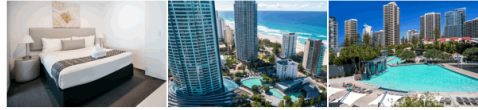


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Inside Out Style: It's About Feeling Stylish (And Looking Great)

CrowdInk had the chance to sit down (virtually) with Imogen Lamport, founder of Inside Out Style who is also an internationally certified stylist based in Australia.

By **Imogen Lamport** - June 16, 2016

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Imogen Lamport

CrowdInk had the chance to sit down (virtually) with Imogen Lamport, founder of Inside Out Style who is also an internationally certified stylist based in Australia. She gives us the skinny on demystifying style for all ages and shapes, her altar of accessories, and a few ways of coping with the obstacles many aspiring entrepreneurs face.

CrowdInk: Tell us about your brand. How did you get started? What was your inspiration?

Imogen Lamport: I'd been an image consultant (personal stylist) for 4 years when I started my blog, *Inside Out Style*. My mission is to help women of all ages get up, get dressed, and get out the door looking and feeling stylish. My aim is to demystify style and make it attainable to all ages and shapes. You don't have to be model thin or young to look fabulous!

CI: What's one fashion accessory that you can't live without?

IL: I worship at the altar of accessories – in particular necklaces. I love a statement necklace and I'm known for my statement necklaces. They create a focal point near your face, drawing attention to it and as I always say "if you're looking in my eyes, you're not looking at my thighs."

CI: How do you spend your free time?

IL: I have 2 kids, a gorgeous husband and a crazy, but beautiful whippet and I spend my spare time with them. We are about to undertake a major house renovation so weekends are spent making decisions about tiles and floors and taps!

CI: What's your number one piece styling advice for women?

IL: Discover what suits your unique shape, colouring, style and personality then take only what works for you from the fashion trends and you'll build a brilliant wardrobe that you love and that loves you back. Dress to express who you are rather than copying others. You will feel more confident and look amazing. You can discover your style at any age. Don't be afraid to try something new.

CI: What's your number one tip for aspiring entrepreneurs?

IL: Be passionate about your business. If you're not inspired, no one else will be. Love what you do as this will keep you motivated as you work around the obstacles that will come your way. Treat your business seriously and put in the time and effort to make it work. It will take longer and take more effort than you will expect, but your sense of satisfaction will be much greater as it's your creation.

Check out [Inside Out Style](#) here.

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Imogen Lamport

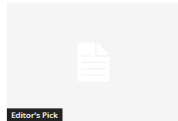
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Imogen Lamport AICI CIP is one of only a handful of internationally certified image professionals in Australia. Her love of demystifying the science and art of style and colour have been the source of the success of her blog Inside Out Style which reaches a global audience of millions of readers each year. Imogen shares tips on how to discover your style and what suits you through her blog, her ebooks and online programs as well as with personal client consultations and image consultant training courses. She has spoken at conferences internationally and is regularly interviewed in the media about image related issues. Her mission is to inspire growth, confidence and empowerment with easy style and image solutions. Clients regularly describe her work as "life-changing".



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