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A 'responsible' watch, 'agile' shoes... and a VERY dapper new look: Inside Albo's clever makeover - and why 'trendy' DOESN'T mean 'out-of-touch'

- Labor leader Anthony Albanese pictured in March edition of Women's Weekly
- He had photography session alongside his girlfriend Jodie Haydon, met in 2020
- Image experts likened Mr Albanese's outfit to the making of a 'modern' man
- · He looks confident and relaxed in front of the camera alongside his partner
- Mr Albanese will go head to head with PM Scott Morrison at the election in May

By MATILDA RUDD FOR DAILY MAIL AUSTRALIA **PUBLISHED:** 01:12 BST, 24 February 2022 | **UPDATED:** 02:10 BST, 24 February 2022













Anthony Albanese looks forward thinking, fit and confident in his latest photo shoot alongside his girlfriend of two years Jodie Haydon, professional image experts say.

The Labor leader, 58, posed up in a fitted white shirt, skinny grey chinos with a black belt and \$129 Country Road gum sole sneakers at his Marrickville home for the March edition of the Women's Weekly.

Image consultant and personal stylist **Imagen Lamport** told FEMAIL the aspiring prime minister appeared 'ready for action' and prepared to take on a bigger role in the shoot, which saw him cosying up to a beaming Ms Haydon.



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'He looks happy. Especially because he's a middle-aged white man... he looks much more forward thinking and it's a modern look. He looks like he's stepping into the future,' she said.



Anthony Albanese looks forward thinking, fit and confident in his latest pl his girlfriend of two years Jodie Haydon, professional image experts say





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Anthony Albanese is pictured at home in Sydney with his girlfriend Jodie Haydon and dog Toto



Mr Albanese is hoping to become the next Prime Minister of Australia, with an election in May

Mr Albanese's choice of shoes were clever, in Ms Lamport's mind, because they

'His trousers are on trend which gives him a more youthful rather than middle aged

Meanwhile the pattern on the inside of the collar stand on his blue shirt tells the public he's modern, approachable and 'there may be more to him than meets the

'His belt and watch are still more classic and traditional which says he's professional, responsible and successful,' she continued.

Ms Lamport pointed to his posture as 'relaxed' and 'friendly', showcasing that he's a man of the people as he's not positioning himself as better than the reader.



The 58-year-old Labor leader, a craft beer fanatic, enjoyed his first night out with 43-year-old Jodie Haydon (pictured together) at the Young Henrys brewery in Newtown

What do Anthony Albanese's clothes tell us about the aspiring PM?

His sporty shoes say he's ready to move, he's agile and not stuck in the past.

His trousers are on trend which gives him a more youthful rather than middle-

The pattern on the inside of the collar stand on his blue shirt says he's modern, approachable and there may be more to him than meets the eye.



























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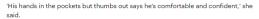
His belt and watch are still more classic and traditional which say he's professional, responsible and successful.

Posture - it's relaxed and friendly - a man of the people (he's not positioning himself as better than the reader), his hands in the pockets but thumbs out says he's relaxed, comfortable and confident.









Personal brand expert Suzie Lightfoot agrees, suggesting that the first thing she instantly noticed about the Labor leader was his confidence in the images.

'I think he must have had a good rapport with the photographer to allow him to radiate his natural energy,' she told FEMAIL.

'Fashion and clothing choices can dress you up on the outside however, it's your energy and presence that will elevate your brand and image to the next level. So I think he has nailed it in that department.

She describes his choice of a slim white shirt as tactical because it's very fresh and

'His stylist may have made a wise decision to portray Mr Albanese subconsciously to voters as the right man to lead the way for new beginnings post-pandemic,' she

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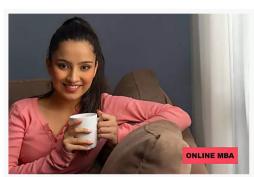




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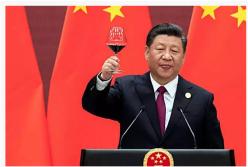


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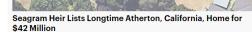














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