



 Marla Tomazin

# Marla's Style File

## For Immediate Release

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## Embrace Your Beauty: Eleven Tips for Getting Your Goddess On from the Inside Out

**Baltimore, MD** (October 2010)—The term “goddess” comes with a long list of connotations, but what does it really mean to *be* one? How does the average girl embrace her inner goddess? Well, it takes a lot more than just fine-tuning your appearance. Image, after all, is so much more than, say, the clothes you wear or the makeup you apply each day. Being a goddess starts first and foremost with looking within and identifying the traits that make you unique. And from there, the rest should follow!

Marla Tomazin, a New York-based image consultant who will be speaking at the ***Moonlight Goddess Party & Star Smile Summit* at the American Visionary Art Museum in Baltimore on Sunday, November 7**, says that to let yourself become a true goddess, you need to focus on the emotional, spiritual, and physical essence of who you are.

“I think women need to realize that no matter how much focus and emphasis we put on outer appearances, none of that matters if we don’t feel good about ourselves,” says Tomazin, who has been an image consultant for twenty years after earlier experience in the fashion industry. “How we dress has a direct correlation with how we truly feel about ourselves.”

Read on for Tomazin’s tips for “getting your goddess on” emotionally, spiritually, and physically:

**Understand the value of you.** Only then will you be able to face the rest of the world with a positive attitude and confidence. Appreciating the person you already are will go a long way in how you present yourself physically.

**Take care of you.** As women, we are the caretakers—yet we often don’t take good care of ourselves. We must learn to be mindful of our own needs, as well. In fact, we are better caretakers when we are well cared for. Neglecting your own needs—while seemingly a selfless act—will prevent you from being the best you can be in all areas of life.

**Make sure your scales are balanced.** No, not the bathroom scale! You must recognize the importance of achieving balance in life—don't sway the scale by devoting too much time to only family or work or friends. Too much of one thing is never a good thing! And remember that splitting up your time does not mean you aren't giving your best to any one area—you're simply devoting yourself to a healthy equilibrium.

**Build a stronger you.** Do something each day that works toward building a stronger, healthier you. It doesn't have to be hard or complicated (or time-consuming or expensive). Exercise, do yoga, drink lots of water, breathe properly to support your posture, and project a healthy you. The benefits will be well worth the effort!

**Use food for fuel.** Learn which foods help to make you feel stronger and work best for your body. Taking the time to develop a nutrition plan designed specifically for you is definitely a priority—after all, a healthy, balanced diet can do wonders for how you feel, look, and think!

**Explore your exercise options.** Look into many different kinds of exercise to determine what makes you feel healthy, strong, and calm. Getting stuck in a rut in terms of exercise or being bored with your usual routine are both common occurrences that are sure to prevent a truly rewarding workout.

**Control your closet chaos.** If your closets are out of control and you can't find a way to clean them out, get a friend to help you discard unneeded clothing in order to get some breathing space. Get rid of what does not make you feel great or does not flatter you, so you can feel confident every day with what you put on your body. Additionally, if you haven't worn something in the last year, that's a pretty good indication that you should let that item go.

**Start with a good foundation.** Starting with a great base and working your way up will ensure you hit the mark every single time. Don't be afraid to invest in foundation pieces. You have to consider that you will be wearing these clothes more than once a week, and the money you spend will be well worth it.

**Remember column dressing is key.** Column dressing means wearing a top and pants or a skirt in the same base color—not only is it vital in extending your wardrobe, but Tomazin says it will make you look taller and thinner. Who wouldn't want that?

**Keep it classy.** When choosing pieces for your wardrobe, remember to consider your age, body type, and career. Some of the biggest mistakes are made when wearing clothes that are too tight, too revealing, or too short for your age. And don't forget—opting for something that is trendy but not flattering is never wise! Remember, there are timeless pieces, and then there are those that fade into oblivion in no time.

**Choose quality over quantity.** It's not the number of shoes in the closet that counts (no, really, it isn't!). Choose quality pieces that fit well and will last for more than one season. You'll get a better value, and you can gradually build up your inventory over time.

“The result is that when we feel more comfortable in our lives, we reflect an inner peace to those around us, who are, in turn, attracted to us because of our calm, steady natures,”

Tomazin concludes. “An understanding that beauty must first come from within is something that every woman should both possess and instill in others.”

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**Note to Editor:** For more information, please visit <http://www.avam.org/news-and-events/events/goddess.shtml> or see below.

Tickets to the ***Moonlight Goddess Party & Star Smile Summit at the American Visionary Art Museum in Baltimore on Sunday, November 7, from 7 p.m. - 1 a.m.*** cost \$250 (or a \$500 ticket provides admission plus one deserving Goddess Scholarship!) and may be purchased online at <http://www.missiontix.com/events/product/9484/avams-moonlight-goddess-party-star-smile-summit>.

Tickets may also be purchased by mailing a check (personal, foundation, or corporate) to:  
AVAM / Goddess  
800 Key Highway  
Baltimore, MD 21230

Special guests include: KATHY KINNEY (a.k.a., Mimi from *The Drew Carey Show*), author of *Queen of Your Own Life*; Baltimore’s Own Comic Momma, MESHELLE FOREMAN; Carolyn “Mountain Girl” Garcia leading a “Merry Prankster” Workshop; Visionary Goddess Award to Brenda Rever for creation of the new Baltimore Leadership School for Young Women; and closing song performed by acclaimed soprano JACQUELINE NEIMAT.

#### **About Marla Tomazin:**

Marla Tomazin, Certified Image Consultant, established her image consulting business in 1990 with the goal of helping clients identify an authentic image and develop its effective expression.

Through her successful career in the fashion and retail industries, Marla has gained invaluable expertise in retail buying, merchandising, sales, and marketing. She began with May Company in Denver after earning a B.S. in Marketing from the University of Denver. Marla moved to New York where she worked with several well-known Seventh Avenue design firms. As she developed her business skills, Marla made a serendipitous discovery—an innate sense of style and facility for working with fabrics and colors to maximum advantage.

The progression to Certified Image Consultant was a natural transition. Marla utilizes her abilities in evaluating body shape, movement, and coloring as well as synthesizing optimal cuts, lines, colors, and textures. This results in balance and proportion that accentuate attributes and conceal flaws. Her clients include women, men, and corporations seeking external revitalization that mirrors their internal development.

She has lectured at The Learning Annex on “How to Become an Image Consultant” and at The American Women’s Economic Development Corporation on “What Does Your Image Say About You?”

**For more information, please visit [www.marlatomazin.com](http://www.marlatomazin.com).**