

FIT, FAB & 50

5 tips for looking fab at 50 by
Lisa Barron

► Spotlight on Fit, Fab & 50
Champion - Donna Cameron

Fitness tip of the day - Jumping

SPOTLIGHT ON FIT, FAB & 50 CHAMPION - DONNA CAMERON

Donna Cameron is a personal style consultant at Body Map in North Fitzroy, Melbourne. She is passionate about female empowerment and offers tips on how to dress with confidence and creativity in a way that's unique to you.

"After a health scare in my 40s and the sudden death of someone I knew, I got serious about what I'd regret NOT doing if my own life was to end abruptly so I decided to act on my creative career dream.

I've mentored young and disadvantaged people with career aspirations in the corporate world and guided them with personal presentation; and now I've brought together my love of fashion and passion for inspiring others in my work as a personal style consultant. I'm 52 and I absolutely love what I do - I couldn't be happier!"

DONNA'S TAKE ON THE IMPORTANCE OF BONE HEALTH

Why is preventing osteoporosis important to you now? What barriers do you face when it comes to bone health?

I had a bad leg break when I was in my 20s and didn't walk for months so I know what it's like to be incapacitated. Once I recovered from my surgery and could walk independently again I promised myself I'd never be lazy, I'd always keep dancing (for fun!), and value my health above all else. This includes being mindful of preventing osteoporosis all through my life.

As much as I value my health, I also enjoy some of the more decadent things in life like dark chocolate, alcohol and salty crisps! Finding the right balance between eating well and indulging is key.

What are your top 3 fashion tips for women in their 50s?

1. Understand colour

Analysing your natural colouring and using this to enhance your facial features and body shape can be a powerful breakthrough to looking radiant. If you see someone who looks amazing but you're not too sure what they're doing right, it's very likely they're wearing colours that help their complexion to glow or their eyes light up. Wearing the right colours can be a real wow factor! It also means you're less likely to wear loads of makeup to compensate for wearing colours that drain you, so it's a guaranteed time saver as well.

2. Wear clothes that fit properly

So many Australian women don't understand how clothes are supposed to fit them. How did we lose this vital information that previous generations had?? Probably when we stopped making our own clothes.

You don't need loads of clothes or expensive ones in order to look put together, professional, smart, switched on, fashionable or whatever other positive adjective you'd like to apply to your own personal style. But you do need them to fit well.

Clothes cannot be said to fit simply because you can do them up. So often I see women in clothes that don't fit the way they're designed to. Not only does it look odd and distort the natural shape of things, it constricts your movement and is simply uncomfortable. Well-fitting clothes move with the body and appear to be a part of you rather than working against you.

Proper fit makes an enormous difference to the way you look and feel. But don't blame your body if clothing doesn't fit well as we women come in all shapes and sizes! If you're between sizes or the cut is wrong for you, it's better to buy larger and get the garment altered to fit your particular curves.

3. Don't obsess about looking young

Instead, think about what styles you truly love and learn to embrace that. There are plenty of women over 50 who haven't had surgery or other serious intervention to try to look 25 and yet they look amazing - I'm sure some of your favourites are springing to mind now.

You can dress femininely, stylishly, creatively, powerfully or uniquely and wow people as you enter a room without pretending to look 25. Youth is not everything. Health, wisdom, knowing what you stand for, being interested in life and kind to the people you encounter is much more attractive than just looking young.

On the flipside, there is no reason to give up caring about your presentation either. We're a very visual society and the way we present ourselves speaks volumes about our values and our self-esteem. My oldest client to date is in her eighties. She is healthy, vital and very stylish! Clothing and accessories can be lots of fun in the way that any other creative process is; and yes, getting dressed is a creative process.

www.bodymap.com.au

SPOTLIGHT ON DONNA



I am living the life I want by...

"Combining my love of fashion with my passion for inspiring others in my work as a personal style consultant. I spark my clients' passion for presenting themselves creatively and I enjoy seeing them feel confident as a result. I love what I do and I couldn't be happier!"

My favourite dairy is...

"Cheese! Not only is cheese my favourite dairy, it is my favourite food!!!"

Donna's tip for living the life you want...

"Engage in your community. Don't fall into the trap of sitting at home when there is so much going on to get involved in out there. There are any number of cultural things to enjoy and people who need assistance."

LEGENDAIRY

