



YVETTE SORMANN
PERSONAL SHOPPER AND
WARDROBE DE-CLUTTERER

The problem You're a candidate for the TV show *What Not To Wear*.

Who she is The owner of a business called Closette, Sormann worked in fashion PR in New York for three years.

What she does Sormann comes to your house and organises your wardrobe. Once the gaps have been identified, she'll either update your existing gear — changing buttons or hemlines, for instance — or take you shopping. If you want, she'll also make your closet look Carrie Bradshaw-gorgeous. (The key is co-ordinated hangers.)

What she says "Some people use me because they need to shop for a special occasion. People who have great style might still want help to go shopping, or their wardrobe is chock full of stuff and they need someone to come clean it out. Sometimes you need an outsider to come in and say, 'That suits you,' or 'That's terrible.'"

"There are people who buy and buy and buy, but you don't need so many things to have a good wardrobe. I work out what they really need so that we only purchase that. It's not what you wear, but how you wear it and put it together. It makes sense to buy some good investment pieces that are long term, rather than get bits and pieces that you chuck after each season. I prefer to take the person shopping with me, but if they don't have time or hate it, I can go out and bring some things back to them."

The price \$150 per hour with a two-hour minimum.

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