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ENTREPRENEURS & PROFESSIONALS  
REVEAL THEIR CORE STRATEGIES FOR  
GETTING TO THE HEART OF

**HEALTH, WEALTH & SUCCESS**

# The Soul of Success



WITH  
**Jack Canfield**



FEATURING  
**Ulrich Kellerer**

## CHAPTER 59

# **IT'S ALL ABOUT FASHION –THERE IS NO SECOND CHANCE FOR YOUR FIRST IMPRESSION!**

BY ULRICH KELLERER

*FASHION as an expression of personality.*

*FASHION is a way to express your own style.*

*FASHION to impress others.*

*FASHION to represent your value in society.*

*FASHION is see and be seen.*

*But stop!!!*

### **THERE IS NO SECOND CHANCE FOR YOUR FIRST IMPRESSION!**

In fractions of a second, our brain decides whether something is good or bad. All the stored data and impressions give us just the visual impulses for immediate assessment and categorization.

There are not only impressions perceived by the eye, but also odors and gestures have a direct signal effect on us.

The ability to store and analyze these impressions can help us to make the right decisions and to attract the right people and situations.

Only limited psychological knowledge is required here.

From earliest childhood there is only one maxim:

Do everything to attract Attention!

What children have learned right from the cradle is applied successfully throughout life.

## **FIRST IMPRESSIONS IN COMMUNICATION**

There are certain countries that have perfected these communication skills to true mastery. All Mediterranean countries as well as the U.S. have made the “talk to everybody” a general philosophy of life.

Only those who ask questions are entitled to answers.

In today’s world, where all information is permanently available, people use all kinds of Social Media – i.e., Facebook, Twitter or LinkedIn. Emails, SMS, MMS and Skype are ways to interact with all people at any time and share all kinds of information.

Everyone becomes a designer and creates his own desired image, and thus influences his public image.

But there really is too much of a good thing, exaggerated soul-striptease certainly has never done any good for anybody.

What do I do to my environment and how do I filter the information that is shared? Here as well, the so-called “instinctive feeling” helps a great deal and should be an important component in dealing with others.

### **Appearance and Reality**

Nowhere the difference between appearance and reality is as small as in the fashion world.

Here it is possible to cover up inner problems with the desired public image. Whoever appears stylish blinds his environment and lets personal deficits take a backseat.

You only have to stand apart from the herd, and everyone will believe

the performance is authentic. You simply hide behind your self-created façade and play your desired role.

### **Myth “Fashion”**

Since the onset of human civilization, fashion has always been a possibility to keep up with the times and to express your personality.

There have always been trends and general rules that fit every era.

But who sets the trends?

The general understanding of fashion was subject to the respective beliefs and customs. At all times, religion, culture, status, politics and life situations played a major role in determining what was in fashion.

Certain trends repeat themselves time and time again, and the designers of this world cannot reinvent the wheel.

Fashion is much more complex than just reducing it to clothing.

### **Fashion and Intuition**

Even if you want to express your feelings, fashion helps to emphasize your own mood.

You can project your mood through clothing to show how you feel inside.

Since we spend our whole day at work with people, and even in private seek the company of friends and acquaintances, we develop a sense of how we act on others.

This is where fashion helps to represent our current mood. Unfortunately, many women tend to compete against each other when it comes to fashion. Here the usual “competition” is fought out via clothing.

In addition, of course, there are the comments by others about your clothing. Again and again, you’re confronted with other people’s visual appearance and are misled to judge others wrongly.

The more confident and relaxed we deal with the issue, the more attractive we are to the environment.

### **Yesterday and Today**

Whereas in former times, we looked specifically for availability of

fabrics and materials as well as good fit and production capability – and included convenience and everyday use. Today, in a globalized world, anything and everything is available at any time (i.e., Internet, Online Shopping 24 hours).

This hasn't made things any easier because expressing your own style is a challenge, and the best way to display the way you feel inside.

However, in a world where you make hundreds of decisions every day, consciously as well as unconsciously, fashion is a little ambiguous.

Let's take a closer look at the categories of fashion freaks:

### **1. The Conservative Type**

He does not want to catch the eye of others with clothes, furniture, or cars that are outside his own safe, predictable and reasonable style.

Being adapted to his environment at work, his neighborhood and society, he puts emphasis on stability, predictability and familiar territory.

He is also perceived that way from the outside, and all is well for him.

### **2. The Flamboyant Type**

He has no problem with eye-catching colours. Instead, he shows the world that colours and extravagance are part of his life.

He wants the outside world to see how brave and extroverted one can face this world.

He presents himself on a daily basis and lets his flamboyance become his own trademark.

### **3. The Eco-Type**

A long time ago, he made the decision to behave in an environmentally-friendly manner on this planet.

The dwindling resources are used by him wisely. Not only the use of organic food and ecological furniture is a must, but also clothing that is manufactured without pesticides and other pollutants.

Usually you will notice this, but that's also an expression of his philosophy of life.



#### **4. The “Not-Interested-In-Fashion” Type**

He is distinguished by the fact that talk about fashion annoys him. He cannot (and doesn't want to) understand the emphasis put on fashion in society.

He deliberately shows that his focus is on other things. He avoids the mainstream and trends. He does not allow himself to be influenced by the media and lives his own life.

#### **5. The “Price” Type**

Everything that he considers to be fashionable depends on his attitude to obtain a bargain. Under no circumstances will he pay what he thinks is an overcharged price, but feels only comfortable at the “red price” (Discounts of 30%, 50% or even 70%).

At this point, he buys and considers himself a “Smart-Shopper”, even when style suffers.

#### **6. The Fashion Freak**

He steps forward to show the world how intensively he copes with fashion.

He is up-to-date, fully informed about current fashions and trends and uses every possible opportunity to display his taste in fashion.

He enjoys full attention and puts time, money and vigor in to impress his environment.

#### **7. The Casual Type**

In a world that provides more and more leisure time for everyone, the casual type wants to live in a comfortable and pleasant way.

Accentuating his relaxed attitude of life, he feels good in casual wear.

“Feel ‘at home’ in the world” is his motto, and he neither overrates the whole thing nor underestimates it.

#### **8. The Elegant Type**

He affords the privilege of treating himself in a world that more and more finds itself left without etiquette and good manners.

He has a strong feeling of self-worth and surrounds himself with precious and beautiful things.

So is his outwardly recognizable style.

### **9. The “Stay-Young-Forever” Type**

Fights himself and his elapsing timeline. He joins each and every trend to stay young.

Be it cosmetics, clothing, or accommodation, he (or she) wants to be praised with expressions that confirm his (or her) youthfulness.

More often than not, his behavior isn't suitable for his age, but the desire to be young justifies the means.

### **10. The “Who-Cares” Type**

Since he avoids all hype about fashion and trends (and refuses to understand them), he apparently lives a relatively easy life.

One should ensure that supposed easiness does not turn into negligence. A certain superficiality is a distinctive fact, and rarely does he step out of his comfort zone.

## **BUT WHICH TYPE ARE YOU?**

Different types of questions and answers allow you the possibility of figuring out what fashion-type you are.

If you consider the decisive statement, things can only get better. You have to understand that:

*There is no 2nd chance for your first impression.*

We, as humans, have different ways to perceive our environment and our fellow humans.

There are eight different types of people in the world:

### **1. The Extroverted**

He puts his whole energy into the outside world.

He is open-minded and lives for outside things. He is perfectly able to adapt to his environment. For this he gains recognition and confirmation.

That promotes his self-consciousness. He must try to be where everything happens. He has a talent for improvisation. Principles are alien.

## **2. The Introverted**

He turned his back on the outside world.

He is difficult to understand. He lives in his own internal world that is fulfilled, and he is very principled. Oftentimes, he just listens to conversations instead of joining them.

He likes to withdraw to his own world of ideals and ideas.

There is often tension between reality and inside world.

## **3. The Theorist**

He strives to understand the outside world intellectually.

He loves order and looks out for generalities and generalizations.

## **4. The Aesthetic**

He is highly influenced by the outside world and processes his impressions for self-expression.

[In this category you will primarily find a lot of artists.]

## **5. The Socially-Minded**

Helping others is his destination.

He feels at home in health care and the social professions.

## **6. The Power Monger**

He wants to rule and take a leadership role.

He is convinced of his ability to lead and strives to influence his fellow humans accordingly.

## **7. The Sentimentalist**

He lives off of moods and is of a romantic nature.

The right words, actions, and ambience are important to him.

He just wants to feel good.



## **8. The “Visual” Type**

He perceives his world with his eyes.

Everything he sees is scanned and evaluated immediately. Within a fraction of a second, what has just happened is found good or bad.

He relies on his trained instincts and notices positive as well as negative changes in his own picture of this world.

## **FASHION AND LEISURE**

In a world where everything is always available, leisure activities are becoming more and more important.

When you’re on vacation and travelling, you just like to feel comfortable and therefore choose comfortable clothing, like T-shirts and Bermuda shorts. Polo shirts and swimwear are an expression of your desired holiday feeling.

Clothing is worn here which can rarely be seen in everyday life. It’s all about vacation, which means just pure relaxing.

## **FASHION AND IMAGE**

Fashion offers everyone the opportunity to create his own image and to emphasize it accordingly.

Anyone can represent their own “brand”, and cultivate this individual form of expression.

Self-confidence increases by skilfully combining clothes that suit your type. Creativity is stimulated here as well.

## **FASHION IS LIFESTYLE!**

As with all expectations, when it comes to fashion one thinks of the fulfilment of longings.

Too many magazines and TV shows create a suggestion of a make-believe world.

However, everyone is only human after all.

So, live in the here and now!

You can achieve anything with a pinch of humor.

Those who do not live as themselves will run after every trend forever.

With this in mind, have fun in the world of fashion.

And remember . . .

**“Fashion is Fun!”**



## About Ulrich

After finishing high school, Ulrich Kellerer went to work for six months in France and travelling became his passion. Being at Fashion Fairs in Italy-Florence, France-Paris, Berlin, Dusseldorf and Munich in Germany, he got well-known in his fashion field.

Ulrich started his career in the fashion business in the early 80's, when he took a sales position at Marc O'Polo and Mason's. His strong selling skills and tenacious personality quickly made him Sales and Product Manager, and finally CEO and shareholder of the company Mason's.

He then started his own trading company called Faro Fashion together with his wife as a partner. Faro Fashion specialized in the import of high-end Italian fashion wear. In 1998, Ulrich and his wife Inge and their Team took over the distribution of the brand **Closed** in Bavaria, Germany, which they have done for more than 17 years now.

Ulrich Kellerer advises his clients on latest fashion styles and trends. Most recently **Closed**, a leading European fashion company for women's and men's sportswear, appointed him their official fashion broker and location scout.

American celebrities and trendsetters, such as Brad Pitt, Tom Cruise, Patrick Dempsey, Sarah Jessica Parker, Katie Holmes, Drew Barrymore, etc. have been supportive in establishing **Closed** as a recognized brand in the US.

In 2012, Ulrich came to Philadelphia to attend a seminar with Steve Harrison and met Jack Canfield for the first time. Jack recommended that he write a series of books like he did with *Chicken Soup For The Soul*. So Ulrich's first book, *It's All About Fashion*, started here.

A media summit in New York showed Ulrich how the U.S. market worked. A further meeting with Steve Harrison and Jack Canfield in Philadelphia made his second life possible, including writing books and living for a new purpose.

Since 2013, Ulrich reads for charity every week in a nursing home, where he lost his mother seven months ago.

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