

Affluent speaks with
Audrey Quek
 Founder of Audrey Quek
 Image Consultancy



From winning Miss Singapore World 1999 to becoming one of the most highly sought after and talented image consultants today, Audrey Quek speaks to Affluent about her journey thus far

FIRST IMPRESSIONS

Some might find it unbelievable, or even unconventional, for a self-professed 'tomboy', who did not have long hair or dress in skirts until the age of 16, to become one of Singapore's most successful image consultants today.

Audrey Quek's journey to where she is today reads like the dream of every aspiring beauty queen. After graduating from the National University of Singapore with a degree in Real Estate in 1998, Audrey went on to win the Miss Singapore World pageant in 1999, and subsequently became the first beauty queen to organise the same pageant in 2000.

Following her reign, Mediacorp engaged her as a trainer of deportment and social graces. With this experience at hand, she went on to gain her qualifications as a certified image consultant in 2004.

She founded Audrey Quek Image Consultancy that year, which specialises in corporate image and etiquette management, and now boasts multinational corporations, such as Adidas, Hewlett-Packard and Singtel, as her clients.

For someone who has been so involved in sports and outdoor activities since childhood, from attaining a junior black belt in Taekwondo at 12, to swimming competitively at 6, one would definitely be impressed to see where Audrey stands today.

When asked about some of her memorable successes, Audrey lists winning the title of Most Beautiful Mum, together with her mother, as well as launching her first book, 'ABC to your Dream Job', as some of them.

Another milestone that she is proud of is the introduction of her own clothing line, 'Audrey Quek', which she designs.

"Style should not be depicted by the latest fashion trends; instead one's style is derived from wearing the style of clothes that flatter both their figure type and wardrobe personality as well as colours

that flatter one's skin tone. The ensemble of clothes with the right choice of accessories coupled with great poise and attitude enhances one's style too," she quips.

The evolution of shoes has also been of great interest to Audrey. She describes the way shoes have progressed from simple to sophisticated designs, integrating fabric used in garments, as well as the development of the heel into a fashion statement with embellishments, sequins and other quirky details.

"It makes a simple dress look stylish and becomes literally a symbol of stature," she adds.

"THE ENSEMBLE OF CLOTHES WITH THE RIGHT CHOICE OF ACCESSORIES COUPLED WITH GREAT POISE AND ATTITUDE ENHANCES ONE'S STYLE TOO" – AUDREY QUEK ON HER DEFINITION OF "STYLE"

"One had better be a work of art, or wear one," she remarks, a quote derived from Oscar Wilde, to further advocate her point.

Looking to the future, Audrey plans on setting up an image academy, as well as find time to write her second book and open a retail store for her clothing line.

And of course, one cannot help but ask an image consultant on what are the real secrets to looking good.

"It is a combination of a good skin regime, sufficient sleep, maintaining a good diet, exercising regularly and being in good spirits at all times! My secret, moderation and consistency in everything you do." ♦