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## **Colour Basis Opening Flagship Retail Men's & Women's Career Wardrobe & Image Coaching Boutique Near TCU in Fort Worth, Texas**

*Colour Basis transforms the images of thousands of high-profile TV news talent nationally; it has expanded to serve C-Suite professionals, political figures, business executives & management teams in Fort Worth, Southlake, Dallas, Weatherford, Granbury & surrounding areas.*

### **FOR IMMEDIATE RELEASE**

**Fort Worth, TX — Flagship retail store grand opening week, Sept. 30 - October 4.**



Teaching Troy Aikman how to tie a Windsor knot, getting Jim Nantz or Jerry Jones ready for a TV appearance or making NASCAR's Jeff Burton custom suits and shirts in addition to makeup and wardrobe guidance for local news talent including Karen Borta, Doug Dunbar, Pete Delkus and Dale Hanson are what we have done for 20 years. Now local professionals can get the same expertise at a new retail & coaching studio in Fort Worth.

Opening week will feature:

- Scheduled complimentary 'education stations'\* teaching various image-related topics for men and women by experts, including:

- How to Tie a Windsor Knot.
- How to Accessorize a Woman's Outfit
- Creative Ways to Fold a Pocket Square
- Shape Wear, Do I Need It?
- Eye Makeup Tips to Look Younger

- Product giveaways, selfie stations, food and drinks.

Colour Basis offers men's business apparel, including custom suiting and shirts, along with women's business attire, accessories, intimates, makeup, home and beauty—all available online at [colourbasis.com](http://colourbasis.com). The retail studio will also have a full menu of image consulting and coaching services, and educational opportunities.

Colour Basis is the first and only image coaching company that offers retail solutions on site.

The grand opening will take place at 1721 West Berry Street, just east of TCU in Fort Worth. Join us for the ultimate Big Mac-Over, a head-to-toe makeover of Fort Worth Star-Telegram award-winning sports columnist Mac Engel. Self admittedly, Engel is "image and wardrobe inept;" watch and learn as appearance expert, Christi Schreiber, transforms his image during the week's events from 9:00-6:00\* September 30-October 4.

According to Schreiber, Colour Basis President & CEO, the storefront will serve a growing clientele of image-conscious professionals who want expert feedback & direction on their look.

"I see people who crave education on how to dress for their body type," Schreiber said. "What looks good on them and, most important, why behind it. And stop being swayed by what's hot on social media."

Clients of Colour Basis can expect personal perks not widely available at the retail level. Having a proprietary HD Makeup line suited for extended wear and durability for sensitive skin, Schreiber and her team offer in-studio makeovers with customized, take-home 'face charts'.

Hours for the retail studio are M-F from 8:30 a.m. to 6 p.m., or by appointment.

## ABOUT CHRISTI SCHREIBER



Christi Schreiber, CEO/President  
Colour Basis

One of the most sought-after image experts in the country, Schreiber continues to build Colour Basis on her proprietary, systemized approach to image enhancement. Her current client list is a 'Who's-Who' among media industry leaders, including CBS, Cox Media Group, Disney/ABC, Fox News, Hearst Television, Nexstar, and QMI, among others.

Christi Schreiber is the only female business owner with the Berry Street Initiative in Fort Worth, Texas. Check out Colour Basis' involvement in BSI and her community being featured on [NBC-5 \(KXAS\)](#).

She contributes to industry texts, including the chapter 'The Visual Self: Makeup and Hair' for the Walter Cronkite School of Journalism (Arizona State University) textbook, "News Now." Schreiber makes speaking appearances to industry leaders as well as participating on professional panels and lends expert advice to inquiring clients nationwide.

Colour Basis is a specialty retail and appearance consulting company working with C-suite executives, managers, TV news anchors, and all professionals whose appearance is vital to their success. Being a leader in the industry for 20 years, Colour Basis most recently expanded its Fort Worth, Texas headquarters.

Expansion includes a flagship retail boutique with on-site image consulting, executive appearance coaching, and professional career wardrobe and accessories for men & women. Our mission at Colour Basis is to elevate the visual credibility, professional image, and approachability of our clients through expert image training in wardrobe and style education in hair & makeup. We have a blast visually transforming our clients to enhance their success.

*"We don't look good unless our clients look great," - Christi Schreiber*

\*Education session times for g/o week are 9:15, 12:15, 2:15, 5:15. Details on [FB event page](#).

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