



## STYLE: Every week is buy week for these personal shoppers

Gabrielle Poshadlo February 19, 2011

An old friend from my hometown in Michigan recently asked me to shop for her. She'd lost some weight and found herself not only in need of clothes that fit, but for the first time caring what they look like.

I was happy to help her, and knew it would be easy since I've known her half my life. But as I scoured my favorite online shopping haunts to choose items to suit the "laid-back musician look" she'd envisioned, I wondered how the pros do it. I trust my eye in selecting things for myself and my friends, sure, but more goes into that than knowing what silhouettes most flatter which body shape. It helps to know their ambitions, their sense of humor, their penchant for, say, all things film noir. There's some truth to that expression, "Don't dress for the job you have, dress for the job you want." One's clothes say a lot about a person and therefore picking them is no easy task.

Below, I've profiled three personal shoppers who possess not only a knack for dressing people but a background to qualify each as an expert in looking good. Heck, I'd trust them to dress me.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

### Sola Adelowo, ImageCube

As a certified image consultant and inches away from earning her MBA, Adelowo takes a decidedly scientific approach to personal shopping. She offers the option as an add-on for other consulting services,

like devising career strategy or personal branding.

In order to select garments that align with an individual's goals and unique traits, Adelowo administers a personality test.

"I need to understand each client on a very deep level, otherwise my advice won't stick," she said.

Adelowo focuses on those who work in high-stress and traditionally formal business environments, which has made WellPoint Inc. executives among her largest clients. Adelowo bills 20 percent of the total clothing purchases. As executive director and co-producer of Indianapolis-based Midwest Fashion Week, Adelowo is also applying her knack for making good impressions to the local fashion industry as a whole.

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*If you'd like to share your own style ideas or know anyone who's making waves in the fashion community, contact Poshadlo at [gposhadlo@ibj.com](mailto:gposhadlo@ibj.com). This column appears monthly.*