



JULIA SOIMU
FOUNDER AND IMAGE CONSULTANT AT IMAGE ID

I was born and raised in a small industrial city in South-Eastern Romania and moved to pursue an education in Switzerland in 2000. My educational background is quite diverse—I began with a degree in International Relations and then obtained a Master’s degree in Business Management with a specialization in Marketing and Communications. After working for some time in the financial sector, I noticed that people around me weren’t paying too much attention to the small details in the way they dressed and presented themselves. People tend to forget the importance of first impressions; as human beings, our eyes will always focus on that one detail that seems out of place. I always loved fashion and style and knew that I could help people perfect their image, and so I chose to reconvert myself into an image consultant and open my own company to do so in Geneva.

I would say that my style is very classic with a touch of edginess. I like to wear jewelry and watches that match my outfit and personality. Just like with clothing, particular types of jewelry and watches suit certain people best. Image consultants use what is called “the four season color analysis” to determine which color palettes enhance a

person’s skin tone and beauty features. White gold, platinum and silver are the perfect options for some, while others might look best wearing pink gold, yellow gold and bronze. Silver-toned colors suit me best, so I try to choose a watch accordingly; although, I do like to have fun and experiment with gold from time to time!

My first wristwatch was a gorgeous Cartier Demoiselle, which I got in 2001 after moving to Switzerland. I also own a very princess-like Pascha from Cartier that I wear as my day-to-day watch. I used to like rather small and feminine jeweled watches. As I matured and gained interest in watchmaking, I fell in love with the mechanism of complicated timepieces. My ultimate dream watch would be a tourbillon from Audemars Piguet! As you can see, my taste in watches has moved away from classic to more daring designs, which is why I love the Audemars Piguet Ladies’ Royal Oak Offshore I am wearing today so much. I love this watch’s big size and the combination of prestigious diamonds with the sportiness of a rubber strap. I think it adds a very edgy look to a classic outfit and is contemporary while remaining so elegant. For me, it symbolizes sophistication and evolution, which perfectly reflects my personality and story. ★