

# SECRETS OF STYLISTS



**Konstantin Bogomolov**

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**“SECRETS OF STYLISTS”**

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## Annotation



**Konstantin Bogomolov** is the author of the unique "Makeover" project that has conquered the Internet worldwide. In this book, he reveals the professional secrets of the image stylists: how to turn an ordinary woman into a style icon.

400 photos of incredible makeovers that will enchant and inspire. A description of the professional techniques and lots of useful tips.

Every woman will find new ideas for her image. And for the personal stylist – this is a great guide.

*"A great master of his craft, teacher and my friend Konstantin Bogomolov has published an interesting, beautifully illustrated book about transforming ordinary women.*

*For many years he has been improving and reaching the pinnacle of his profession. Now he generously shares the secrets of his mastery.*

*I am sure that this book will be a great success both among the high professionals and among all those who are interested in the fashion world."*

**Alexandre Vassiliev,**  
fashion historian and collector



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## Creating a stylish look

"How can I change my image successfully?" – is a question I often hear. I think such a question is fundamentally wrong. After all, spectacular transformation should not be an end in itself. In some cases, there is a need for a radical change, in other cases, only a minor correction.

The stylist's main task is not to *change* the client's image. It is to *find* it. Because the image is first and foremost the person himself, his individuality. And clothes, hairstyle and make-up are only the means by which an image stylist helps this individuality to manifest itself more vividly.

I believe there are three basic professional principles at the heart of a successful stylist's work:

**Image concept.** The most important and valuable part of image-making is an idea. We should not start with a hairstyle or a dress without first having developed a reasonable concept of a new associative image of the client. Otherwise, working with the client becomes an unreliable trial-and-error process. In this case, neither high technical skills nor an awareness of commercial trends nor the prestige and price of the fashion products used can compensate for the lack of an idea.

**Harmony of the image.** Once the associative image is formed, it remains for us to visualise it, creating a harmonious composition of all the elements it contains. It is not just about the combination of the clothes, the accessories, the hairstyle and the make-up. All this must harmonise with the person's appearance, how they walk, talk and behave, their social status and lifestyle. A typical stylist's mistake is to introduce elements into the image just because they look stylish, beautiful or fashionable. Nothing should be worn just "for the sake of beauty" – each element has to be justified by the overall concept.

**Psychology of the image.** The stylist's work on the client's image should have regard not only to the client's external data, but also to the client's psychological characteristics. If the image does not correspond to the person's inner world, no matter how perfect the visual harmony, it will not be successful. The image has to be psychologically comfortable. On the basis of the outward appearance alone, the client can pick up a lot of options for a stylish appearance. But without considering the individual features of his personality, each of these options will remain a beautiful foreign mask. Stylists do not work with objects, they work with people!

In this book I am pleased and proud to present the works of my students, graduates of the International Educational Centre “Bogomolov’ Image School” from different cities and countries.

All these works have been created within the framework of our project “Makeover”, which is a diploma project for the students of the training course of IMAGE DESIGN, and the participation in it is free of charge for the models. I will also present some makeovers from my own archive.

This book will be of interest to personal stylists who can learn from the experiences of their colleagues and apply them to their own professional practice. And those who are simply interested in fashion and style, as well as those who are searching for their own image, will find many visual examples and useful tips they can apply successfully.

I open this book with a makeover I did over twenty years ago – in the year 2000. This work has become incredibly popular and widely cited on the internet for some amazing reason. The photograph of a simple, modest and not very young housewife, taken so long ago, has become an internet star. It has travelled the world, from Japan to Brazil. She has become the symbol of our “Makeover at the Bogomolov’ Image School” project as well as of the brand itself.

## An enigmatic lady



### **Marina, 57 years old, housewife**

Having grandchildren is no reason to think of yourself as a grandmother – even at 57 it is not too late to change your image and start living again. But it wasn't Marina who came up with the idea of changing – it was me who persuaded her to do it.

Marina retired early and worked part-time in a small greengrocer's near my house, which I often visited. One day I plucked up courage and offered her to model for the column “The Other Woman” that I was writing in the popular Latvian women's magazine “Lilit”. She agreed.

Marina was not afraid of radical makeovers: short haircut, light chalky blonde and light, carefully corrected eyebrows. Her make-up was in warm tones, the main accent being apricot lips.



The heroine's new style brought femininity and charm to her appearance while emphasising her strong and independent character. The nobility, rigour and mystery of the black colour are combined with the comfortable softness of the silhouettes. The refinement of the accessories, the discreet glamour of the matte gold and the fur, effectively complete the look.

**Image created by:**

Personal stylist: Konstantin Bogomolov

Hairstyle: Herman Konisch

Make-up: Tatiana Vlasova

Photo: Valts Kleins

## **Style in the prime of life**

From about the age of 36, a woman enters the most beautiful period of her life, which lasts until she is in her 50s, and for some women even longer. This is what is known as the flowering period, when a woman reveals herself to the full in all aspects of her life. There is a certain stability in personal and professional relationships, sensual experience and mature sexuality combined with sound judgement.

But entering this "golden age of women" always proves to be very difficult, sometimes even painful – there is a crisis called the "transitional age". As one of the heroines of the film "Office Romance" admits, "Women often do stupid things when they are under forty". In fact, these "stupid things that women do" are a reflection of the inherent in the transition age of unaccountable, difficult to control desire to change: to change jobs, to change husbands, to move somewhere... But at the same time changing nothing about themselves, remaining eternal girls in "creepy roses".

No, such a programme does not work. You have to start by changing yourself, and then the world around you will start to change with you. In this age transition you have to say goodbye to the image of a 'girl' and embrace the image of a 'woman' – successful and sensible, young, sexy and attractive at the same time – but a woman! Accept and love yourself in this new status of the new age.

A drastic image change – including a new hairstyle, face and wardrobe – is simply necessary at this point.

I want to warn you of a danger: wanting constant change and always wanting to be "different". An image is not like a pair of earrings that can be changed every day. You need to find your ideal image and maintain it for a sufficiently long period. At the same time, of course, you have to let stylistic and trend diversity in. But once in a few years there has to be a dramatic change. Because change makes us grow, develop and become younger.

For a personal stylist, a woman over 40 is the most typical client (girls and grandmothers use our services less). Yes, typical but also the most difficult. When working with this age group, we always have to make a difficult compromise – balancing various, often contradictory motives: the desire to look younger and more attractive, the need to demonstrate status, the desire to express individuality. This requires subtle psychological instinct and deep understanding of clients' motivations.

I would like to begin this chapter with a transformation from my own archive. The work is from 2001.

## Accounting to the rhythm of jazz



### **Nadezhda, 44 years old, accountant**

From the point of view of conformity with her job, Nadezhda looked quite acceptable. A grey suit, a white collar, thin, metal-framed glasses – these are all things that are naturally linked to the image of an accountant. But it was precisely because she wanted to break with this stereotype, without going beyond her professional image, that she turned to a stylist.

Having got to know Nadezhda better, having understood her inner world, her interests and her values, I dared to propose a very radical change in her image. And she agreed to experiment with elegant independence and intellectual femininity in the spirit of Fellini’s films of the 1960s: a geometrically clear silhouette, a dominant black colour in her wardrobe, “masculine” glasses, a super-short haircut and monochrome makeup.



**Image created by:**  
Personal stylist: Konstantin Bogomolov  
Hairstyle: Yuri Polikashin  
Make-up: Tatiana Vlasova  
Photo: Aivars Drāznieks

*And now it is time for a showcase of the work of my students, who have already surpassed their teacher.*

## Wind of change



### **Tatiana, 43 years old, operator**

Tatiana lives in Daugavpils and works as a data processing operator in a pharmaceutical company. She devotes much time and attention to raising her teenage daughter. Everything in her life is right and orderly, but she wants something new and unexpected.

To take her out of the usual zone and open up new perspectives for improvement, the team of stylists decided to inject a fresh breeze into the heroine's stable image and give her a stylish shake-up.

### **Hairstyle**

Tatiana's original hairstyle was quite old-fashioned, it weighed down the lower part of her face and made her look a bit older, and the dark colour also added to the age. The stylists suggested that the colour should be washed out and then her hair should be dyed a beautiful walnut colour with the addition of lighter strands to lighten up the look. The cut is based on the bob hairstyle. The style is airy and slightly chaotic. The volume of the hair is directed upwards, giving the look vibrancy and dynamism.

### **Make-up**

The main focus of the make-up is on modelling the face: the central zone, the bridge of the nose and the under-eye area are highlighted, while the perimeter and cheekbones are softened with dark corrector – the face becomes firmer and “cleaner”, relief appears. Eyes are accentuated with smoky shadows and thick lashes, brows are broadened and naturally coloured. Lips are outlined with clear contours and a cool, slightly shiny pink lipstick.

### **Wardrobe**

There is a balance between basics and trends, style and comfort in the customer’s new wardrobe. Thoughtful, compact, functional capsule was created where things can easily move from one look to another, allowing new looks to be made. The principles of masking, power lines and harmonising proportions are used to correct the figure (wide hips).



**1st look**

The look consists of simple, basic items – a khaki coat, a white blouse and a pair of blue jeans. But the use of accent details – large earrings, interesting glasses and fashionable suede shoes that match the colour of the leather bag – makes the image look very stylish.



## **2nd look**

For a long time, Tatiana has wanted something bright, preferably red, to appear in her wardrobe, but she has not dared to try it on. The stylists came up with a look in which a bright red jacket with a classic cut is the dominant element of the composition. The combination with a white blouse and distressed jeans is simple but effective. Stylish details – Victorian cuffs and Chanel-inspired shoes – add to the trendiness.



### **3rd look**

A simple yet sharp look is created by a long sand safari-style skirt with a high waist and a basic black blouse. The vertical lines and tapered silhouette of the skirt harmonise the proportions of the figure. The hips are visually narrowed. A wide leather belt acts as a focal point, adding definition and tightening the look.



**Stylist Evita Ormane’s comment:** “Konstantin Bogomolov’s school is a high level of Konstantin’s teaching skills and knowledge, and the information he provides is the basis of image stylists’ profession. But his school is more than a source of inspiration for professional growth and improvement. It is a life-changing experience for all those who have gone through it!

For me, this school opened the door to the profession of my dreams – I am one of the first graduates of the “Bogomolov’ Image School”, and now I am one of the teachers of this famous training centre, of which I am very proud.

I have been working in this profession for more than twenty years now, but the knowledge that I have acquired at that time still helps me to do my work at a high professional level even today. I deeply admire Konstantin. Thanks to him, I am a very happy person, because I can do what I love with all my heart and get a decent salary for it.”

**Image created by:**

Personal stylist: Evita Ormane (Riga)

Hairstyle: Evgeniya Davydova

Make-up: Tatiana Krupich

Photo: Natalie Berezina

## Life in new colours



### **Yana, 39 years old, accountant**

Yana lives in Riga. Modern, versatile, very feminine, with progressive views. She is communicative, easy-going and radiates a positive attitude and desire to communicate. At the same time she has a strong and even steely character.

From Yana's letter: "I want to get new sensations, new energy. To get advised, to get recommended, to communicate with interesting people. Ideally, I would like to find a new image that suits me. Just take a holiday for me!"

Taking part in the project is a great opportunity to discover something new in myself. To see myself from the outside. I fully trust the Bogomolov Image School, its teachers and students, as I have heard many good feedbacks. It is interesting to know how real miracles occur".

Yana values her family very highly. At the same time, she leads an active lifestyle and loves going out. But she has nothing to wear when she goes out. She has boring clothes that are out of fashion and do not fit her figure. She does not use any accessories. She is used to dressing in safe neutral colours. Even in the shops, she doesn't go for bright colours.

The stylists proposed an image that would reflect all the versatility and unconventionality of the client's nature – charisma, charm and boldness. A person with such versatility and vibrancy needs the same exterior.

### **Hair style**

A pixie cut with long fringe. Colouring with partial fusing. The roots are dyed chocolate. Milk chocolate strands have been added for depth.

### **Make-up**

The make-up is done in pink and beige – a natural daytime look. Emphasis on the eyes: The outer corners of the eyes are darkened and a soft, mixed arrow is drawn, giving the eyes a beautiful almond shape. The eyebrows have been accentuated. A berry lipstick is used on the lips, slightly increasing their volume.

### **Wardrobe**

The new wardrobe combines retro, tradition and modern trends. Warm tones are juxtaposed with cool tones, bright colours with muted colours. Vertical lines, dense, rigid fabrics and loose, masking shapes are used to correct.



### **1st look**

The harmony of related and contrasting shades builds the image. The long waistcoat creates a vertical silhouette-lengthening line. This is facilitated by the monochrome look: nuanced flow of pink, fuchsia, wine and violet. The outfit is stylishly completed with accent gloves.



### **2nd look**

A classic business look with a dark blue waistcoat and striped trousers, complemented by a blue blouse and scarf. However, a daring biker jacket, leather gloves and an original chain handbag break this calm. Dynamism, boldness and creativity are translated into this image.



### **3rd look**

This look is based on the previous one. A light cream coat has been added and heels have been replaced by comfortable, practical shoes that successfully echo the colour of the coat. The image has become more cosy, more comfortable, but also more expensive.



#### **4th look**

The look is bright, on-trend and creative with contemporary patterns, contrasting colours and layering. The accenting long green scarf thrown over one shoulder lengthens the figure and makes the whole outfit dynamic.



**Yana’s feedback:** “The experience is incredible! Feeling like I was suddenly torn out of the warm swamp and thrown into outer space where everything is completely new and unknown. But it’s amazing!

First of all, to be able to look at myself from the outside and find out how people see me. The second is to feel like the epicentre around which all the others are spinning and twirling. Thirdly, the feeling of being a fashion model – outfits, hair, make-up, photos...

My hair is amazing – I love it, I feel comfortable and I get lots of compliments from people around me. All of the looks that I have chosen are very easy to apply to my own life. I’ve learned that you don’t have to be afraid of colour, you just have to be braver!”

**Stylists’ comment:** “The time spent at Bogomolov’ Image School was a breath of frosty Riga air, encouraging us to revisit our past and find new ways of looking. It gave us an opportunity to communicate with professionals. And that is worth a lot.

And one more thing: Riga is a beautiful city with a huge number of beautifully and stylishly dressed women of all ages! It makes a very positive impact on the general atmosphere!”

**Image created by:**

Personal stylists: Anna Kegeles, Oksana Gimpelevich (Israel)

Hairstyle: Inguna Mienze

Make-up: Tatiana Krupich

Photo: Natalie Berezina

Project head: Elga Homitska (Riga)

## Age of elegance

A new life cycle begins at the age of 48. The children have grown up, and it is too early for a woman to devote herself to her grandchildren. By this time, a woman has gained inner confidence and invaluable experience. This allows her to be herself and enjoy life. And her own visual image should also please her.

For women over fifty, elegance and grooming become the main criteria for their image. At this age, what ages most is unkempt appearance. One extreme is to remain Barbie until you are 100, the other is to give up on yourself. Elegance looks youthful. And a youthful reflection in the mirror makes it possible for the mind to remain younger.

This formula works perfectly: the image of a lady made up of elegance and purity of cut, the quality of stylish details and impeccably applied cosmetics. However, this does not mean that you should be chained in strict suits forever. There's no need to be too conservative.

A woman can look as young as her twenty-five-year-old daughter at fifty, thanks to the care and advances of the modern beauty industry. Youth fashion is perfectly acceptable. The most important advice is to get out of it in time and not to compete with your daughter by trying to "squeeze" yourself into her trends and manners. Becoming young is fun. Becoming a "grande dame" is sad. One must find the golden mean.

As you grow older, it becomes increasingly important to maintain your ideal lines and proportions. It is not a good idea to strive for an inappropriate variety of styles just for the sake of variety. It is better to wear only «your own».

Avoid being old-fashioned. Being old-fashioned does not mean being conservative or neutral. An old-fashioned wears what is out of fashion. And not just out-of-date trends, but also the standards of beauty from the time when you were young. Do not try to see in the mirror the girl that you were 20 or 30 years ago, and try to draw the image of her on your present self. You need to see your real self in the mirror. Accept, love and improve that reflection.

The first example in this chapter is my work from 2001.

## Time to socialise



### **Tatiana, 48 years old, businessman's wife**

The husband's career, raising the children, looking after the house-these are often the main interests in women's lives. Sooner or later, the moment comes when she wants to change this. At the same time, she wants to remind everyone that she is not just a housewife. She is first and foremost a woman – beautiful and stylish. Tatiana, who came to me for professional help from a stylist, is a perfect example of this story.

I offered her a spectacular, elegant chic in the style of American TV series from the 80s – very relevant and in line with her social status. Vibrant colours, expensive accessories and pure luxury with glittering stones and gold.

This style is continued in the flawless make-up, the copper-gold hair colour and the shape of the hair – lush and laconic at the same time.

**Image created by:**

Personal stylist: Konstantin Bogomolov

Hairstyle: Herman Konisch

Make-up: Tatiana Vlasova

Photo: Aivars Drāznieks

*My students’ work continues the chapter on women of beautiful age.*

## Striking femininity



**Valeria, 55 years old, accountant**

Valeria lives in Riga, works in a financial company and considers punctuality, purposefulness and responsibility to be her strengths. Valeria has a grown-up son and daughter, of whom she is very proud.

Valeria is a very versatile and interesting person. She loves oriental dance, Argentine tango and landscape design. On the one hand, she has a certain strictness, stateliness and restraint, on the other hand, soft femininity and romance.

From Valeria's letter: "I don't want to become young at the expense of sporty jeans, as many people do. For me, jeans are work clothes. I don't really like simple, boring pants, because I think a woman should wear women's clothes – skirts and dresses".

The heroine decided to come to the project because after her divorce from her husband she feels that she needs a new breath and support. According to her, she wants to shake it up and feel beautiful and attractive.

### **Hairstyle**

To make Valeria's image light and fresh, her hair was lightened by 4 shades and coloured in a noble mocha shade. A long, feminine cut with asymmetrical diagonal fringe was created. The hair was lightly curled to add volume and energy. The new hair colour and style gave a sense of nobility and youthfulness.

### **Make-up**

The make-up artist paid great attention to correcting the eyebrows, giving them a beautiful, refined shape. To correct the tone of the face, a light foundation was used so as not to overwhelm the face, but to hide the pigmentation. Highlighter was applied to the cheekbones, the bridge of the nose, the underbrow and above the upper lip for a fresh look. A neutral palette of brownish shades was chosen for the eyes to make them more expressive. The lips were lined with a beige-pink lip liner in the colour of the model's lips and a drop of gloss was added to create a more voluminous effect.

### **Wardrobe**

As a basis for Valeria's new wardrobe, the stylists took a refined French style to emphasise her femininity and bring more sophistication to the image.



**1st look**

An elegant summer coat combined with a top in a noble pearl shade and a skirt in a rich jade colour makes the image elegant but with a twist. Fashionable asymmetrical earrings and luxurious light-coloured boat shoes complete the modern and sophisticated image of the heroine. This look has become Valeria's favourite.



### **2nd look**

Valeria has no strict dress code at work. This allowed the stylists to expand the colour palette of her wardrobe and offer an elegant pantsuit in the trendy colour hyper pink. As Valeria is a cold, deep and contrasting colour type, this colour refreshes her and makes her look younger. The fitted silhouette of the suit emphasises the heroine's slim figure.



### **3rd look**

The stylists offered Valeria a bold solution – to mix different striped prints in one look. A textured cardigan in lemon – a modern interpretation of the classic Chanel jacket – was the perfect complement to the top and pleated skirt. Accent accessories complete the look: a small handbag and steel-coloured shoes. You can wear this outfit to a date or a fashionable event.



**Valeria's feedback:** “I would like to express my sincere gratitude to stylist Elga Homitska for the opportunity she gave me to participate in this project. This talented, sensitive young woman and her team immersed me in a real fairy tale for a few days. Thanks to the images Elga created, I felt not only like a beautiful, stylish woman, but also like a real catwalk star!

In addition to unforgettable experiences in dressing rooms, beauty salons and photo studios, I gained a lot of valuable knowledge about the secrets of my personal style. I was amazed how Elga managed to penetrate into the hidden corners of my soul in just a few days of communication, and the moodboard she presented to me moved me to tears – how? How did she feel it?

The suggested images, the chosen clothes were accepted by me with joy and gratitude. Thank you for this magical transformation – I will remember this experience for the rest of my life!”

**Stylist Elga Homitska's comment:** “The ‘Bogomolov’ Image School’ is a very powerful starting point for a stylist’s career, especially for me. Thanks to the well thought-out program, structured and extensive information, I gained such a knowledge base that I started working as a personal stylist immediately after the last training block.

My career after graduation developed very fast, I reached an international level, Konstantin Bogomolov believed in me and invited me to become a teacher. So I am very

grateful to the school and to Konstantin for his support! I am happy to teach at Bogomolov’s Image School and to be part of a big family!

The presentation of the material, the high professionalism of the teachers, the well thought-out training program are the factors, thanks to which each student can work in the profession immediately after graduation.”

**Image created by:**

Personal stylist: Elga Homitska (Riga)

Stylist assistant: Eleanora Kopytina

Hairstyle: Nadezhda Vashkevich

Make-up: Katerina Khlopova

Manicure: Eva Strautmale

Photo: Natalie Berezina

## Urban chic



**Iveta, 50 years old, manager**

Iveta lives in the suburbs of Riga, is married, mother of two wonderful children, works in a small company as a commercial manager. She likes to go on walks with friends and

family, goes to the theatre and often to the gym. She chooses simple clothes without bright colours, but likes jewellery and scarves.

From Iveta's letter: "I used to go for the classics, but that too is changing. I feel like I'm stuck in the past and I can't find images for myself in accordance with new fashion trends. Sometimes I cannot imagine and am even afraid to try on things that look good on others. So, for the first time in my life, I decided to seek the help of stylists – and at the same time give myself a gift for my 50th birthday!

I hope that the stylists will give me advice and help me choose interesting looks that fit my life situation and are in line with fashion trends."

### **Hairstyle**

Before the transformation, Iveta's hair was a yellowish blonde, which gave her face a tired look. The stylists suggested a baby light colour. This means keeping the blonde, but tinting it in a cooler shade, which gives the face freshness and radiance. The strands were coloured in a light golden tone and the roots were lightened a bit. A bob was cut. Styling with root volume added movement and character to the look.

### **Make-up**

The make-up was done with a light foundation. The face was corrected with a brown tint. We emphasised the soft shape of the eyebrows and brought out the expressive eyes. The lips were shaped with a soft contour and lipstick in a natural shade.

### **Wardrobe**

Iveta has an hourglass figure with a slight imbalance between the upper and lower body. To correct this, the shoulder line was made more expressive, the waist was emphasised and the slightly voluminous hips were hidden. In the new wardrobe, the stylists emphasised layering, dynamism and rhythm, using one of the most popular trends – colour blocking. The selected looks correspond to all modern trends.



### **1st look**

Simple lines and classic basics in the spirit of “old money” are used. At the same time, the image looks very interesting due to beautiful combinations of colours and textures. The jacket gives the look a business-like feel and accentuates the shoulder area, which is very relevant today. The belt emphasises the waist and echoes the colour of the rest of the accessories and shoes. The vertical lines create a sense of impetuosity, laconism and visually lengthen the height.



### **2nd look**

The principle of layering is used, making the image creative and spectacular. Leather in the look is one of the most popular trends and successfully emphasises the temperament of the client. Colour rhythm and diagonal lines create dynamism. Glasses add charm and status.



### **3rd look**

This look reflects Iveta's elegance and femininity. The colour palette is chosen according to the classic complementary scheme. Flowing silk lines bring exciting sex appeal, bright terracotta adds fire and gold embellishments add a touch of elegance. The snake belt at the waist makes the look interesting and trendy.



**Iveta’s feedback:** “It was the first time in my life that I took part in such a project. When I saw the ad, I decided to make myself a birthday present. I consider myself very lucky! Lucky to have been chosen and lucky to have a team working with me, especially the stylists.

They were two young, ambitious and very delicate girls from Ukraine. I really liked the way they skilfully chose different images, experimented, combined different variations and styles. I was impressed by the fact that they were always interested in how I felt about it, whether it was «mine» or «not mine», whether I could wear such things in my everyday life, or whether I would buy such things. And yes, I did buy some things and I like to wear them.

I was very afraid that the stylists would choose an extravagant colour and cut that I wouldn’t be able to handle, but all my fears were in vain. I still get compliments on my hair style and colour.

I had an unforgettable experience at the photoshoot, where I felt the work of the whole team – hairdresser, make-up artist, stylists and photographer. I enjoyed the process so much that I would love to do it again. This project left a lasting impression and was a great gift for my anniversary. I am forever grateful to everyone!”

**Stylists’ comment:** “We are very happy that we chose “Bogomolov’ Image School”, where we got a great experience, cool practice and a lot of fun from the learning process.

We were impressed by the professional level and special approach to each student. Special thanks to Konstantin, who put his whole soul into us!"

**Image created by:**

Personal stylists: Oksana Zabolotna, Ruslana Zmievskaya (Ukraine)

Hairstyle: Iveta Freimane, Aiga Iekļava

Make-up: Tatiana Krupich

Photo: Natalie Berezina

Project head: Evita Ormane (Riga)

## **Age is no obstacle for style**

When a woman is over sixty, the most important thing is to look more optimistic. So that people around you watch and admire: how this woman is glowing, she still has everything ahead of her!

This is the moment when you can afford what your forty-year-old daughter and twenty-year-old granddaughter can't. Go crazy, live a little! Cut your hair short, dye it a rich bright colour, wear a spectacular costume and don't be afraid to add jewellery. At this age, you can't have too much of it! What is perceived as kitsch at forty, looks perfectly organic at sixty.

Only lips and eyebrows are highlighted in the make-up, a little blush is added. Emphasis on the eyebrows is mandatory: they preserve character and youthfulness. But it is better not to load the eyes with make-up. A successful solution for the visual correction of the eye area is semi-transparent tinted glasses. They serve as a kind of filter – they blur and mask wrinkles, and also add mystery to the look.

If you want to wear grey hair, be my guest! But grey hair should not be dull and dusty, but clean, bold and well-groomed. For this purpose, you should certainly contact a hairdresser. And, of course, grey hair is good only in a short haircut. Long grey hair causes an association with a medieval witch – it is an archetype.

Forget Victorian style! The image of a noble old woman with a bun on the back of her head, dressed in a dark dress with a lace collar and a cameo brooch, leaves her only with a place at the head of the table – to give wise advice to her grandchildren and great-grandchildren, and to remember the past.

The risk zone is sporty casual. Sporty jeans do not make an elderly woman energetic, but on the contrary – give her a sense of tiredness and ordinariness. So she puts on a sports jacket and shapeless jeans and follows her grandson to school in «orthopaedic» trainers.

In clothes and hairstyles you should prefer clear lines and concise forms – it makes the look more collected and taut. Ragged haircut contours and crumpled textures of fabrics in grunge style make you look old. The face looks as wrinkled as the clothes, and there is a suspicion that the body underneath is also flabby.

But the main hazard is to desperately, cartoonishly "channel a little girl". To walk around in a short skirt until the age of 70, to wear bottomless cleavage, an abundance of cuts and necklines... Ten years ago, it would not have occurred to me to appeal to women: "Don't try to be too sexy at the latter stages of your life" – it was understandable. It was. But today, "mature porn chic" is turning into a sustainable social trend. Older ladies began to present themselves to the world as obnoxious, excessive, preoccupied sexuality. And massively.

I find such looks comical and regard them with sympathy. It is better to be a youthful old lady than an aged sexy "girl".

At the beginning of this chapter, I want to show my work that I did in the year 2000.

## Hello, I'm your grandmother!



### **Nadezhda, 69 years old, pensioner**

Even if a woman is in her seventies, she can afford to look more daring and spectacular than her daughter and granddaughter. Nadezhda proved this by example. To do this, first of all, she needed an ultra-short modern haircut and a bright hair colour. With this hairstyle, she became significantly younger and more energetic.

The main task of make-up was to freshen her face and give it more expression. Three components are most important here: blush, eyebrow pencil and lipstick.

Nadezhda's wardrobe has also undergone dramatic changes. Her new style is an eye-catching elegant chic: a trouser look in a luxurious cream colour, spectacular accessories and lots of jewellery.

**Image created by:**

Personal stylist: Konstantin Bogomolov

Hairstyle: Lydia Kuchure

Make-up: Tatiana Vlasova

Photo: Aivars Drāznieks

When this work was published in the Latvian magazine “Lilit” in 2000, it provoked a strong reaction. Many admired it, some simply did not believe that it was the same woman. And then the sceptics muttered: “The stylist played around a bit, but what’s the point? Our grandmothers will never look like that.”

Who would have thought then that in twenty years such transformations of women of advanced age would be the norm!

*This is supported by the excellent works of my students that continue this chapter.*

## **Lady Courage**



**Iklima, 63 years old, freelancer**

Iklima, a Riga resident, has dedicated her life to promoting the career of her daughter Camilla, a famous Latvian singer. She chose all the repertoires and songs for the

competitions where her daughter performed, thus fulfilling her own unrealised dream. The role of a producer in her daughter's life has moulded a competitive, determined character, full of energy, eagerness and inspirations. She is fearless, unpredictable, knows what she wants – and will definitely get it. When she was young, she loved to ride her motorbike.

Iklima's psychological age does not correspond at all to the number hidden in her passport. And the youthful-adolescent look in which she came to the project, openly spoke about it. But what to wear to a concert or social event, she could not find it in her wardrobe.

Iklima wants to retain her youth and energy in a new look, but to bring femininity, status, creativity, dynamism and sexuality. The new look should emphasise the client's charisma and open up new horizons of opportunities in the world of show business.

### **Hairstyle**

A short dynamic haircut is done, the occipital part is raised. Sharp straight strands create the effect of a gust of wind in the hair, which gives the look playfulness, sharpness, energy and youthfulness. The roots are coloured in a dark pearly ash tone, classic frosting technique is done in bright ash blond. The resulting range refreshes the face and skilfully emphasises the porcelain-light skin tone with a hint of aristocracy.

### **Make-up**

Natural make-up is done in cool and warm tones, the skin colour is evened out with a light foundation. Eyes were done in a smokey eye technique and the eyebrows were corrected according to their natural shape. Blush is applied to the cheekbones. A gloss with pink pigment is applied to the lips.

### **Wardrobe**

Stylists offered the client dynamic, bright, creative looks in which Iklima could attend her daughter's concerts and other social events. They took into account the correction of the figure – they balanced out the width of the shoulder line with the hipline and emphasised the waist, observing the principles of camouflage, proportions, correct accents and power lines.



**1st look**

A spectacular look for fashionable social events. The basis of the look is a sheath dress, which has established its right to be considered universal business and cocktail attire. The look is decorated with a metric rhythm of black accents in accessories: gloves, a belt, shoes and a clutch.



### **2nd look**

The nobility of beige tones combined with the predatory nature of leopard print and the provocativeness of black mesh. Cat-eye glasses emphasise the client's unconventional and creative nature. Shoes with a pointed toe and a spectacular cut elegantly elongate the legs.



### 3rd look

This look expresses the versatility of the heroine's nature in the best possible way: a delicate jacket in the colour pink powder naturally goes with leather trousers, lacquered boots and metallic jewellery. The extended shoulder line is a reminder of the feisty 80's, whose motifs have become very popular.



**Iklima's feedback:** “I haven't felt so stylish and beautiful in a long time! My daughter was always making fun of my clothes and even gave me some fancy things, but I turned them down. The doors to concerts and events were closed to me, as my daughter was insecure about my appearance. Thanks to her, I got into the project, which at first I was wary of. I asked the stylists to make me look like Sharon Stone, but I didn't really believe it would be possible. But I was wrong! In the end, my look turned out better than the star's!

Everything has changed for me – my style, my hair, my attitude towards myself. I didn't expect such results at all. My daughter is delighted, she even cried with happiness and said that she needs a makeover now too, because mum looks better than her. And my friends didn't recognise me at all, which is very pleasant.

Everything my stylists picked out for me was a hundred percent hit. Now I am completely different – young, beautiful, and I like my reflection in the mirror. I thought nothing could surprise me, but I was wrong. Oh, how thankful I am for this adventure!”

**Image created by:**

Personal stylists: UIYana Iljina, Olga Mieme (Latvia)

Hairstyle: Evgeniya Davydova

Make-up: Alexandra Kovalyova

Manicure: Aiva Memmēna

Photo: Lena Nezhentseva

Project head: Evita Ormane (Riga)

## I’ll retire wearing heels!



### **Galina, 68 years old, nuclear physicist**

Galina lives in Riga, is a nuclear physicist by profession, works as a teacher, and is raising her grandchildren. She is a vivacious, active, cheerful woman with endless energy. She is used to doing everything with full commitment, and if she changes her look, she will do it to the max.

Therefore, the stylists did not limit themselves to half measures and offered the heroine a daring creative image, which combines classic chic with boldness.

### **Hairstyle**

The hair was coloured with sunny colours in the strands and a dark brown tone at the roots to create contrast and expressiveness. A short haircut with rounded contours and asymmetrical fringe opened up the face – it made the image light and dynamic and helped the heroine to shake a few years. Slightly chaotic styling added dynamism.

### **Make-up**

Make-up in a pastel beige palette refreshed the complexion and created a smoothing effect. To make the eyes more expressive, the upper eyelids were accentuated with a dark pencil along the lash line and the area under the eyebrow was highlighted for a more

open look. The corners of the lips were visually lifted with concealer to add volume, while the cheekbones were highlighted and perked up with pink blush.

### **Wardrobe**

Galina has retained a fine figure for her age – slim and well-proportioned. In the opinion of others, she has always dressed well, preferring calm, restrained classics. But she ventured into something new and unexpected: a flashy extravagant style, in which traditional elegance is juxtaposed with bold innovation.



**1st look**

The look is built on sharp contrasts: a jacket with an elegant cut and tight skinny trousers, a refined caramel and black colour palette, delicate silk and aggressive leather. Sophisticated accessories add to the glamorous aesthetic.



**2nd look**

Chanel-style jacket and pencil skirt – these items have long been a symbol of moderate conservatism. But not in this case! Black leather, massive necklace and stilettos make the image sharp, luxurious and powerful.



### **3rd look**

A biker jacket and leather skinny trousers is a very risky combination for a lady of elegant age. But thanks to the restraining black and white colour scheme, classic shoes and a sophisticated handbag, the image looks refined and elegant.



#### **4th look**

Beautifully elegant cut lines and a dynamic, rich colour palette create the image of a woman who knows her worth. The eye-catching black stone and chain embellishment adds bohemian glamour.



**Galina's feedback:** “My granddaughter persuaded me to participate in the project: a grandmother should be beautiful and stylish! And I completely agree.

Lately I've been putting my hair in a simple ponytail, and dreaming of a hairstyle like Tina Turner's. But I couldn't make the first step towards transformation on my own. Stylists helped me with this. It turned out great!

I feel very harmonious and bright in my new look. I now know how to wear both an elegant jacket and a daring biker jacket. I finally understand how to shop properly and how to combine seemingly strange things. But most of all, I'm happy with my hair. Now I feel like a star and will retire wearing high heels!”

**Image created by:**

Personal stylists: Anatoly Ksenofontov, Baiba Želve (Latvia)

Hairstyle: Sergey Komarov, Roxana Pupore

Make-up: Olga Grin

Manicure: Marika Kalyuzhnaya

Photo: Natalie Berezina

Project heads: Evita Ormane, Konstantin Bogomolov (Riga)

## **Do young women need a stylist?**

If you are young, look young and feel young, you are allowed to do almost anything! This is the best time to experiment boldly with your appearance and style. And you don't really need a personal stylist yet.

You can try on the hottest trends or, on the contrary, ignore them completely in order to express your fierce individuality. You can let yourself be different and change your look decisively, jumping from minimalism to glamour or from romance to extravagance. The time of stability has not yet arrived.

But this marvellous age period has its "risk zones" too.

Firstly, you should not try to look younger at the expense of adolescence. If you hear a compliment: "Oh, you haven't changed at all by your 30s – you look just like a 15-year-old girl", think about it – maybe it's time to grow up? And get rid of the girly ponytail, "schoolgirl" skirt and sneakers with a Mickey Mouse print? After all, youthful infantilisation has nothing to do with sexy femininity.

The second hazard is premature maturity and an overestimated psychological age. The reasons are clichéd: marriage, children, household routine, falling out of society, and the figure is no longer the same.

And now you are no longer interested in your peers: "I have nothing to talk about with them", and modern fashion annoys you: "It's too flashy – I wouldn't wear it". And in your 30s, give or take, you already think and look like a tired 45-year-old housewife.

In such cases, the help of a personal stylist will not hurt. An experienced specialist will help the client feel young, interesting and attractive again, pull her out of her false comfort zone and, with the help of a new look, awaken her motivation to improve and grow.

Traditionally, I open the chapter with a transformation from my own archive – it was done in 2000.

## A delicate thing



### **Gita, 33 years old, manager**

Gita is happily married, and works as a manager in a design-related agency. Outwardly she seems very fragile, thin and even a little defenceless. But in the right situations she can show character and has a great sense of humour.

Gita came to me for help because she wanted to look spectacular but not flashy, elegant but not conservative, and most importantly, in harmony with her personality. To do this, she had to overcome some stereotypes.

Thus, I convinced her that shoulder-length blonde hair is not always a symbol of femininity. A shorter haircut in a natural brown colour perfectly suited Gita's oval shape and facial features. We offered her a delicate make-up, with the main focus being the natural harmony of the face, achieved by careful lines and restrained shades.



Gita gladly agreed to give up her classic suit. And with it, the strict lines and standard shapes. Plastic silhouettes, tunics and ponchos, soft shawls, exquisite accessories and jewellery were brought in in her wardrobe. Her look acquired the features of refinement, light mystery and bohemian romanticism.

The story of Gita’s transformation continued. As it turned out, she hid from her husband that she had gone to a personal stylist – she decided to surprise him. In the evening after the transformation and photo shoot Gita went home in her new look, put on dark sunglasses, stopped at the threshold of their apartment, took the pose from her photoshoot and pressed the doorbell. The husband opened the door and confusedly asked: “Young lady, who are you here to see?” A couple of weeks later, he visited a personal stylist himself.

**Image created by:**

Personal stylist: Konstantin Bogomolov

Hairstyle: Maya Chistyakova

Make-up: Tatiana Vlasova

Photo: Aivars Drāznieks

*And now – the works of my students, in which you can find interesting transformations of girls and young women.*

## Combine and conquer



### **Elizaveta, 36 years old, student**

Elizaveta is a resident of Riga, a hairdresser by profession. But she wanted to change a lot of things in her life and enrolled in university to study Russian language philology. Now she is a first year student, looking forward to something new and interesting. She is surrounded by many young people, and she would like to appear in a new bright, sexy and attractive look, which will not be clichéd, as well as to experiment with things that she never dared to try on before.

Therefore, the stylists decided to create an easy and playful image of a young, modern and confident girl.

### **Hairstyle**

We removed the initial pigment along the length of the hair as the original colouring was overbearing. The colour became lighter and more chocolatey. We performed a graduated “cascade” haircut with an elongated jagged fringe, leaving volume at the top of the head and cheekbones. The hair was styled with light voluminous curls.

### **Make-up**

The make-up shades were carefully chosen to be slightly lighter than Elizaveta's own skin tone. We used weightless, airy textures with a misty sheen. They are present in both the skin foundations and the corrective products: eyeshadow, blush, lipstick and lip gloss. The lips were accentuated, using soft pink lipstick and a berry gloss.

### **Wardrobe**

The new wardrobe is based on contrasting combinations of bright shades, play of textures and actual mix of stylistic directions.



**1st look**

Fashionable high-waisted jeans are complemented by an accent belt. A white top is worn over an asymmetrically draped blouse. A shawl is thrown over the shoulder and eye-catching accessories are added: bright socks, a handbag, jewellery and glasses.



### **2nd look**

The look is based on the fashionable preppy style, which showcases school uniform motifs. The white blouse makes the look fresh and smart, the stocking boots add boldness. Leather accessories (tie, cap and phone case) make the look compelling and stylistically rich.



### 3rd look

The lively temperament of our heroine inspired the stylists to create this bold eclectic look. Leopard print blouse is combined with a blue shirt and a voluminous poncho. The sharpness of the look is enhanced by a sexy leather skirt and brutal high platform boots. Striped socks and a leather visor cap add playfulness to the look.



**Elizaveta’s Feedback:** “I wanted to refresh my style and make it more colourful and noticeable. And the stylists succeeded! Irisa and Tatiana were able to create a modern and non-trivial everyday look from basic and fashionable items. Elena worked on my make-up and hair, which complimented my new look wonderfully.

I enjoyed shopping in the company of professionals, as we tried on things that I would not have chosen myself. I wanted to buy a lot of things.

I was a bit nervous on the day of the photoshoot, but everything went just fine – the photographer Natalie helped me relax and not be camera shy. I am very happy with the result and now I want to completely renew my wardrobe. Thank you Bogomolov’s School!”

**Stylists’ comment:** “Studying at Bogomolov’s School is like a wonderful journey through the magical world of fashion, as well as an invaluable experience that will allow us to put the acquired knowledge into practice. The learning process is a pleasure, and all thanks to very talented teachers, their charisma and professionalism. Thank you for everything!”

**Image created by:**

Personal stylists: Tatiana Zieda, Irisa Mikliayeva (Latvia)

Hair and make-up: Elena Zykina

Photo: Natalie Berezina

Project head: Elga Homitska (Riga)

## **A girl on the road to success**



**Marianna, 30 years old, media manager**

Marianna lives in Riga, works in advertising and marketing, as well as an international media manager in the fashion industry. Twice a year she takes part in the organising Riga Fashion Week, where she wants to look up-to-date, creative and demonstrate her status so that her colleagues would take her more seriously (she thinks she looks too young and infantile). This was her main motivation for turning to stylists.

From Marianna's letter: "Life requires changes and, having been modest all my life, entering a new age decade I want to get out of my comfort zone and see myself in a different light, which will give me the motivation for inner development. Being afraid to make a mistake in the choice of clothes, hair colour and length, the decision often falls on standard and boring schemes, but in my profession I need to be interesting, bright,

noticeable and demonstrate status. I hope that my participation in the project will help me to believe in my own strength!"

Before the transformation, Marianna's image was too restrained and boring, she did not look like a successful fashion marketer, but rather like a modest honours student. She tried to buy something fashionable, but she lacked the skill and sense of style to combine these elements into a harmonious look.

The stylists were faced with the task of creating the image of a successful business girl, which would convey her professionalism, confidence, high social status and good taste. At the same time, she will look young, feminine and attractive.

### **Hairstyle**

Hair was lightened and toned with a "milk and coffee" shade to create the natural effect of slightly "sunburnt" hair. The hair was given an elegant bob haircut and sleek, smooth styling to create the appearance of a well-groomed, confident young woman who knows what she wants.

### **Make-up**

Natural, clean shades are chosen for the make-up: such minimalism gives the look a more expensive and well-groomed look. The cheekbones are accentuated to emphasise the heroine's character and dynamism. Beige-brown smokey eyeshadow is applied to the eyes, and lips are coloured in a nude lip shade.

### **Wardrobe**

Stylists have created a wardrobe capsule that meets the client's goal of looking expensive, up-to-date and dynamic. All the selected clothes and accessories are united in colour and style, which will allow Marianna to easily form a variety of looks from the available items. Taking into account Marianna's short stature, the stylists tried not to create any distinct horizontal lines, but emphasised the vertical lines.



**1st look**

A knitted dress, a leather jacket, classic shoes and a handbag are basic wardrobe elements, stylistically neutral, which can be combined with different accessories to create fascinating looks. In the proposed look an interesting addition are woollen socks in combination with heeled loafers, as well as fashionable sunglasses and stylish rings.



### **2nd look**

This look features elements of elegant chic and retro motifs with a touch of dandy style. The trousers and waistcoat are made of the same fabric with thin vertical stripes that visually elongate the height. The lace cuffs of the black guipure blouse, fashionable platform shoes and a large brooch serve as extravagant accents.



### **3rd look**

Inspired by the latest fashion shows and current trends, stylists selected a trench coat made of genuine leather, a knitted dress and high boots. The look is saturated with interesting details: two-colour belt, fur bag, stylish sunglasses with a golden chain, which serves as a necklace. In this look Marianne looks fashionable, expensive and shows her fine taste.



**Marianne’s feedback:** “The stylists emphasised my features and showed me what not to be afraid of and how to look good. I really liked the haircut – now I get compliments all the time, everyone says it gave me charm. And the looks that the stylists picked out were a delight!

It was worth it and despite the anxiety before the project, I would do it all over again. A round of applause to my stylists Evita and Valda and the whole team who worked on my transformation!”

**Stylists’ comment:** “If you want to reach the top, learn from the best! At “Bogomolov’ Image School” professionalism is present at every step, from organisational skills to the content of subjects and the quality of teaching. All teachers are high-class specialists. And Konstantin Bogomolov’s seminars are an incomparable pleasure, I want to enjoy them again and again!”

**Image created by:**

Personal stylists: Evita Šlitere, Valda Pūne-Vendele (Latvia)

Hairstyle: Inguna Mieze

Make-up: Tatiana Krupich

Photo: Natalie Berezina

Project head: Elga Homitska (Riga)

## Men in style

Gone are the days when a well-groomed, stylish man seemed insufficiently reliable and raised all sorts of suspicion. How do we not remember the old saying: "If the husband started to look after himself – then it's time to start looking after the husband!"

Today, the men's fashion and beauty industry are developing even more rapidly than the women's fashion and beauty industry and offer modern men a wider range of opportunities for external self-expression. The name "men's personal stylist" has already become a separate profession.

A man who wants to look stylish should pay more attention to taking care of his appearance. An impeccable haircut, neat beard design, well-groomed nails and skin and, of course, well shaped eyebrows – you can't do without it today. Neither an expensive suit nor a prestigious watch will help you if you have a wrinkled face, overgrown hair and bitten nails.

A strict classic suit has long ceased to be an obligatory base for a man's wardrobe. Depending on age, lifestyle and social status, a man has the right to decide what style to use in his own personal image, how and with what to mix it. Even in the business community, such combinations as a jacket with a T-shirt or trousers with sneakers have become the norm.

A personal stylist working with a male client needs to take into account certain specifics. As a rule, a man turns to a stylist with a status motivation, i.e. with the desire to translate the necessary social signs through his visual image. Contrary to women, he is unlikely to ask: "I want to look younger, sexy, trendy with a twist". But that doesn't mean he doesn't want it. Even if they succeeded in dressing the client according to his social status, a male personal stylist should not forget to correct the figure and add individuality and trendiness to the look.

At the introduction stage, a male customer can seem like an unbearably difficult client. We expect a long detailed discussion of the new personal image, meticulous attention to detail and the desire to control and calculate everything in the process. But once the idea, schedule and budget have been accepted, it'll be smooth sailing from there on. Unlike a female client, a man will be diligent in wearing the selected looks and will not distort them with his own creativity. Like: "I was looking at these cute handbags and... Stylist, please tell me it suits me well!"

One more little tip: I recommend getting to know and befriend your client's spouse or girlfriend, making her feel that she is also a member of the creative team and has the right to give advice (which you don't necessarily have to follow). Otherwise, whatever you do will be ruthlessly criticised by her.

I start this chapter with a makeover I did for a client in 2000. When these photos were published in the Latvian men’s magazine Patron, there was a lot of gossip going around. The client got criticised: “What possessed him to transform himself like that!” and so did I: “How dare they!”

How great it is that today such firm opinions about men’s looks are barely entertained.

### **The intelligent macho**



#### **Alex, 37 years old, entrepreneur**

Alex is the director of a successful firm. For a long time he was quite happy with his usual unpretentious everyday style. But one day Alex began to feel that his dull appearance was no longer keeping up with his social status, so he turned to a personal stylist.

Alex came to our first appointment with a long list of questions, and the first bullet point on it was, “What hairstyle do you recommend?” My answer was emphatic and ruthless: “None”.

Yes, Alex had to give up his hair to look stylish. But the beard with a clear geometric design and stylish glasses compensated for this loss and added sharpness and "coolness" to his look.



I managed to convince the client that a stylish business man is not someone who diligently demonstrates a passion for fashion trends and concern for his own appearance, but someone who has enough courage and self-sufficiency to express his individuality.

His wardrobe is strictly minimalist: a restrained range of dark colours, elegant simplicity of cut, conciseness of accessories. And no unnecessary details.

**Image created by:**

Personal stylist: Konstantin Bogomolov

Stylist assistant: Elena Gutova

Hairstyle and beard design: Yuri Polikashin

Photo: Aivars Drāznieks

*The theme continues with the work of my students, who have managed to add a fresh, relevant vision of the image of the modern stylish man.*

## **To be a gentleman**



**Vadim, 47 years old, computer programmer**

Vadim lives in Riga, works as a cash register maintenance specialist, and is a computer programmer by profession. Currently divorced, but open to new acquaintances and relationships.

The initial image of the client gave the wrong impression of him: he looked lackadaisical, tired and ungroomed, and his poorly chosen clothes and hairstyle made him look too old. In reality, Vadim is very focused, punctual and energetic; he enjoys sports such as swimming, skiing and cycling. His hobbies include travelling and the art of photography.

The stylists offered Vadim to make his look more firm and elegant, to introduce grooming into his daily routine and more chic, to emphasise his intelligence and charm, and to help him look more youthful and attractive to the opposite sex.

### **Hairstyle**

The short haircut was done by cutting the hair off the back and sides and transferring the volume to the top of the head, giving the look a collected and youthful appearance. The fringe was cut diagonally and waxed back to reveal a high forehead. This helped to correct the shape of the face, lightening the lower part of the face and adding elegance to the look.

### **Make-up**

A smoothing base was used to create a smooth effect and a light, warm-toned foundation evened out his skin tone. The cheekbones were highlighted and the perimeter of the face was darkened for a more defined contour. The eyebrows were carefully corrected and the bridge of the nose was plucked for a more groomed and inviting look.

### **Wardrobe**

Vadim has a rectangular figure with sloping shoulders and a bulky abdomen and waist area. To correct the features of his physique, the stylists recommended avoiding soft shapeless clothes and favouring apparel made of shape-firm fabrics with a clear graphic silhouette and a fixed shoulder line.



**1st look**

The well-cut dark classic jacket successfully corrects the features of the figure and makes it tighter. The slim fit dry denim jeans bring a sophisticated casualness to the look. A silk scarf and wooden bow tie added a light creative touch.



### **2nd look**

The look creates a concise image of a modern gentleman. It is built on clean lines and subtle combinations of colours and textures. A Chesterfield coat in salt-and-pepper tweed, a shirt in pink ash and an ebony-coloured tie form a refined and harmonious ensemble. Lacquered leather shoes and a Swiss watch add a touch of inconspicuous glamour.



### **3rd look**

The muted natural colour palette and warm textures of the materials create a mood of comfort and ease. At the same time, the clean lines of the classically cut jacket add a collected look and make it quite appropriate for everyday business activities in accordance with the dress code "business casual".



**Vadim's feedback:** “I have not regretted a single minute of my participation in the transformation! I tried to pay attention to the clothes I bought before, but the professional view of the stylists cannot be overestimated.

When my friends and colleagues saw me after the transformation, they all said that the change was very noticeable and that I looked much younger. Now I see how important a haircut is – I finally know what looks good on me.

I also learned what style and cut of clothes suit me best. I will definitely choose clothes in brighter colours than I did before.”

**Image created by:**

Personal stylists: Elīna Daugule, Ekaterina Grom (Latvia)

Hairstyle: Nadezhda Vashkevich

Make-up: Irina Salish

Manicure: Marika Kalyuzhnaya

Photo: Lena Nezhentseva

Project head: Elga Homitska (Riga)

## A stylish man is twice as successful



### **Yuri, 25 years old, business coach**

Yuri is a resident of Kyiv, a business coach in a large international company, and the head of a young family. He practises aikido, is fond of playing the guitar, and loves to read. At his age, he has already achieved a great deal in his career and is confident about starting his own business.

Yuri is sure that personal success is directly related to professional success. He had already made independent attempts to find the desired right look, but felt that he could not succeed without the help of professionals.

When addressing the personal stylists, the client formulated his request quite clearly: to look successful, dynamic and creative.

### **Hairstyle**

The hair is dyed in a darker colour with a dash of red mixtone to get rid of the cold greenish tint. The haircut was done with thinning scissors and the volume of the hairstyle was moved to the top of the head. Textured strands styled away from the forehead gave his face more openness and a slightly matured effect.

### **Make-up**

Neutral natural make-up with the use of thick foundation was applied for the photoshoot. Contouring the cheekbones emphasised the masculine features of the face. The stubble was darkened with eyeshadow and eyebrows were tinted using a taupe tone. The eyebrows are slightly darker at the base and lighter at the outer wing, making the face more expressive and well-groomed.

### **Wardrobe**

The suggested wardrobe consists of a mostly casual, relaxed style. The selected looks are based on the use of pure shades and soft muted textures, which gives the feeling of an inviting person, comfortable in communication.



**1st look**

The sky-blue jacket is combined with white linen trousers and a white cotton shirt. Warm colour spots – brown loafers and a tablet bag – are added to the cool colour base. The look is stylistically filled with accent accessories: bracelets, smoky glasses and a neckerchief with a classic masculine ornament.



## **2nd look**

Yacht-style look creates an informal yet very presentable image of a successful man. Loose grey-blue trousers are well combined with white sports bomber and knitted polo in navy stripes. Dark suede loafers echo the tone of the collar and cuffs of the bomber and add stability to the composition.



### **3rd look**

This look demonstrates the variability of the wardrobe capsule offered to the client. It features a jacket from the first look and trousers from the second look, complemented by a pistachio top with a white print and a trendy V-neck. The look is fresh and casual.



**Image created by:**

Personal stylists: Lesya Vasilchenko (Ukraine), Oksana Tsvetkova (Russia)

Hairstyle: Anastasia Semanzo

Make-up: Olena Sobolenko

Photo: Nadezhda Loginova

Project head: Elga Homitska (Riga)

## About the author



**Konstantin Bogomolov** (Riga, Latvia) – Doctor of Science, image designer and fashion analyst, director of the International Education Centre Bogomolov’ Image School, author of numerous educational and methodological works on the theory and practice of image design.

The name of Konstantin Bogomolov is known to everyone who is even slightly interested in fashion. He is a recognised authority in his profession. His opinion is heeded, even when it comes to not only style and fashion, but also simply to life.

Back in the early 90s, Konstantin Bogomolov was one of the first to develop the then new trend of image design, which instantly aroused a huge interest – both in society and in the media.

In 1999, “Bogomolov’ Image School” Education Centre started its work in Riga, which immediately became widely known in Latvia and abroad. Today this school has an international status.

In the late nineties, Konstantin Bogomolov performed his first author’s makeover, which was radically different in format and quality from all the analogues known at the time. Then the baton was

picked up by his students, and today the project “Style Makeover at Bogomolov’ Image School” is widely known all over the world – from Japan to Brazil.