



**Speaker details - Beth Goodrham, personal stylist**

**Women in Business Event 29<sup>th</sup> April 2010 at City Inn**

**The Importance of Style**

Beth started her career training as a solicitor in a top London law firm then worked at a large Birmingham law firm.

For the last nine years she worked at the Criminal Cases Review Commission, set up by the government to review suspected miscarriages of justice. During that time she had three children, aged 2 - 11.

Late last year, Beth's passion for fashion led her to a course run by Nicky Hambleton-Jones, the former presenter of '10 Years' Younger'. From there, there was no looking back as she subsequently set up her Personal stylist business.

Beth believes that looking and feeling good about what you wear is a right not a privilege. She helps clients create a stylish, practical and versatile wardrobe so whatever the occasion, they have several outfits to choose from. Beth understands the importance of a wardrobe that works hard and with that in mind, is always conscious of a client's figure, lifestyle and budget.

Many clients are generally happy with their wardrobes and simply need advice on seasonal trends and how to update or rejuvenate their wardrobe by adding a few key pieces and accessories. Alternatively they may work full-time and whilst loving clothes do not have time to indulge their passion, in which case Beth will shop for them.

Beth says: "Clothing impacts on every area of a woman's life yet so many women are unhappy with their appearance and how they feel about themselves. This can impact negatively on their whole demeanour in turn affecting relationships, job prospects and fundamentally their underlying happiness."

She aims to improve clients' confidence by showing them how to dress to emphasise their best features using the right clothing and accessories' shapes and style. Her greatest reward is seeing a client's face light up when they try on an item of clothing which makes them feel amazing.

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