

Shopping for the Real You

Author Bio

Brief Bio

Andrea Pflaumer is a non-fiction writer in the San Francisco Bay Area and the author of two books: *Shopping for the Real You* and *She's Got Good Jeans*. She is currently writing a sequel to her first book with John Kitchener, Director of Personal Style Counselors. She writes about fashion, culture and lifestyle for local and national newspapers, magazines and websites.

Full Bio

Writer and educator **Andrea Pflaumer** has had a life-long passion for fashion and clothing design. Since the 1980's she has studied and researched the principles of individual color and style analysis with some of the pre-eminent experts in the field. After retiring from a career as a dancer and dance teacher she published her first fashion article—about lingerie boutiques in the San Francisco Bay Area—which led to a ten-year assignment as a contributing editor for the *East Bay Monthly's* Shop Talk and Shopping Around features. She has written fashion and lifestyle articles for numerous local and national newspapers and magazines and is a regular contributor to SheSavvy, Sixtyandme.com, Better After 50, Prime Women and the Huffington Post. Andrea hosts the video series Vital Vivacious and Visible after 50 and mentors older women on ageing with grace and style. She reports about fashion trends and how they relate to the real you through her regular updates and blog posts at: ShoppingfortheRealYou.com

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