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Bellevue Reporter

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Giving moms a makeover

Savvy shoppers save time to look good, feel great

By **CARRIE WOOD**
Staff Writer

Moms bring a new meaning to the maxim "shop 'til you drop."

Sarah Hasselbeck, mother of three, describes her shopping experience more as a "fire drill" — she shops, drops her purchases in a cart and rolls as fast as she can to the nearest exit.

"I honestly don't have the time to shop and I don't really get the right thing," the Bellevue resident said.

So when it came time last year for her to attend the Super Bowl and Pro Bowl with her husband Matthew, Seattle Seahawks quarterback, she panicked.

She needed to quickly step up her look.

Style Coach Kim Crumpler, owner of Uniquely Savvy, worked around Hasselbeck's busy schedule and helped her create the mom-friendly wardrobe she needed for the trips.

Crumpler's business helps people recognize how clothing can be a catalyst to improve self-esteem, free up time, and clear up mind space that is otherwise occupied by self-image, appearance and other related issues.

"I'm passionate about helping moms feel confident in their own skin and style so they can do what they are best at — loving their kids and families," Crumpler said.

For many moms, time is the one in-



Fumiko Yarita / Reporter

Kim Crumpler, left, shows Sarah Hasselbeck the outfit she picked and coordinator for her as they stand in Hasselbeck's closet.

redient that's often missing when trying to create the wardrobe she loves, Crumpler said. It takes time, knowledge and confidence to create a wardrobe solution that's fashionable, practical and highlights mom's individual shape and style.

Another challenge for moms is that

often times they take a back seat to their own needs.

"You spend so much time looking for your kids' clothes," Hasselbeck said. "Moms get their kids the cutest things and then it's time for you to get ready and you haven't even thought about yourself."

Crumpler helps customers manage their time by personally shopping for them. She also shows them how to look good so they can feel great about themselves.

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Makeover, from page 1

For Hasselbeck, Crumpler created "snappy" casual outfits for both the Super Bowl events in cold Detroit, to warm weather Pro Bowl events in Hawaii.

During a consultation, Crumpler went to Hasselbeck's residence and dug through her closet to get an idea of her taste.

Many savvy moms who like to shop, but just don't have time, buy pieces of clothing they love, but don't have anything to go with them.

In Hasselbeck's closet, Crumpler found a purple velvet jacket, a pair of Gucci shoes and a light blue Nanette Lepore jacket — all without mated outfits.

Crumpler took those pieces with her and later pre-shopped at stores such as Manhattan Boutique, Louis Permia and Nordstrom to select completed outfits.

The clothing and accessories Crumpler searched for had to meet Hasselbeck's stipulations; they had to be based around the jeans she wears every day, and mom-friendly.

"I had to be able to hold a baby because my son was about 9 months. I didn't want anything too revealing or things that kids could get really dirty or wrinkle," Hasselbeck added.

On a subsequent day, the two met at the stores to ensure proper fitting, cut and color. Crumpler had everything coordinated, from undergarments, to handbags and shoes.

A year later, Hasselbeck still wears the clothes that Crumpler helped her pick out for the football events.

"Working with Kim turned the tide from that mommy stage where you don't think of yourself too much," Hasselbeck said.

Crumpler said it was rewarding to see Hasselbeck light up in front of the mirror when she tried on her clothes.

"When I was wearing these clothes, I felt beautiful and that radiated," Hasselbeck said.

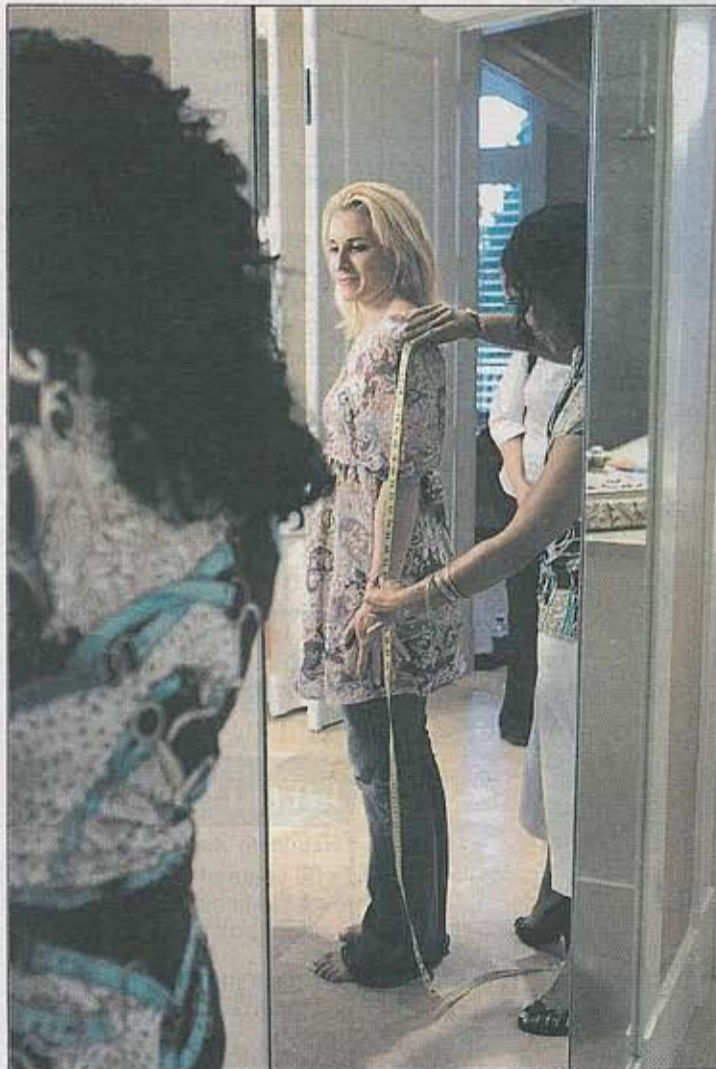
As her husband has told her, you play good if you look good — and Hasselbeck said she feels great.

For information, call 425-503-9885 or visit www.uniquelysavvy.com.

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A fashion magazine is checked for styles.



Fumiko Yarita / Reporterphotos

Kim Crumpler measures Sarah's arm length.

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