

BUCKS COUNTY
Courier Times

Fashion fix

A Yardley woman uses her expertise to revamp wardrobes, clean out closets and make people look good.

By **VICTORIA FORD**
COURIER TIMES

Everyone knows a Paula Molino. She's like the Molly Ringwald character in "Pretty in Pink" who made her own prom gown and it looked good.

As a kid, Molino asked for two things for Christmas: a sewing machine and a typewriter. When her mother said she could only have one of the two, the sewing machine won out.

She naturally excelled in sewing classes in junior high.

"[My classmates are] making pillows and I'm making suits," she recalled.

"I've always loved fashion ever since I was a little girl. I always wanted to be a fashion designer. That was my dream," Molino said, sipping cappuccino at a Newtown coffee shop sporting a fitted, deep blue blouse with three-quarter length sleeves that complemented her blue eyes. It was tucked neatly into a knee-length black skirt. A multi-strand pearl necklace fell at her collarbone offset by a pair of pearl teardrop-shaped earrings.

Her major in junior college? Fashion merchandising. Her bachelor's degree? Fashion design. Her first job? Clothing retail.

She's written columns and articles on fashion. She's taught fashion design. And most recently, she's started her own business called the Fashion Fix which helps people develop their own fashion sense.

"I suggest to [clients] the kind of clothing they

Living a dream?

Do you know anyone who's making a living as an entrepreneur of an interesting business or as an employee in an occupation he or she had always dreamed about? If so, e-mail ljohnson@phillyburbs.com or call 215-949-4205.



Paula Molino started Fashion Fix this past summer. She teaches customers how to get the most out of their current wardrobes.

LES McVICAR / COURIER TIMES

should wear based on their body shape, and the colors based on their skin and hair color," said Molino. "[Then] they know what to wear that's going to make them look great, camouflage any figure flaws, and accentuate . . . their best features."

For a fee, Molino sets up an initial consultation to talk to the client in order to get a feel for his or her stylistic taste, body type and shopping habits. Then it's off to the closet.

That blouse with the missing buttons you swear you'll sew on one day — it goes. The pants with the price tag still on them because you don't have a shirt to wear with them, well what's holding you back?

"The way a person dresses speaks volumes about

Fashion: Local woman helps others with style

This summer, she launched her enterprise.

"The hardest part when you start your own business is getting your name out there," Molino said. So far, her clientele has been established through referrals and contacts she's made speaking at seminars, mothers groups and women's organizations.

Nonetheless, Molino said there's no looking back.

"You can't compare it [to anything else]. The end result is . . . you get to call the shots, you get to be your own boss, and the bottomline is, it all comes back to you, so you get to control your own destiny."

For more information, contact Paula Molino at 215-321-7399 or visit her Web site: www.fashionfix.com. Victoria Ford is a freelance writer and can be reached at news@phillyburbs.com.



Paula Molino (right) goes through Sheila Cician's closet to make suggestions and to clean it out.
LES McVICAR / COURIER TIMES

that person. When you go into somebody's closet, you can really see who they are and what they're all about," Molino said.

Molino says she's not a "closet organizer" but rather teaches people how to get the most from their wardrobes and to dress in a way that is best suited to them and to their unique style.

Starting her own business was something Molino had thought about for years.

Finally, last spring she began looking into the possibility. For help and guidance she contacted the Service Corps of Retired Executives, a Fairless Hills-based organization that offers free business counseling.

