



HOW TO MAINTAIN YOUR PERSONAL IMAGE

about me

hello, I'm
dani mansur,
a brand and
personal image
strategist.



I'm also a clown, a mother of 3 boys, Brazilian, and I have lived in England since 2019.

For me, getting dressed daily is a moment of pleasure and a way to express my moods and my personality through my looks.

With my experience, I help you to dress in a planned and strategic way so that you can achieve your personal and professional goals through an image consistent with your routine and personality.



i have a degree in fashion stylist and personal branding from Central Saint Martins, University of Arts, London.

i studied colouring by Studio Imagine and Evoluo Institute

i studied culture and fashion history with João Raga.

i graduated in image consultancy with Ilana Berenholc.

i specialized in men's image consultancy with Alexandre Taleb and etiquette and behavior with Claudia Matarazzo.

i studied textiles with Keila de Prince and Fabianna Pescara.

i studied morphopsychology, visagism and colorimetry at the Evoluo Institute.

i studied the 10-dimensional face and body analysis, using the facetelling and bodytelling method, at Persoona School inclusive fashion, with Samanta Bullock and Larissa Mariano.

credentials



presentation done,
shall we begin?



“Fashion is a language of signs, symbols and iconography that non-verbally communicates meanings about individuals and groups.” (Pauline Thomas)



It only takes 3 seconds for someone to get their first impression of you.

It is in these seconds that they will judge and draw their first conclusions... only looking at your face, posture, and clothing.



HOWEVER, IMAGE IS MORE THAN FIRST IMPRESSION.

Our image is what describes you to people in your daily life.

Whether or not you greet someone in the lift, if you are in a conversation circle and give the other person a turn to speak, if you speak too quietly or unnecessarily loudly, if you are dressed according to the dress code of the environment you are in... you get the idea.

IMAGE IS FORMED BY A SET OF ATTRIBUTES, THEY ARE:



FACE

POSTURE
BODY

GESTURES

APPAREL

VOICE TONE

BEHAVIOR

ATTITUDE

USE OF SPACE

This non-verbal language uses physical and behavioural attributes to convey information about your personality.

Now, I'm not here to make any judgments about what's wrong or right, but rather to guide you on how you can use your image to communicate. .

Becoming preoccupied with little rules isn't my thing, but let's talk about some basic tips on how you can take care of your personal image.

1. hair



Hair acts as a frame for the face and demands attention and care.

You don't need to spend the day at the salon or wake up two hours before leaving home, but it's important to take some basic precautions to make a good impression.

Wet, dirty, oily, poorly combed, blunt, chemically damaged or full of dandruff hair can be all it takes to create a negative, unkept image.

2. teeth

Another business card, the smile. It is worth taking care of in all aspects.

Stained, broken, dirty, yellowed teeth, with tartar and cavities will testify against your image.

Even more important than beautiful teeth is oral hygiene, which prevents problems with bad breath and other oral diseases.



3. make-up

Both excess makeup and lack of it can compromise your image.

Many women strive to have a more attractive and feminine look, but they often forget that the corporate environment requires a little more sobriety.

Even if your work environment is more relaxed and informal, it's always good to balance and avoid exaggeration.





4. odours and perfumes

Bad breath, armpit odor and excess perfume are harmful to your image. Excessive beauty can cause a rebound effect. Think about the amount of cosmetics you apply to your body (deodorant, moisturizer, spray, perfume, hair creams and fragrance mixes. As each person has their own preferences for scents, it is very uncomfortable to be around someone with a fragrance that you like). considers it cloying. Choose a fragrance as the main one and try to neutralize the other products so as not to go overboard.

5. apparent sweat

No matter how clean you are, collars, cuffs and armpits are the areas where our clothes start to yellow and become dirtier, as they are in constant contact with the skin and deodorant.

Our clothes don't have to smell bad to be dirty. If you like white shirts, I suggest investing in more than one. Use and wash..

6. yellowed parts

For many it is a physiological issue that can be expensive to overcome. But there's no denying that that "pizza" on the shirt is bad for the image. Botox in the armpit is much more accessible and often lasts almost a year. It can be a good investment for your image.

7. clothes size



Clothes that are too tight and short don't communicate well in the workplace. After all, you are there for your talents and not for your physical attributes.

On the other hand, clothes that are too loose can signal a lack of care and sloppiness.

So be aware of the dress code for every destination, whether it's a Monday at the office, a coffee chat, or even a Friday happy hour.

8. torn and crumpled

Holes, frays, stains, tears and frayed seams.

Wrinkled clothes indicate laziness, sloppiness, irresponsibility and lack of personal care.

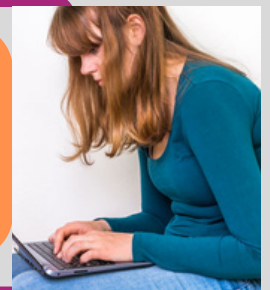
I suggest tossing anything that shows a little too much wear. If you don't take good care of your own appearance, how will you take good care of a client, a patient, employees, etc.?



9. body posture

Slumping shoulders and sitting with legs open (both men and women) is not cool.

Keep your posture alert and your legs close together so everyone can feel comfortable – including you!



10. shoes

People notice worn, grated and torn shoes!

Take care of your shoes and say goodbye to them when it is time.



11. nails

Men don't need to remove cuticles or apply foundation, but it is essential to keep your nails trimmed.

Women who are not fans of nail polish, I recommend the same care that men should take. And if you perform any professional activity that requires physical contact, be very careful with very long nails as any mark can be obvious.



dani's bonus tips

BEHAVIOUR

Talking loudly, arriving late, interrupting whoever is speaking, complaining excessively, and asking indiscreet questions are social codes that demonstrate disrespect for others.



WELL WRITTEN ENGLISH

Using harsh slang, swearing, speaking and writing incorrectly don't add anything to your personal image – they will actually have the opposite effect. If you have doubts about how to say or write a certain word, use a synonym or research it first.





"Above all, you must be yourself, be who you are, and take the time to be transparent and true to yourself. That's what it all comes down to. You'll never have great style if you don't know yourself. You'll never be able to truly live. The biggest fashion faux pas, in my opinion, is not seeing yourself in the mirror."

Iris Apfel



contact



[danimansur.styling](https://www.instagram.com/danimansur.styling)



[+44 7760 918591](tel:+447760918591)



www.danimansur.com



dani@danimansur.com



dani
mansur

visual strategy &
personal branding