

Interview with author Andrea Pflaumer

How did you become interested in this subject?

I've always loved fashion. In my "alternate" life I imagined myself as a clothing designer. As a child I created my own version of couture for my paper dolls and by my late teens was sewing many of my own clothes and knitting sweaters for myself. But as an adult shopping became more of a challenge. I didn't see myself — my personality, my body shape and height, my lifestyle — reflected in what I typically saw in fashion magazines. It wasn't until I learned about individual color and style analysis from a friend in the 1980's that I began to understand why that was and what to do about it. That was the beginning of my research into the idea of how to shop based on one's unique characteristics and environment.

How is your book different from other books in this genre?

The book is first and foremost a primer on basic principles — eye training tools. We go into great detail about specifics: how to analyze your unique coloring so that you aren't lumped into four color "seasons" or types. Then we provide a variety of ways to analyze your features, body, personality and lifestyle so that you make intelligent shopping choices. We also explain the concepts of proportion balance and scale — some of the most frequently violated principles in clothing selection.

Your book has universal principles but you include a lot of useful tips for "women over 50." Talk about that.

This is a vastly underserved demographic. There are numerous specific challenges as we age: How does one dress age appropriately? What do I do about the changes I see in my skin tones and hair color? What do I do about the changes occurring in my body shape? How do I deal with these challenges in a graceful way? I try to offer that information with humor and multiple possibilities so that we can learn to celebrate those changes rather than hide behind boring, shapeless clothing.

What's the major takeaway your readers can expect?

The major takeaway is that the book provides practical, systematic advice to help any individual look better, feel great about how they look — and save money by buying what works!



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