I had come to England to do something a bit

Pictures: Simon Pizzev SOsp20120227C-006_C



Image consultant Berith Sandgren-Clarke

different and learn a new language, but it didn't work out quite so simply," she said.

"For me this is the perfect job because I love people. I have the tools to help people to step into the limelight.

"Quite often people who say they have nothing to wear do actually have a lot of things that suit them. It's just that they can't see them," said Berith.

"Initially people can be really scared, because they think I'm going to tell them to throw it all away.

I don't tell anybody off, but I can be as ruthless

and brutal as people give me permission to be.

"The most important thing is that they have fun and that they end up with clothes that suit their personalities."

Once Berith has sorted through your existing wardrobe and identified any gaps, she moves on to hair and make-up.

"I give people the knowledge that will hopefully stop them from buying things on a whim that aren't the right style or colour for them," she says.

■ Visit www.limelightimageconsultancy.co.uk or call 01453 753546.

BITS AND PIECES

Pamper treat

Treat yourself to a spot of pampering and boost funds for charity at the same time.

The National Star College is running a pampering event at The Cheltenham Chase Hotel on March 28.

Hair and beauty salon Stuart Holmes and Wincombe occasionwear specialists Me Me Me are taking part along with Cupboard Loves Cupcakes, make-up artist Natasha Woods as well as jme from Jamie Oliver, The Body Shop and Pampered Chef.

The Chase Hotel Spa is offering mini treatments from its deluxe spa menu for between £5 and £10 each and every guest will receive a complimentary glass of wine.

All profits will be donated to the college. It's taking place from 5pm-9pm and tickets, £15, are available from www.natstar.ac.uk/starpamperevening or by contacting Claire Duffy on cduffy@natstar.ac.uk, tel 01242 524478.



Floral fever

Add a pop of colour to your make-up bag with No7 Floral Brights Limited Edition collection at Boots.

Snap up these spring beauty blooms, which are only flowering on the shelves until the end of March, priced from £10.

Free seminar

A free seminar next week in Cheltenham explores how emotional and physical stress can contribute to excess body weight.

Holistic health, nutrition and movement experts, Karen Maidment and Adrian Stokes from Pure Body Balance Integrated Health Clinic will be sharing their expertise.

It's at St Luke's Church Hall at 7.30pm. Call 01242 254662 for more details.