

What every woman should know

AW asks Balsam Al Khalil, Etiquette specialist & Image Consultant, the most important things all women must remember. Here are her answers...

What are the golden rules that every woman must live by?

Treat people as you wish to be treated. Therefore, respect is one of the major rules to live by. Always remember that your personal image is your ticket to success so carry yourself gracefully and show self-confidence. Keep yourself groomed at all times. Always speak softly and never raise your voice, complementing your words with a smile.

What are the must-have items a woman should live with?

Black & white tops (short and long sleeves), a pair of jeans, trousers in black and nude colour, formal dark suit, little black dress, denim jacket, cardigan, and as many accessories as she can afford.

What are your fashion/etiquette tips for women this Ramadan?

It is the time to show respect and to be conservative in whatever we do, wear and say. Therefore the dress code and the conversations should follow accordingly. On the other hand, it is the right time to pull out that Abaya resting in your closet and wear it to an Iftar or Sohour invitation.

If there is one thing every woman should remember when conducting themselves in public, what would it be?

Never speak in a loud voice.

Any more tips?

A woman must always be reminded to wear attractive clothes that fit body type

and the occasion. Being well-groomed by having the right hairstyle and make-up sends a solid, powerful, positive, and confident image of yourself. Always complement your look with a smile, and always appear successful.

Lastly, What are your 10 essentials of fashion etiquette?

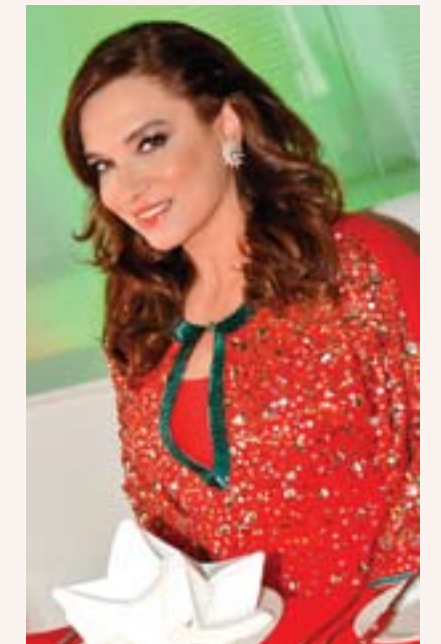
1. Always remember that the first impression is very important in determining who you are so always look your best.
2. Dress up according to the time, place and the occasion.
3. Dress up for your body shape (not too tight, not too loose)
4. To guarantee a win-win situation, always keep your Business attire chic, neat and conservative (covering 90% of the body (no cleavage or very short and tight wear).
5. Keep your casual wear smart at all times as you never know whom you might meet along the way.
6. Wear comfortable clothes and shoes while travelling but without any metal accessories as that calls for security alarms and therefore delays (use scarves instead to complement the look).
7. Cocktail party invitations mean short dresses or what is known as cocktail dresses. Shoe type depends on the venue (outdoors or indoors).
8. Formal or black tie party invitations mean long dresses. Choose your best shoes and jewellery to complement your look.
9. White dresses aren't recommended to wedding parties as they might outshine the bride.
10. Buy less, wear more by creating an extensive wardrobe through the mix.

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Never speak in a loud voice.



About Balsam Al Khalil



Balsam Al Khalil, Chief Representative Officer for Bank of Beirut in UAE and the Gulf Region, is a holder of a law degree and a woman specialised in business investments with the region. She is a senior banker who has spent her life in the corporate world focusing on growing businesses for individuals.

Being a perfectionist, Balsam proceeded at a later stage of her life to study etiquette, in addition to fashion styling and image consultancy, both at the London College of Fashion and the Finishing Touch Academy in Dubai. Having an eye for details and a passion for seeing things better, Balsam started writing several articles about etiquette in relation to sheer manners and lifestyle.

Most recently she published her first book, 'Travel Etiquette', a guide for the modern traveller that contains helpful travel tips put by 'Miss B', the representative character created specially for this topic.