

CHUVA

MAGAZINE | Earth 2010

I Can't Believe
It's **Me!**

-Denise Poole

10 critical tips on
how to organize
your life

Closet
X-Ray

The
Analysis of
the Four
Elements
**Parker
Geiger**

Being aware of how
you feel is the most
important stress reliever



CHUVA GROUP | SPRING 2009



123456

Meet Denise

(CHUVA group's newest client)

Denise Poole is a vibrant, hi-energy, smart, articulate woman. In 1995 she left as Director of Food and Beverage for Delta airlines and joined AML, a company that helps to provide a creative and efficient connection between food, wine and beverage suppliers for worldwide airlines, cruise lines and upscale retail industries

Denise came to CHUVA to gain a new perspective on her image. She wanted to define a look that best fits her. One that is edgy, up to date, yet age appropriate, giving her the confidence to work effectively within any of her various business markets. We did not make her over; instead, we created the opportunity for Denise to remember who she is and to learn how to develop an appropriate image for her age, physical appearance and personality.

Denise has a husband, Jim, and a Golden Retriever, Dillon. She loves skiing, cycling, hiking, and gardening. She even applied for the first year of Survivor. Currently, Denise is creating opportunities to do more volunteer work within her community, something that is very important to her.

We asked Denise how the past few weeks have been since her journey started. She thought back to the photo shoot; anyone can look "put together, attractive and confident no matter what they have been born with. It just takes looking at yourself in a different light." Congratulations Denise for "Seeing Beyond Yourself!"



CHUVA

group

Welcome to CHUVA's first issue of "See Beyond Yourself".

CHUVA...means "rain" in Portuguese. Over the past 25 years we have worked with thousands of people in helping them with their personal presence; a presence where the external image is reflective of the inner-self.

One common thread we have experienced with almost all them has been a desire for growth, which oftentimes called for change. In this process, like "rain", we are recycling, adapting new form, shape and meaning.

The "See Beyond Yourself" program is an experiential process where we instantly implement image-specific-tools to help maintain their authentic presence, unlike the conventional coaching/consulting approach where time and direction can become distorted.

For the individual, this process is not about being someone they are not, or putting a false face to the world. It is about remembering who they are. That perfect, innocent child, that throughout the years has been forgotten; the true essence and foundation of who they truly are

We are very proud of our Team of experts and I want to congratulate each of them on their performance and knowledge that brings the "See Beyond Yourself" program to life!

Sincerely,



Ricardo Trigueiro
Editor-In-Chief

The CHUVA Group is an image development training center
located at 3122 E. Shadowlawn Avenue in Atlanta, Georgia

info@chuvagroup.com



Spring 2010

Cover Story

Better, Stronger Wiser.

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Four Elements of Color

by Parker Geiger



Color is one of the most powerful communication tool Denise can use, personally and professionally, because it inherently evokes emotions. But before she can start effectively using color we first needed to understand how color relates to her from a "scientific" perspective.



Four Elements of Color

Remember CHUVA's philosophy is that Science + Art = Style™. Scientifically her coloring harmonizes best with warm colors, but her core-personality is Natural. This allows her to wear the silver to accommodate her personal style.

With the style and color section of the "see beyond yourself" program, we had the foundation to move forward. Now it was time for hair and makeup before her photo shoot.

Oftentimes you find that the camera loves the subject, but in this case, Denise loved the camera. You were a great student and model for all of us at CHUVA Group Denise. Thanks for letting us work with you. Congratulations for "Seeing beyond yourself".

Your Personal Color Elements



Element | **Earth**

When one knows their colors, they reduce their shopping time by 50%, mistakes by 100%, and more outfits with fewer clothes.



Color is one of the most powerful communication tools that people can utilize because it evokes emotions, both personally and professionally. But first, we needed to understand how color relates to someone from a "scientific" perspective.

To accomplish this we utilized CHUVA Group's Color Theory that consists of the 4-Elements Of Nature to determine which Elemental Color Palette was best for her to develop her wardrobe: Earth, Fire, Water, Air.

Each palette contains approximately 30 colors according to their color characteristics: hue, value and chroma. When Denise wears colors that harmonize with the hue, value and chroma of her skin, hair and eye color; she will have a radiant glow about her, giving her a very polished look.

COLOR Characteristics DEFINED. To understand CHUVA Group's color theory, you really should know a few basic color definitions.

HUE is another word for color. Each color has an undertone of either yellow or blue. Tomato-red has an

undertone of yellow, and apple-red has an undertone of blue.

VALUE refers to the lightness or darkness of a color. Sky-blue is lighter in value because it contains more white than black, and navy-blue is darker in value because it contains more black than white.

CHROMA refers to the clear or muted nature of a color. A muted color is created by adding gray to a color. Pink is clear...mauve is muted.

Denise is what I call a "bright earth", which means her concept of color is like that of a mountain during the change of leaves in the Fall: brilliant reds, glittering golds, deep rusts and maroons. In addition, colors found in a peacock feather: turquoise, vibrant purples, rich yellows and warm greens.

These color options enable Denise to make intelligent color choices for hair, makeup and accessories.

Hair Color

Earth's need depth and richness. Denise had allowed her hair to

grow in length and color for her Session. Her hair color was getting too light, taking away her rich qualities. You can see Jimmy Van Boxel's article about what specifically he did for her hair color.

Makeup colors

Denise's best colors for makeup are warm-based colors. For example, we used a soft brick-red for the photo shoot for more contrast. For day-to-day, she can use natural lip tones. You can read the "beyond makeup" article for more specific suggestions we made for Denise.

Accessories

Denise looks best in gold-tone accessories; however, she can use silver because of her natural clothing style. Naturals love silver and look good in that metal tone, but only when they are dressing more casual.

Inside CHUVA





Barbara Veseu Johnson

Since 1980, Ms. Johnson has used her unique make-up approach to serve a clientele that ranges from presidents to homeless women. Makeup is a life long interest that started with attempts to cover a birthmark and led to the realization that the makeup is only as good as the selfesteem of the person who is wearing it.

As a result, Ms. Johnson parlayed an art and anthropology education, make-up training and extensive experience in the television and beauty industry into an unorthodox, practical, simple approach to the why and how to of makeup. Whether it is preparing talent for a television appearance or boosting the selfesteem of a homeless mother, she sees the unique beauty of all.

Ms. Johnson joined forces with Parker Geiger and the Chuva Group in 1989 where she continues to convey her unique message of simple, successful self-decoration through private consultation and through lectures, seminars and TV appearances. Both Ms. Johnson and her make-up work can be seen in print and on major networks and news outlets.



lips

Line lips with a neutral lip liner and fill in with a lipstick or gloss of from your palette of colors.

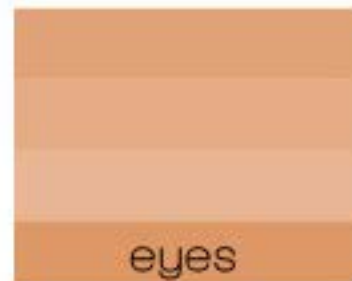
face

Your face is your canvas. Prepare it carefully by patting concealer under the shadow of the eye and foundation to match your skin tone. The foundation should match your skin tone and be used sparingly, concentrating on the center of your face and blending out to the edges. When complete, add loose powder to set the canvas for the next step, the eyes.

Beyond Makeup

Barbara Vesey Johnson
Make-up Artist

Personal Color Palette



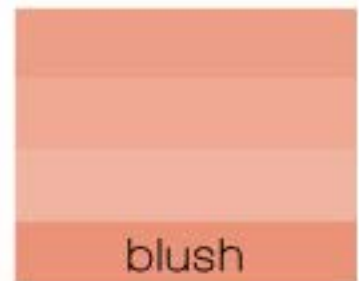
eyes



foundation



lips



blush

eyes

Canvas. Gently define the eye with a pencil line drawn from the outer corner inward as close to your lashes as possible. Gently smudge the top part of the line to even and soften the line and draw upward toward the crease in the outer corner to further define the eye. Dust a pink brown blush on the brow bone to make your eyes really pop.

cheeks

Choose a soft tone and brush lightly from back to front on the apple of the cheek making sure to go no higher than the center of the ear. Go any further in than the center of your eye, and no lower than the tip of your nose, using these guidelines help to get the blush even and in the right place. Remember less is more and always finish with a light dusting of loose powder to blend and soften.

Body & Mind

quick stress reducing tips

by Massage Therapist Kanika Maya.

Take time to breathe- you can always catch your breath at a stop light or at your desk! Taking a deep breath calms the nervous system and helps clarity of thought

Get up and go for a walk- Whether its out walking to lunch or taking the long way to the copy machine /water cooler, a quick walk gets the blood pumping to alleviate sluggishness in the mind and body

Stretch! Stretch! Stretch! Most of our daily muscle tension comes from repetitive movements- opening doors, clicking the mouse, putting up groceries and most of all- talking and chewing. The muscles of mastication (chewing) are some of the strongest in the body. Grinding teeth while we sleep, chewing gum, talking all day at a meeting can all lead to jaw joint

dysfunction and sometimes headaches. The easiest way to stretch your chops is to open the mouth slowly and as wide as comfortably possible. I notice my jaw and hands clenching most when driving so next time you are at a stop light take time to shake out your hands and let out a little roar!

Being aware or how you feel is the most important stress reliever. Ask yourself throughout the day How is my posture? Is the weight of my book bag/purse/briefcase making my shoulder hurt? When is the last time I had a big glass of water? How long have I been sitting in front of this computer?

Being aware or how you feel is the most important stress reliever.



Inside CHUVA



Chuva Group is an Image Development Training Center based in Atlanta, Georgia, USA. Since 1985, Chuva Group has been conducting professional development programs in the United States and South America. Our ongoing client base includes CNN, Coca-Cola, Turner, ESPN, Cartoon Networking, Delta Airlines, Johnson & Johnson, HBO, Ernest & Young, Assurant Solutions, UCB, American Express, Ritz-Carlton Hotels, Hyatt Hotels just to name a few. We are about empowering professionals to help with their self-awareness, self-esteem, physical image and presence.



Fall Fashion Forecast

Craig Chorney



- Understated pave' replaces hard core bling.
- Patterned behavior, plaids and checks print inner temples.
- Shields are smaller and contouring
- Chains of love link us to the fall
- Shine on with anything patent leather or glossy.
- Lace lends itself for a ladylike demeanor.

- Big plastic stones bejewel temples.
- Sequin is the new glitter of its time!
- Small and medium shapes continue to gain momentum from spring.
- Metal and plastic combinations come into the forefront.
- Crystal colors continue for fall in jewel tones.

- Laser cut details continue into this season.
- Exotics are essential.
- Animal prints, real or faux return with a roar.
- Lucite still looks right!
- Tokyo tortoise gains strength.
- Crystals outshine the world.

moonshadows

The seasons hottest accessories are richly decorated, sumptuously textured and jewel-toned works of art. Sophisticated styling and architectural symmetry define the key to fall sunglasses.



brilliant brights

Luxe be a lady!

A new polish has emerged, and this trend could not be more appropriate for ladylike accessories! Clutches, gloves, hats, perfect pumps, and of course, the perfect sunglass! Silhouettes are very tailored and fit to perfection. This modern romance with tailoring is the latest take on put-together dressing.

PS. red lipstick is mandatory!

North by Northwest

Menswear meets the outdoors woman! Think of men's Tailoring, but for women, button down shirts, vests, ties, plaid, argyle, or checks, mixed with a great knit sweater that looks hand-crafted! The fedora or a great knit/furhood add maximum coverage. Retro sunglasses add a layer of retro Annie Hall to the mix.

fall08 color palette

metallics

Infusions of Grandeur

Indulge in the opulence and glamour of the roaring 20's, Hints of art deco, lustrous metals and lacquer, Fur and a dash of medieval armor dominate this evening and holiday trend that is sure to be the richest and over the top yet!

Bold colors, gemstone hues and grey tones create the fall season! Every color of the rainbow was used to create singularly shocking waves against a back drop of black, which takes on a totally new feeling this season that is anything but basic.



jewel tones



CHUVA
group

**The Professional &
Personal Image Center.**

Hair Matrix

interview with Jimmy Van Boxel



Jimmy Van Boxel holds top awards throughout Europe and is a five time USA national champion of international competitive hairstyling.

What was most important in choosing the right hair color for Denise?

Denise was over due for color, as she waited until she met with CHUVA, so she gave us a great place to start.

Earth's need depth. Denise's base color overtime from color became too light so we applied a warm, darker base color. We then added some warm highlights to keep the face bright. This not only created the depth Denise needed but it also gave her great contrast around the face so she does not always seem washed out. This allows her from relying so much on makeup and clothes to create that contrast.

How did your haircut technique improve Denise's style?

Two things: First, the bangs Denise wore were cut and styled straight across, giving

her face the silhouette of a u-shape. Second, we styled the bangs with a more swoop across the forehead, helping to open her face.

We also took the roundness away from the existing cut. Denise is now able to wear her hair behind her hairs as well. Keeping fullness from the base of the ear down is essential in keeping her face balanced.

Were there any style tips that stood out to be most important in the overall style and at home maintenance of Laura's hairstyle?

To banish bad hair days forever, we used my famous ear-to-ear trick: parting the hair horizontally from top of the left ear to the crown of the head and down to the top of the right ear. We then directed and blow-dried the hair from the ear-to-ear part line to the back of the head creating fullness in the



crown and preventing the hair from splitting down the middle, parting and going flat.

To maintain Denise's haircut shape, 6 weeks in between haircuts is ideal for optimum shape and styleability. Color may also be touched up every six weeks. In all, we gave Denise an updated look that will compliment and accentuate the fresh, new, progressive image that CHUVA is helping her create.



STYLE

Parker developed Image Training programs for companies since 1985. As a consultant for Color Me Beautiful, he became their National Trainer for its retail sales division.

Q&A

by Parker Geiger



When each image design element is in **harmony** then the individual is in **balance**.

What is CHUVA Group's philosophy of image development?

There are two parts to our philosophy. The first part is about harmony and balance. We begin with what we call the four-design-elements: body, face, color and personality. We believe that when each image design element is in harmony then the individual is in balance. For example, when one wears colors that work with their skin, hair and eye colors, then their coloring is in

harmony. Or when one's body type is more angular and they wear lines that complement those straight lines, then the silhouette of their garments harmonize with their body type. When all 4-design-elements are in harmony, then the individual is in balance. The second part of our philosophy for image development is a formula that we at CHUVA Group believe is what makes each of us unique individuals: Science + Art = Style™

Can you elaborate on what that means?

A good example for women: scientifically, one's coloring might be from the water element, which calls for dark, vivid, sharp contrast; however, if his or her personal clothing style is more natural, then those type colors in make-up will most likely overwhelm them; therefore we might use cool colors, but more muted not bright and clear.

A good example for men: oftentimes, we work with men that physically may have a more romantic look but their personality is more classic. In this case one typically dresses to accommodate his physical characteristics or personality, ending up with a very disconnected look.

Instead, the key is to marry the two so that they have a look that is in harmony with each other giving a very balanced presence. You see how this brings the philosophy full circle?

continued on the following page



Denise is a dramatic-natural. The dramatic describes the type of natural she is. As a natural, Denise should think texture and relaxed. Textured in the sense of soft bulky and soft tweedy fabrics to accommodate her hourglass

body type as well as raw silk look and feel. As a natural, she looks great in separates. For example, instead of a one-piece pantsuit she might opt for a jacket that coordinates with a pair of pants.

Because of her combination body type, Denise should wear fabrics that are not too tight a weave, as this can be too "stiff" for her hourglass body.

The dramatic side of Denise does not mean wearing the latest hi-fashion couture or eccentric looks. It actually deals more with scale. And it has to be in touches, for example, a larger scaled belt or necklace and earrings. Again, touches of drama; an over scaled belt, handbag, necklace and earrings would overwhelm Denise's natural style. She would literally feel like a clown.

Secretly Denise has always dreamed of being a Broadway dancer so we hope that we have brought some of her Dramatic energy to the surface!

After being in a conservative company for many years, it was easy for Denise to dress classic and safe. Due to changes in corporate dress over the past 10 years, where fashion plays more of a role in how women dress for business, we worked to stretch her existing boundaries, not changing Denise, but showing her how to stretch the boundaries...boundaries that only she can define 25 years old.





Dress for where you
want to go, not for
where you are!

After examining
wardrobe she
pieces that w
okay but were
and certainly
representative
Dramatic/Nat
So off to the s
went.

This was not j
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go to various
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learn what wo
Below I have
wardrobe tips
Denise mainta
functional war

1. Hang garme
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Wardrobe Col
or need to be
with the hang
opening facing

Closet X-Ray

looking underneath you exterior

reminder as to how to utilize that particular garment.

2. Hem your skirt with a 3-way mirror to ensure that it is the same length all around.

3. After you review your Wardrobe Portfolio, make a list of the things you need, and then create a budget for those items.

4. Remember, just because something is on sale does not make it a bargain. If it does not look good on you you should not wear it, even if the store gives it to you!

5. Don't dry-clean your garments too often. Chemicals can break down the fabric, reducing its wearing time; however, you may have the garment pressed as often as needed.

Buy quality not quantity; better grades of fabrics lasts longer. Example:



Cost of item (divided by) total number of wearings = cost per wearing

One Suit at \$350.00
to wear 5x's per
month for 3 years

5 x 12 months x 3
years = 180 times
\$350 (divided by) 180
= \$1.94

6. Be sure that your handbag coordinates with your outfit.

7. To "finish-off" a professional image, your suit's sleeves should be hemmed at the break of your wrist.





Available exclusively
through
our sales associates.

For your personal showing
please contact:
Ansley Conner, ATL Manager
404-352-2442
aconner@worthltd.com

Preview the collection at:
worthwear.com

The Photographers View

The Experience of Shooting with Denise

"Photos are the gateway to the world where the story is told"

your
For most
not a natural
In fact, a lot
front of the
at lack of
ugh the
photo shoot
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photo that
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you have
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periods.

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music can

be an excellent way to produce the creative energy and comfort needed to produce great photos. Find out in advance if the photographer either has some music that you will enjoy, or will allow you to bring your own.

Bring the right wardrobe. A detailed discussion about wardrobe is an essential step to any photo shoot. In some instances, wardrobe will be provided by the photographer or other party involved in the shoot. More likely, however, the photographer will advise the client on what clothing to bring to the shoot. In considering wardrobe, you should carefully follow the advice of the photographer or stylist. In addition, you should not overlook accessories such as watches, necklaces, beads, bracelets, hats, and scarves. It is better to err on the side of bringing

too much to the shoot, than not having enough.

Let the photographer know about your scars and blemishes. Letting a photographer know in advance of scars, blemishes, chipped or missing teeth, etc. in advance of the shoot may help prevent awkward moments in the studio. Often-times the photographer can compensate for such blemishes through posing, angles, lighting, or post-shoot editing. Remember NO ONE is perfect.

Remember the purpose of the photos. The direction of a photo shoot is largely dictated by the manner in which the photos will be used. The purpose of the photos will determine many aspects of the shoot including wardrobe, poses, facial expressions and lighting. Make sure that the photographer understands how the photos will be used, or if they will be used for more than one purpose.

Share your creative ideas with the photographer. While the photographer or creative director may be directing the shoot, the shooting process should be a collaborative effort. Do not be shy about sharing your ideas with the photographer whether they occur before or during the shoot.

While the main goal of any photo shoot should be to get great photos, the process of getting those photos should be fun and exciting. With Denise, it was amazing to watch her grow from somewhat timid and awkward at the beginning of her shoot to downright fierce and confident by the end. All of the essential elements—hair, makeup, and wardrobe combined beautifully to produce images that will yield results for years and, perhaps, even generations.





P

S

Your eye
soul an

Get to know the photographer before the shoot. Perhaps one of the most overlooked aspects of a successful photo shoot is the rapport between the photographer and client/model. If at all possible, you should spend some time with the photographer before the shoot. A good rapport will help put the client/model at ease and set the foundation for natural-looking photos. If a pre-shoot meeting or telephone conversation is not possible, you should learn about the photographer through other methods including studying the photographer's bio, consulting with his or her staff, or reviewing his or her website.

Know what to expect from the photo shoot. You should know where the shoot will be held and who will be present during the shoot. The number of people present at the

shoot could vary widely. You could be one-on-one with the photographer, or there may be a "team" consisting of one or more photographer's assistants, a wardrobe stylist, a hair stylist, makeup artist and maybe even a creative or art director. Avoid any surprises by finding out in advance who will be present when your photos are taken.

Practice makes perfect. Although it may seem silly, practicing smiles and other facial expressions in a mirror can be very helpful. Depending on the type of shoot, the photographer may ask for certain expressions. If those expressions have been practiced, it will be much easier to produce the desired looks upon request.

Be open-minded but know your physical and moral limits. For some people, taking photos is not a comfortable or comfortable process. Lots of people dread being in front of a camera. Unfortunately, this discomfort often shows through in photos. Preparing for a photo shoot involves a mental process to get inhibitions out of the studio. At the same time, you should know and respect your limits. Never let pressure you into taking a photo that makes you uncomfortable. Let the photographer know if you have any physical limitations that might keep you from striking certain poses or standing for prolonged

Bring your favorite music to the shoot. Experience has shown that a few things relax clients more than their favorite song. The right m



überzoot
hair company



STYLE?

by **Parker Geiger**

So where does Denise fit into all of these categories?

Denise is a dramatic-natural. The dramatic describes the type of natural she is. As a natural, Denise should think texture and relaxed. Textured in the sense of soft bulky and soft tweedy fabrics to accommodate her hourglass body type as well as raw silk look and feel. As a natural, she looks great in separates. For example, instead of a one-piece pantsuit she might opt for a jacket that coordinates with a pair of pants.

Because of her combination body type, Denise should wear fabrics that are not too tight a weave, as this can be too "stiff" for her hourglass body.

The dramatic side of Denise does not mean wearing the latest hi-fashion couture or eccentric looks. It actually deals more with scale. And it has to be in touches, for example, a larger

scaled belt or necklace and earrings. Again, touches of drama. An over scaled belt, handbag, necklace and earrings would overwhelm Denise's natural style. She would literally feel like a clown.

After being in a conservative company for many years, it was easy for Denise to dress classic and safe. Due to changes in corporate dress over the past 10 years, where fashion plays more of a role in how women dress for business, we worked to stretch her existing boundaries, not changing Denise, but showing her how to stretch the boundaries... boundaries that only she can define.

Our process with Denise is not a one-time fix. It takes time to learn what works and what doesn't work. When it comes to building a wardrobe there is much to consider. This is not just true for Denise but for others as well.



STYLE?

by **Parker Geiger**

Our process with Denise is not a one-time fix. It takes time to learn what works and what doesn't work. When it comes to building a wardrobe there is much to consider. This is not just true for Denise but for others as well.

It's about learning what parameters are good and how to interpret fashion trends that are relevant to her. We helped Denise define the image or look she wishes to project, and not let fashion dictate the outcome. She does; however, need to stay up-to-date. If you fail to do this, the perception can be that your talents and skills are not up-to-date as well!

That's what we did for Denise. We gave her the foundation to work from so that she can look at fashion to stay updated, but only incorporate what is right for her.

You mentioned body types, what does that mean?

There are 3 body types: angular, combination and curved. This really helps to identify the silhouette and details that are best. For example, Denise has a curved body type, which represents that of an hourglass figure. Hourglass body types generally do well with belted garments; I shirts or jackets. Curved body types typically have more sloped shoulders.

Generically speaking, Denise should avoid extreme angles in patterns and accessories, utilizing soft curved lines. This can be accomplished by selecting fabrics that are soft to the touch, loosely woven and/or light in weight. Collar lines ranging from notched, shawl to lapel-less collars work best.

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CHUVA

group

b e y o n d

YOU



book your appointment today for
the "See Beyond Yourself" program

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CHUVA

beyond **branding**



CHUVA

beyond **consulting**



CHUVA

beyond **image**