Instructions for Measuring for the Signia Questionnaire

Jill Wylot
1-800-770-0125
703-369-7715
jnwylot@verizon.net

I. Please send back via mail or email:

1) Signia Data Sheet Completed
2) 3 Pictures
   A. Pull your hair back so I can see the outside lines of the face. Look
   straight ahead with out tilting the head up, down or sideways. Take the picture
   close up from the neck to the top of the head.
   B. Wear clothing that is not bulky. For example: pants and knit top. It is
   important to see the silhouette of the body from the front. It should be taken
   straight forward of the entire body, from the bottom of foot to the top of the head.
   C. Follow the instructions in Step B for same attire. This time take the
   picture with a side profile with you looking straight ahead. Again have it be the
   full silhouette from the bottom of foot to top of head.

II. Measurement Instructions:

1) Take the measurements over the clothing if it is not a bulky sweater, jacket or
   belt. The ratio of proportion is being addressed here, not the fit of a garment.

The first step will be to use the tape measure to measure the circumference. It
seems to work best by doing all the circumference measurements at one time. It
will save you time. For the circumference measurement you will do Questions 2,
3, 5 and 7 with the tape measure. The Signia Questionnaire has a good visual of
a silhouette to show the points at which you will want to measure. See the
diagram for the placement on the body for the different measurements.

**Question 2: Bust Circumference.** Place the tape measure around the bust
area at the fullest part or crest of the bust. Take the measuring tape back under
the arms and around the shoulder blades. Keep the tape measure straight, as
you will want it to be taunt but not tight. You want to make sure there are no
bubbles but still not pulled too tight. Let the tape come to a natural stop with out
pulling it tighter.

**Question 3: Under Bust Circumference.** Now move the tape measure under
the bust and measure around. The tape measure should be placed right around
the band of the bra if it ends just under the breasts.
**Question 5: Waist Circumference.** Measure at the narrowest part of the waist. If you are not sure where the waist measurement should be taken bend to the left or right. Where the body bends is where the waist should be measured.

**Questions 7: Hip Circumference.** Measure the hip area at the fullest part. Measure about 3 inches down and then measure again about 7 inches down. Write down the measurement that is the largest. A high hip will be fuller higher up on the hip than the tapered hip, which is fuller lower. (We will look at this later so do not get hung up on high hip and tapered hip. Just write down the largest measurement.) Make sure tape is straight and not tight.

For the width measurements, you will need to take them up against a wall or even refrigerator. It is not hard to do. You will stand with your feet flat, back held firmly against the wall (I often suggest refrigerator because you can make a pencil mark and then wash it off.) With the opposite arm you will place a mark straight back from the point described below. Don’t move your body off the wall as you will want to have the measurement from each side while your back is on the wall. After you have the marks on the wall/refrigerator you will measure with the tape measure from the left mark to the right mark for the number of inches.

**Question 1: Shoulder Width.** Measure at the widest point of the shoulder. See on the diagram to come down about 1 inch.

**Question 4: Waist Width.** Measure at the narrowest point of the waist. It should be the same place you had taken the circumference measurement.

**Question 5: Hip Width.** Measure at the widest point of the hip. Make sure the feet are together as it can add inches to the width of the hip.

2) Fill in your weight. Fill in height in inches.

3) Check off the boxes you think are appropriate for Questions 10 and 11. I will look at your pictures and measurements to verify what you checked and change it if not the best answer.

4) I will determine your face shape.

5) Check off the boxes in questions 13 according to where you would like to have better proportion. I will be looking at the pictures to verify plus email you after I have received the data if any questions.

It takes about 10-15 minutes, is not difficult and I will be verifying the data. So it is just a matter of doing it and I can get your Signia ordered. Either mail back or send via email. I will need your form of payment.

Call or email with any questions. – Jill Wylot  1-800-770-0125  jnwylot@verizon.net
Color Alliance Color Analysis

What colors make you look healthier, younger and more vibrant? Do you look better in cool or warm color clothing, accessories and makeup? Now you too can have your own “before” to “after” transformation! We use a highly-individualized computer analysis of your skin, hair and eye colors to determine your unique color harmony. From the analysis results, we prepare a custom palette of approximately forty colors that harmonize with your coloring. The palette comes in a small zippered case—perfect for shopping.

Men or Women $150 includes color palette 1 ½ hr session

Overview of an Analysis:
1) **Selection of the best overall representation of tones of skin, hair and eyes** with coordinates designed expressly for this purpose.
2) **Selection of Hue Level drapes** that best harmonize with the overall skin tone.
3) **Input** of findings into a computer assisted color analysis program which then **computes the seasonal name**. Example of a name - True Lustrous Summer
4) **Draping of swatches** of color on you to **identify the best harmony** of colors.
5) **Show combinations of colors for your best balance, best basics, enhancer and intensifiers** – receive Wardrobe Guidelines
6) Individualized selection of your **best colors for makeup**. Learn techniques for applying for harmony and balance. The finishing touch of your "total transformation."
7) Receive **your own individualized color palette** for your exact hue, value and chroma. A must for shopping.

Signia – Style Analysis

Do you want to know what type of hairstyle or eyeglass shape is best for you? Do you wonder what your best clothing styles are? Necklines? Accessories? Discover this and more with Signia, our computerized system of silhouette analysis. As you find out your face shape and body balance you will see what styles will harmonize with you. Learn how to enhance your best features, de-emphasize figure flaws, and add or minimize height and weight. Learn what clothing qualities to look for, and how to coordinate a versatile wardrobe. You will receive a guidebook written for you about you.

Men or Women $150 includes Signia portfolio 1 ½ hr session

Overview of analysis:
1) **Measurements determined** of outside width and circumference of the body to determine body balance for clothing styles.
2) **Analyze shape of face** to show best choices in necklines and patterns.
3) **Determination of body challenges** to show how to create illusion of proportion.
4) **Receive your own portfolio** with suggestions for styles of clothing, eyewear shapes, accessories and hairstyles that enhance your physical features and body shape.
This information makes shopping more fun.

*These two tools, color palette and style portfolio, are staples for building your wardrobe. Like flour and sugar to your pantry, these are essential in planning your wardrobe.*

Jill Wylot, StyleMaker 703-369-7715 1-800-770-0125 jnwylot@verizon.net