

GRAZIA WORKING IT



THE CREATIVE CONSULT

TORY ARCHBOLD, tuned-in managing director of fashion, beauty and lifestyle public relations agency Torstar Communications, knows the fast impact of face value. "There's a bit of psychology to break down what a look means," she says. In about two nanoseconds, she's ready: "Want me to decode their personalities?"



THE CORPORATE GUN

LYNNE BEGGS, regional director of Hays recruitment scans our candidates, mentally cross-matching image with bullet points on their (faux) CVs. It's her job to first-round interview the likes of lawyers, bankers and IT execs. She explains looks don't come first with her, but "how you present does make a difference."



THE IMAGE-MAKER

ANNALISA ARMITAGE, image stylist, sees what prospective bosses might think. She advises working trends carefully. "It's important to look on-it. The 80s re-trend might look right on a 20-something, but on someone older it could seem like you've not had a new idea in years." Lesson: look current, not necessarily cutting edge.

According to the author of *Beauty Pays*, prettier people are \$230,000 up on, well, *others*, over the course of a career. So which lipstick shade has all the hire power? We glossed up *Grazia* staffers for the job hunt...

OK, FACT: sharp bone structure can't always outrun razor brains on the career track. Otherwise Anja Rubik would be running the reserve bank. But the studies, the job-watchers and books like economist Daniel S. Hamermesh's *Beauty Pays* are unanimous: personal beauty stocks do pay off in the office. Some analysts call it "fiscal attraction", the way glossier good looks pull in fatter cheques, faster promotions and corner suites with a view not of the photocopier; others just call it unfair. But appearance can wedge a Louboutin in a door quicker than a cover letter.

"Like it or not, there's a beauty cache," says Annalisa Armitage (www.myimageconsultant.com.au). "It's built into humans to make flash impressions about people upon first glance. Are they one of us? Do they fit my clan? Once we've made those snap decisions we'll always look for reasons that prove ourselves right. Sure, you might be able to change someone's mind later if you get the

chance – but looking the part from the first second means you don't have to convince anyone later. It's absolutely the fast advantage."

So, our Working It experiment? Put three makeup profiles, with equally-good-on-paper CVs, in front of a hire-fire panel and take notes.

Annalisa's advice: "Makeup reads like body language – it gives away cues." Maybe even more than your wardrobe. "Anyone can put on an impressive suit, but makeup reveals more of a thought process – about you, what you understand about the office code, your detail-focus and the time you spend." Game-faces on!

ADDING TO VOCAB "PULCHRONOMICS", THE ECONOMICS OF ATTRACTIVENESS, ACCORDING TO BEAUTY PAYS

DON'T LET LIPSTICK DO YOUR TALKING: 'A FASHION COLOUR CAN BE GREAT, BUT HAVE THE CONFIDENCE TO GO WITH IT. I'LL KNOW IF IT'S A MASK.'
- TORY ARCHBOLD

JULIA: FASH-TREND FABULISED

"I THINK a full-powered, on-season lip colour will make me stand out and be a bit of a one-up on the others," says (beauty assistant in real life) Julia Teen. "It shows confidence."

TORY Julia's saying out loud "I'm a leader" but the turbo-lip plus tumbled curl says something a tad different. "You're a strong personality but you're still trying to get your look together. You're still working out where you want to go. The lips don't quite connect." Most likely role? Junior fashion.

LYNNE "It's bright and it's definite," Lynne says, appreciating the hint that Julia's lips throw about her personality and attention to detail. But it's risky. "It's what I'm expecting her to look like at 5pm on the way out, not at 8am in the boardroom."

ANNALISA "She looks right for fashion, in some kind of retail. There's no 'corporate' talking to me – even for a lawyer with fashion clients or in that sort of industry it could be too frivolous. The colour of the lipstick is the first thing you're drawn to." It's fun-fabulous – think if that's what the boss needs.

CREATIVE GIG-GETTERS Tory drills down on how a fashion look in the creative field has to have business cred. "Even working at 'fun' beauty labels, people at the brand can be corporate and you have to instil confidence in them." ▶

GET THE LOOK

1. MAC Iris Apfel lipstick in Morange, \$36 (1800 613 828)
2. Chanel Rouge Allure Velvet in L'Exubérante, \$52 (1300 242 635)
3. Suvana Paw Paw & Honey Certified Organic Balm, \$8.95 (www.tendernest.com.au)
4. MAC Fluidline in Dipdown, \$32 (1800 613 828)

COULD YOUR MAKEUP MAKE YOU MORE MONEY?

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VALENTINO S/S 12

DELICIA: CAN-DO, QUIET MINIMALISM

WE'VE asked senior sub editor Delicia Smith to reel it right in and go lo-fi for her meetings with the panel. "So the theory is they'll see the real me, right? I'm not here to be on show. I'm fresh and not faking anything."

TORY "I look at you, Delicia, and guess you're probably a behind-the-scenes personality. Quietly confident, you've been around for a while...perhaps administration. You might connect with someone over the phone with warmth and friendliness."

LYNNE Boxes ticked: fresh and natural skin, quietly buffed and balmy lips, understated yet defined eyes. Plus-points for self-care factor: "She's fitted to corporate



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work. Appropriate." Yet it seems Delicia might have to talk herself up harder to highlight her personality and stand-out flare.

ANNALISA She clocks Delicia as a walk-up start anywhere. "Quite neutral, making the most of her features, she could fit in anywhere – at any level. Buzzwords: capable, approachable...A receptionist or a lawyer." If you're going in completely un-researched, the immaculate minimalist is a clever device. "You never know what the filters are in a first interview – they might consider red lips a Saturday-night thing."

POWER-MOVE PERFUME! "I wouldn't be doing perfume on a first round. It might have an association the interviewer's not even conscious of. You could remind them of someone they don't like or make them feel uneasy," says Annalisa.



GET THE LOOK

1. Bobbi Brown Limited Edition Lipstick in Uber Beige, \$44 (1800 061 326)
2. Make Up For Ever HD Foundation in 120, \$59 (www.pmstudio.com.au)
3. Revlon Illuminance Crème Shadow in Not Just Nudes, \$22.95 (1800 025 488)
4. Chantecaille Anti-Glycation Primer SPF 15, \$135 (1800 007 844)

VANESSA: BOLD-UP BROW AND STRONG EYE

"I THINK this makeup shows polish, status and commitment to detail," says our news and features writer in disguise, Vanessa Lawrence.

TORY "You're very confident, Vanessa. Very well put together. We'd put you in front of clients in beauty or lifestyle." But a word of caution: "Over-glamorous can sometimes be a bit too much, even in a fashion office."

LYNNE "She's polished and professional." But Lynne glitches on the la-la lashwear. "Amazing – but overkill for a very corporate sort of role." The high-effort, full-face makeup is impressive – but it can pigeonhole your perceived career positioning. "She looks like

the high-level PA who's probably on a lot of money, not the lawyer."

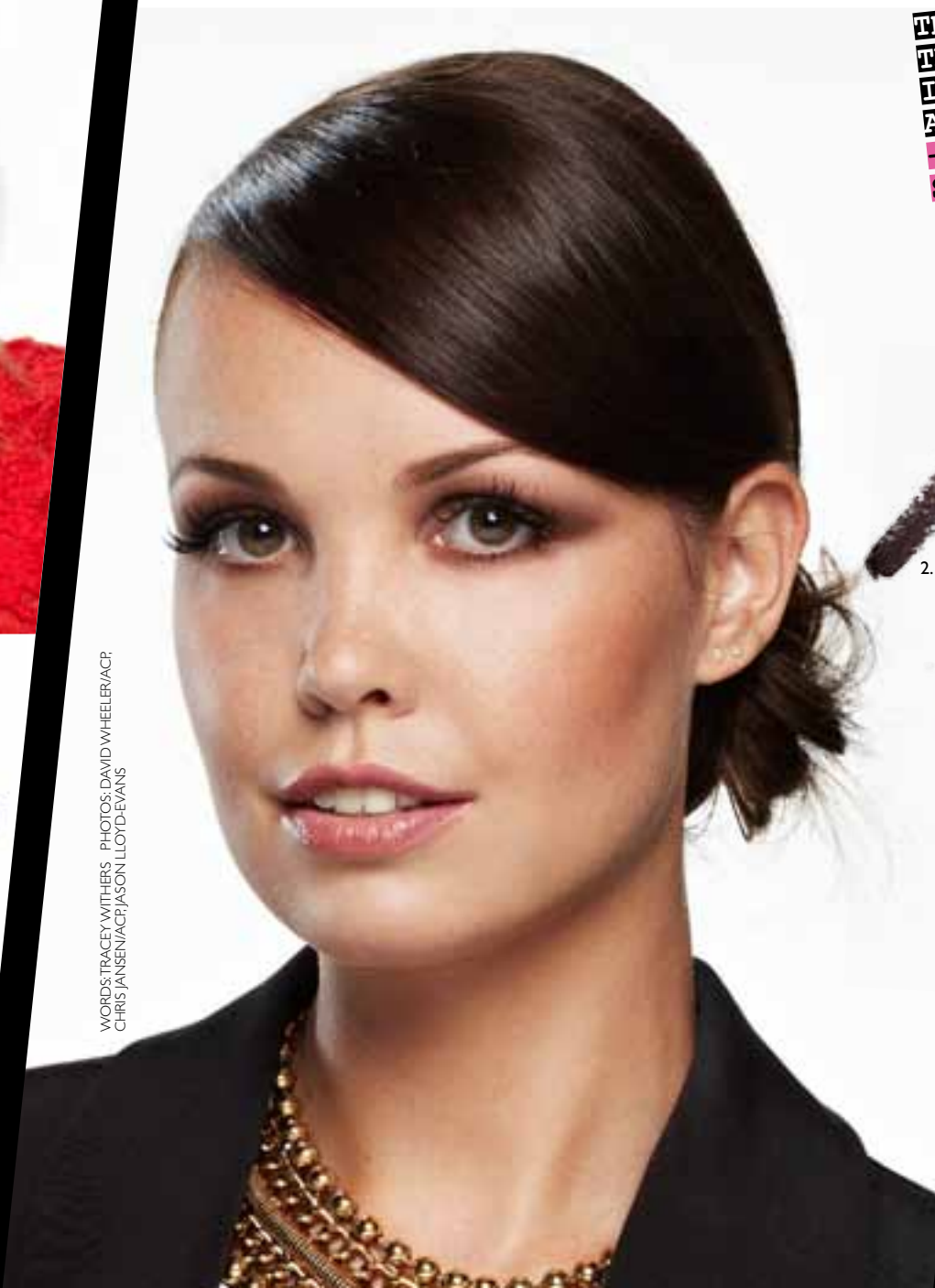
ANNALISA "Vanessa's very stylish and glamorous...those eyelashes! For that to be valid, she'd work in beauty therapy. Or she could work for Virgin! It's polished, but I can't imagine her in a senior corporate role. I'd put her more at the entry level...the lashes might suggest a lack of mature judgement."

HIRE, FIRE OR PROMOTE? THE VOTE "For fast-tracking, I'd be hard pushed between Vanessa and Julia. Vanessa looks more corporate," says Lynne. Just dial down the lashes. ■



HOLLY FULTON S/S 12

THERE ARE STRONG STATISTICS THAT SHOW WOMEN WHO WEAR MAKEUP IN BUSINESS GET BETTER JOBS AND ARE PROMOTED MORE QUICKLY. - WOMEN'S EXECUTIVE CAREER SITE WWW.THEGLASSHAMMER.COM



WORDS: TRACEY WITHERS PHOTOS: DAVID WHEELER/ACR CHRIS JANSEN/ACR JASON LLOYD-EVANS



GET THE LOOK

1. shu uemura Black V False Eye Lashes, \$42 (02 9931 8888)
2. Smashbox Limitless Eyeliner in Java, \$28.95 (www.kitcosmetics.au)
3. Lancôme Ombre Absolue in Envie de Chocolat, \$45 (1300 651 991)
4. Rimmel Professional Eyebrow Pencil in Hazel, \$8.50 (1800 812 663)
5. L'Oréal Glam Bronze Compact Bronzing Powder, \$29.45 (1300 659 359)

