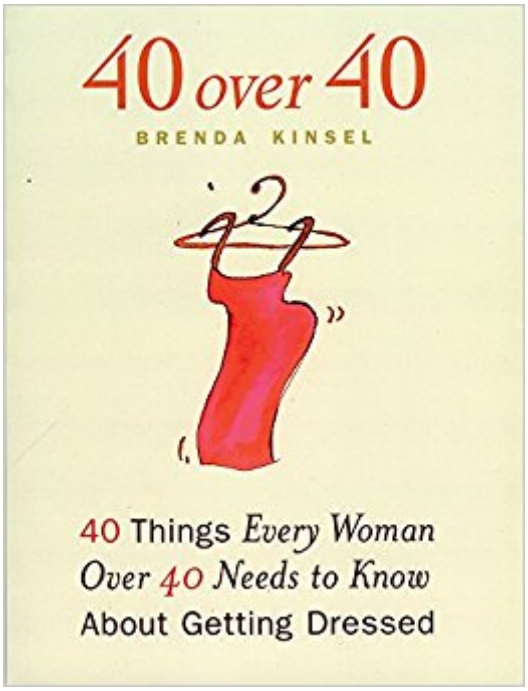
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# 40 Over 40: 40 Things Every Woman Over 40 Needs To Know About Getting Dressed




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## Synopsis

ItÃ¢â ¬â„¢s tough to be a woman over 40 in a world where fashion is dominated by youth and unattainable body images. But help is right here. With doses of humor, 40 Over 40 speaks to the woman who is 40 or over, helping her develop style and expression through her clothes, and helping her appear every bit as successful and accomplished on the outside as she is on the inside.

## Book Information

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Best Sellers Rank: #506,487 in Books (See Top 100 in Books) #152 inÃ Â Books > Self-Help > Mid-Life #364 inÃ Â Books > Health, Fitness & Dieting > Beauty, Grooming, & Style > Style & Clothing #2082 inÃ Â Books > Self-Help > Self-Esteem

## Customer Reviews

Brenda Kinsel is an image consultant, author, and the owner of Inside OutÃ¢â ¬â •A Style and Wardrobe Consulting Company based in the San Francisco Bay Area where she matches peopleÃ¢â ¬â„¢s clothes to their personalities, passions, and lifestyles. In 2009 she founded Brenda Kinsel E.T.C.Ã¢â ¬â •Education, Training and Consulting for Image Professionals Worldwide to provide training, coaching, and marketing support to stylists and consultants in the industry. She is the author of several books, including BrendaÃ¢â ¬â„¢s Bible, BrendaÃ¢â ¬â„¢s Wardrobe Companion, and In the Dressing Room with Brenda. Her style solutions have been featured in InStyle and Real Simple, and on The Oprah Winfrey Show and NPR, among others.

This book is chock-full of terrific, timeless advice. Things like: clothes expire, dress for the body you are in and get a tune-up twice a year. Oh, and how to avoid the dreaded word ... matronly!!! It should be a four letter word, it’s that bad. But if you read and follow the advice from this book then you will have a better chance of not being matronly.Beyond the advice, the tone of this book is that of a well-informed friend who is sharing her best secrets about getting dressed and looking good.I

have this book in my library and have given it to several friends on their 40th birthdays.

This is a useful book for women over 40 seeking to revamp and update their wardrobe and enjoy doing it! It helps fill the gap for fashion advice for the older woman who is not ready for housecoats and leisure suits. I bought this book with several others - Sam Saboura's Real Style and Kendall Farr's The Pocket Stylist - none is complete in itself, so if you are after one book to cover everything this is not it. Also note that 40 over 40 contains no photographs, only cute graphics, which adorn but do not illustrate the text. This may be less helpful to some, but it does prevent the book from dating too quickly (it was printed in 1999). I loved Brenda Kinsel's humorous style, and her tackling of the emotional issues eg inexplicable attachments we have to our aging garments, and the mad frenzy at sale time that fills our wardrobes with even more stuff we don't wear! She also provides useful exercises in discovering one's personal style, and celebrating one's body regardless of age or size. Would make a wonderful gift for any woman in this age bracket who is even remotely interested in clothes and looking stylish.

I ummed and ah-ed before buying this book, as a 3.5 rating isn't really high enough for me, but I think it deserves much higher. Amusingly written by a professional image consultant, it's full of useful tips. I am a slim, fit, fashion-conscious 43-year-old but I was still galled to see quite how many of the mid-life pitfalls I was falling into, particularly in areas like modern fabrics, vintage clothing and buying things that are only OK thinking I can 'fix' them to make them work. Although I don't fit into some of the personas Kinsel writes about (I'm not divorced, don't have kids and don't need clothes for work) I still found the book very good on our emotional relationship with our clothes and why, therefore, the garments we buy so often disappoint us.

This little book has some good ideas for building a wardrobe that fits your current life, shopping for new additions, and getting rid of "expired" clothes that shouldn't be a part of your wardrobe any more. The author writes in a friendly, easy-to-read style that can benefit everyone.

WOW! I love this book. It's a very sane, inspiring guide to improving your look and wardrobe. With her basic coaching, you quickly can bring zest and life to YOUR wardrobe. What I like about it is that she shows you how to express YOURSELF. You don't have to go to magazines and such to find out what's good. You become the designer of your style. She doesn't lead you into a huge expensive overhaul either. I only spent about %300 and completely changed my wardrobe! I love this book!

I’m definitely over 40 with a body that is changing in directions that don’t necessarily please me. I also work full time and have two teenagers in the house. Believe me there is little time to focus on fashion! What I liked about the book was the author’s very positive slant on being over 40. She is realistic in expressing the thoughts and confusions of this decade -- especially insofar as looking one’s best. What was less than favorable was the assumption that the reader has plenty of disposable income and a lot of time on her hands (neither of which is true in my life and in the lives of my co-workers). Many of the "hints" were really rather common sense ideas. Other hints required money and time to truely pull off. Overall, I’d recommend the book beccause I liked the portrayal of the 40+ year old woman. I’d think twice about suggesting it to someone who wants to get fashion savvy but has little extra money or time.

The author implies that all women over 40 are overweight, frumpy, and in need of an injection of self-esteem. Thankfully, this is not the case, and the rest of us are perhaps looking for style guidance (how to look sexy and chic without dressing like a 20-year-old), not a personal cheerleading section. Then there are her practical tips: Wear clothes that match your hair color? Throw a nice trench over your rumpled house clothes if you have to step out? Don’t feel guilty about pampering yourself? For any woman even remotely self-aware and style conscious, this guide will be useless -- unless she can find the humor in it.

Or tired of trying to replace those shoes, jackets, and suits that you love but no one makes anymore? Brenda Kinsel has hit upon a phenomenon that I have noticed in myself and among my friends "of a certain age." We’ve all gotten into a bit of a fashion rut and are longing to get out of it. Kinsel’s suggestions, both practical and spiritual, have helped me form new ideas about what looks good on me and have put some fun back into my wardrobe. Great read!

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