



Fashion is a great way to express yourself and show your personality through what you wear" explains Rana Saab, Debenhams' head style advisor. "That's why having your own style is so important. You need to have your own personal style, just like you have your own individual personality." And there is no-one more qualified than Rana, to give advice on how to go about achieving that personal sense of style. The freelance Image Consultant and Debenhams' head style advisor talks to *OK! Middle East* about her secrets to great style and where the likes of Britney and Paris are going so wrong!

What is an 'Image Consultant'?

As an Image Consultant I work on a woman's image journey to achieve her true potential, and confidently reach where she wants to be in terms of her own personal style.

What can the customer expect from the style-advising session?

The style-advising consultation gives the customer the tools to dress for her unique body shape and colouring by concealing her flaws and highlighting her assets – helping her bring out a signature style that's completely hers. With a wardrobe analysis she will never have a 'nothing to wear' day again! The personal shopping will pull her new image together, teaching her how to avoid costly shopping mistakes and become a 'smart shopper', having fun all the way. My aim throughout is to make every person feel and look fantastic.

'I like to have one focal point in my outfit and won't bother with too many details'

What is so important about having good style?

Style is an individual expression of your inner self. People judge you by your physical appearance in the very first 30 seconds after they meet you, so I think every individual should work on his or her own personal branding. You need to determine both your core and expression style personality, to set you apart from the crowd. It's like saying 'this is who I am' simply by looking the part.

So what type of person should go and see a style advisor?

Style advising isn't limited to a specific profile. Basically any woman who wants to enhance her professional or social image, save energy and time on shopping, learn more about her unique body shape and colouring, or simply put a workable wardrobe together. And the good news is... this specific service is now available at Debenhams stores, and it's complimentary!

'STYLE IS AN INDIVIDUAL EXPRESS OF YOUR INNER SELF'

RANA SAAB

THE IMAGE CONSULTANT TELLS MIDDLE EAST OF HER AIM TO MAKE EVERY WOMAN IN DUBAI LOOK FANTASTIC





What are the secrets to your great style?

There's no secret! It's simply being totally comfortable in my own skin, whatever the occasion I'm dressed for. I love to have one focal point in my outfit and won't bother with too many details.

How would you describe your style statement?

Less is more. Understated elegance is my thing.

What do you think your style says about you?

It says that I'm approachable and fashionable but not necessarily trendy.

What do you think is the biggest mistake people make when styling themselves?

The biggest mistake people can make is to try copying someone else's style. You can admire others' styles but you have to feel utterly comfortable in it, to pull it off. The second mistake is when people don't dress for their specific body type and colouring and for the occasion they're dressed for. Another costly mistake is wearing branded items from top to toe, losing their personal presence!

What has been your biggest fashion faux-pas?

That was back in the 80s! I once overloaded on the 'Madonna' look by copying all her style elements from the gloves to the dress

Rana shows that less is more when it comes to great style.

to the hair! It might have been really popular then, but looking at it now, I just looked ridiculous!

Whose style do you admire?

I admire people who know how to put themselves together without looking too posh or flashy.

Who do you think is the best dressed celebrity? And why?

I love the way Jennifer Aniston manages to always look so effortlessly cool and I really admire Halle Berry's regal poise. And on another scale, Queen Rania of Jordan, She's a true example of timeless elegance.

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Who do you think is the worst?

At the moment, I'd have to say Britney Spears. Her image needs serious attention as she is sending the wrong messages to the world by looking out of control, especially at a time when she really needs to be projecting the opposite to help her in her child custody battle.

Who do you think has the potential to dress well, but just always seems to miss the mark?

Paris Hilton. She's way too posh in her image and often overloads on flashy brands and pink power. I think she needs to balance her look a little more if she wants to appear more approachable. She needs to begin making people want to know her for who she is instead of projecting the 'I'm a Hilton heiress' message.



The 'Image Consultant' loves to have one focal point in her outfit.



Which celebrity would you most like to style and why?

I would love to style Julia Roberts. I think she has a genuine character and great charisma, so I would love to see her projecting more of a signature personal style.

What is your opinion on celebrity stylists like Rachel Zoe?

I'm not really into Hollywood celebrity styling, but I do believe that she has successfully made her way to the top by choosing her niche smartly. Although sometimes you feel like she's cloning her own style...

Where do you love to shop?

I love mixing high street fashion with vintage and boutique shops. And I'm always on the lookout for new and exciting shopping destinations.

If you had Dhs1,000 to spend on an outfit to see you through the winter season, what would you buy?

I would definitely buy an investment piece such as a tailored knee length coat in a neutral shade, which goes with almost anything. My second choice would be leather boots! **OK!**

TAKE ADVANTAGE OF DEBENHAMS' COMPLIMENTARY 90 MINUTE STYLING SERVICE, AND INDULGE YOURSELF IN SOME SERIOUS RETAIL THERAPY.

INTERVIEW BY SARAH QUICK
PHOTOGRAPHS BY KADER PATTAMBI
WITH THANKS TO THE KEMPINSKI HOTEL, MALL OF THE EMIRATES,
FOR PROVIDING LOCATION.



Comfortable in her own skin, Rana oozes understated elegance.