

by Megan Swoyer
photography by Linda Radin

Stacey Duford wants a style. "I don't really have a style," says the children's book author. A former stand-up comedian, radio host and television reporter (WNIC-FM and WXYZ-TV, respectively), Stacey now is a busy, chauffeuring mother ("not in a minivan!" she assures). She wrote "The Fairy Painting" and has three more books coming out this year from Mackinac Island Press.

We introduced her to image expert Julie Maeder, A.I.C.I., of Troy-based New Leaf Image Consulting. "I would like to find a way to be low maintenance and still look good," said Stacey, who lives in Beverly Hills. After a consultation between the two women, Julie created a plan that enhances Stacey's vibrant personality. "A person's wardrobe should reflect their personality as well as their lifestyle," Julie explains.

A carefree, attractive 40-something wife and mother of an 11- and 6-year-old, Stacey admits that she's tried all hairstyles and many colors but hasn't hit on the perfect solution. As for makeup, she adores it, but doesn't know what suits her best. Meeting with book publishers, speaking at author events, attending her daughter's skating programs and spending time at her kids' schools, Stacey's lifestyle is casual but often requires a dose of professionalism. "I'd like to move away from anything that makes me look dumpy or matronly," Stacey explains.

seriously sassy

Our makeover subject receives a professional look that showcases her perky side.

All "After" clothing from Neiman Marcus, Troy. Chairs from Design Within Reach, Birmingham. Makeup by Todd Skog of Todd's Room, Birmingham. Hair by stylist Jan Dwyer of Todd's Room. Manicure by Kendra Tripoli of Cole Street Salon and Spa in Birmingham. Teeth whitening by Doolin Haddad Advanced Dentistry in Rochester. Image consulting by Julie Maeder, 248-457-9573.



Before: Stacey Duford sports her typical mom-on-the-go look.

About Face: "I like makeup but don't want to be stiff or formal," says Stacey. Todd Skog of Todd's Room in Birmingham created what he calls "springtime drama" for Stacey's face, evoking a "modern, sun-kissed look." Todd notes color is back. "The whole '90s thing when everyone was wearing neutrals to get the no-makeup look is gone," he explains. "People can feel good about themselves and the world by using color."



Hair, The Long And Short Of It: "It's been every color and every length, but I'm not sure what suits my face shape best," Stacey laments. "I call my natural color aging blonde and I've already got a grey hairline coming in. My husband is older than me and has no grey, but he hasn't given birth!" she laughs. Consultant Julie and stylist Jan Dwyer of Todd's Room created a new style for Stacey. "A chestnut tone adds warmth and richness," says Julie. "She will look more vibrant." Jan then added caramel highlights and cut lots of layers into her style. "She can wear it blown out smooth for a professional look, or let it air-dry naturally with waves for a more casual look," Jan and Julie explain.

SOS: "I need help. I buy my jeans at Costco," Stacey says with a chuckle. "The best things in my closet are items I bought with other people who offered me help and opinions."

Easy Does It: Julie shopped at Nordstrom for easy pieces that make a positive statement. "You want to spend more on staples, like a good pair of black slacks," Julie explains. Every wardrobe needs a variety of camisole colors and a dress, Julie notes. A zebra-pattern easy-to-throw-on wrap dress will keep Stacey current. In addition, a chipper, red, double-breasted jacket to sport with denim is just the ticket for Stacey's school visits, Julie adds.

Chic Coat: Julie spotted a wrap trench made of sweatshirt material with a hint of gold metallic. "This coat is fun and whimsical, bringing out Stacey's personality," Julie says.

In the Details: No makeover is complete without a professional manicure. Kendra Tripoli of Cole Street Salon and Spa in Birmingham came to the rescue with a fresh and sunny natural tone for Stacey's nails.

Smile Style: Stacey whitened her teeth a few years ago and Julie notes it's time to do it again with advanced techniques. Enter Doolin Haddad Advanced Dentistry in Rochester, where Stacey spent about two relaxing hours undergoing a BriteSmile treatment. Voila ... her smile now is movie-star white.

After: Stacey shines with a polished, professional image. A three-quarter sleeve jacket with a wide lapel by Akris offers a nice balance for Stacey's figure, notes Julie Maeder, who shopped at Neiman Marcus at the Somerset Collection. "The belt gives Stacey's waist definition, without breaking the line of color," says Julie. The bubble skirt, by Armani, reflects Stacey's fun personality. "The fullness, drape and length are perfect for Stacey's 5'-4" height."