



BRAND U.

A Goodwill Transformation

The Goodwill *Brand U Makeover* took place on Sunday, August 26, and what a day! It was full of shopping and dressing, hair coloring and styling, manicure and pedicure treatments, makeup, and all leading up to the final photo shoot. Two winners were selected from hundreds of registration forms that were received. Our winners were Brigette Arias and Ivy Hjornedik. Brigette is a mother of three young boys and spends most of her time tending to her family. While she loves them deeply and caters to their many needs, she is left with little time for herself. She was looking forward to a day of pampering and a new look she never had the time to create. Ivy is a high school student coping with being herself while trying to be unique in a world of glamour magazine images. She is shy and quiet and wanted to look beautiful without being too flashy. The makeover team certainly had their work cut out for them.

The alarms sounded at 9 a.m. where upon everyone rendezvoused at Salon Keriz'ma to commence the makeover madness with their before photo shoot. It was quickly under way as hair started to be teased, cut and colored in all directions. While hair dye was setting in bags and towels, we took the next trip to the Goodwill store in Cedar Park where the shopping frenzy began. The clothing racks were attacked as plain garments were tweaked and twisted to form new outfit of modern appeal. The dressing rooms were overtaken and shoes were scattered around the outfits – it basically looked like your closet on a Friday night after getting ready to go downtown. Then it was back to the salon for makeup and finishing touches. The makeover winners were looking like runway models with poises as natural as the professionals. At last, they were ready for the final photo shoot.



Brigette models one of her new Goodwill outfits and her new Goodwill shoe collection

Brigette and Ivy were all smiles as the stylists were cracking jokes, and everyone was enjoying the *Brand U Makeover* process. The finished product was the transformation of a soccer mom into a beauty star, and high school introvert into the next homecoming queen.

A huge thanks to all Goodwill employees for helping make this possible, our partners at Salon Keriz'ma for their beauty touches, Almost Impatient Productions for their photo styling, D. Brown Photography for capturing the moment, and to our wonderful winners who stuck with us through the day-long makeover process.

Goodwill – it's not what you wear, it's how you wear it.

Before

After

Brand U Makeover Team



Before

After

