



FENG SHUI™

A LIFESTYLE COMPANY

*define yourself*

*commitment to well-being*


# FENG SHUI SYNERGIES is a

complete lifestyle company providing a wide range of quality products and services that promote the art, science, and values of the Feng Shui philosophy.

*Define yourself* is the Feng Shui Synergies mantra. We aim to inspire self-awareness and empowerment in our partners, investors, co-workers, and consumers while employing sound business practices. We adhere to excellence in design and quality in our products and services, to an enthusiasm for natural goods, and to a philosophical commitment to the ancient tradition of Feng Shui.

Feng Shui Synergies works in collaboration with The Feng Shui Research Council, an advisory board composed of highly respected Feng Shui practitioners from the United States. Their depth of professionalism and experience spans from Fortune 500 Companies to private homes across the world, bringing their advanced degrees in medicine, education, and interior design to the practice of Feng Shui. As consultants to our company, the Research Council contributes to the process of design of all our products and services, from hang tag logos to apparel.

We live, work, and play with a commitment to well-being. Feng Shui Synergies' product lines explore the connection of mind, heart, body, and environment. We believe that combining the inner with the outer spirit can provide a practical means for creating beauty and harmony in daily life for individuals and families.

Our dedication to environmental causes and health-related social issues is central to our vision: healthy individuals support healthy families, healthy families promote healthy communities, and healthy communities sustain a healthy planet. 





*complimentary opposites*

**FENG SHUI** is an ancient Chinese wisdom dating to 3000 BC. An integration of art, science, and philosophy, Feng Shui strives to balance life's energy. Chi is the natural life force present in every aspect of life, from your office furniture to your houseplants, from the flame of a lit candle to a mirror's reflection, from your swimming pool to the gentle hills behind your home, to the clothing we wear. Arranging the flow of positive chi in your environment will encourage harmony, happiness, health, prosperity, and well-being.

Literally translated to English, Feng Shui means "wind and water," referring to the powerful forces of earth's landscape. Configurations of these shapes, colors, and patterns were studied by ancient Feng Shui masters to determine the flow of chi and its influence on tomb sites, home orientation, and personal being.

Yin and yang are the two primordial forces of chi. They are symbolized as complimentary opposites such as light-dark, sun-moon, or man-woman. Without one, the other cannot exist. Another core concept of Feng Shui is the five elements, which tie the natural elements to aspects of life. All things, even human beings, are composed of the elements: Earth, Metal, Water, Wood, or Fire.

The discipline is as appealing today as it was in ancient Asia. The popularity of modern Feng Shui practice, particularly in design, is testimony that Feng Shui is not a New Age fad. It is a mainstream lifestyle with staying power. ☐ ☉ ☿ ☿ ☿ ☿ ☿



*your personal style consultant*

# The FENG SHUI® LIFESTYLE APPAREL

brand enhances our most intimate environment: the clothes we wear. Ancient Chinese emperors and upper classes wore dynamic colors and garments that advanced their social power and defined their lives. The relevance of good Feng Shui living has not changed. It requires a commitment to your personal space, comfort, appearance, and relationship to others. By harnessing this rich history through Feng Shui-inspired colors, shapes, and materials, the Feng Shui® Lifestyle Apparel line can become your personal style consultant.

Integrate your image with your inner spirit, focusing on the significance of your apparel choices. Our clothing defines our day, our relationships, and even our mood. We choose one outfit for a business interview and another for a family reunion, feeling like a different person on each occasion. Feng Shui's five elements concept can channel your goals and dreams so that they are clearly projected to others through your apparel. This will energize your shopping experience and transform the way you dress.

The environment and Feng Shui are one in the same. Conscious living asks that we understand the universe in terms of natural elements and their energy cycles. The five elements of Feng Shui are Earth, Metal, Water, Wood, and Fire. Applying each element's inherent nature will help you achieve a harmonious self-image when coordinating your Feng Shui® Lifestyle Apparel. Wear one element at a time or mix and match to achieve balance. Different elements will resonate at different points in your life, so the brand can grow with your new goals and objectives.

Never before has an apparel brand transcended age, lifestyle, and location. From urban chic styles to down-home comfort, Feng Shui® Lifestyle Apparel offers a global appeal. Beauty is created through your way of life, yet Feng Shui is more than a philosophy. It's an internationally recognizable brand like no other. We do not promote an exclusive designer, just the integrity of time-honored wisdom. ■ © ◀ ▶






*finding true balance*

## FENG SHUI® LIFESTYLE SHOES

are the most integral part of your journey. They are the grounding force for your Feng Shui-inspired style. A well-coordinated Feng Shui, Lifestyle Apparel ensemble can find true balance when properly matched with footwear.

The colors and fashions of Feng Shui, Lifestyle Shoes are inspired by the five elements: Earth, Metal, Water, Wood, and Fire. From walking shoes to dress shoes, sandals to boots, our line of footwear incorporate the elements' defining qualities. Shoes from our Earth Element collections nurture your goals and dreams. The Metal Element collections parade your creative side and the Water Element collections indulge your sensual, mysterious self. The Wood Element collections exhibit your commitment to kindness while the Fire Element collections reveal to others that you celebrate every moment of life.

Health may begin with the heart and mind, but it does not stop there. Our feet must be tended to with the same insight and spirit. Feng Shui, Lifestyle Shoes are designed to integrate style and comfort so your total well-being is in harmony, soul to sole. 

# The **FIVE ELEMENTS OF FENG SHUI**<sup>®</sup>

are considered to be the building blocks of everything in the Universe. Each element has its defining characteristics. Feng Shui observes that human beings belong to all five elements, in varying proportions within each individual.



**Earth**



**Metal**



**Wood**



**Water**



**Fire**





The Earth Element collections embody chi's most centering qualities of nurture and trust. An earth-type is one who loves to share their success with others. Hues of taupe, brown, beige, and yellow exude the warmth of this element, representing health and generosity. Designed in collaboration with The Feng Shui Research Council, the Earth Element collections signify an overall sense of stability. ■●☞⋈



# EARTH ELEMENT

*nurturing . trust . integrity . health . generosity*

*purity . precision . creativity . focus . ethics*

# METAL ELEMENT



The Metal Element collections are designed in shimmering shades of white, gold, platinum, and silver. These collections signify chi's purity, precision, and focus. A metal-type personality is one who is energetic, with a definitive creative streak. Clean, vertical lines are characteristic of the Metal Element collections, together with ready-to-wear apparel that radiates professionalism without sacrificing comfort. □ ↻ ↺ ↻ ↻







The Water Element collections reflect the element's very nature—sensuality, wisdom, and elegance. A water-inspired persona is intuitive and serene. In consultation with The Feng Shui Research Council, these collections are designed to maintain a mysterious calm that is captivating. Flowing fabrics in black, slate, charcoal, and shades of blue symbolize water's adaptability and magnificence. ■ ◉ ◂ ◃ ◅ ◆



# WATER ELEMENT

*wisdom . sensuality . intuition . flow . mystery . communication*





The Fire Element collections are bright and passionate, like a burning flame. Inspiring and joyful, this line also reveals the intelligence and wit that fire-types embody. Reds, oranges, pinks, and purples are emblems of fire energy, even in pale hues. True to Feng Shui doctrine, the Fire Element collections ignite your spirit and enhance your personal style. ■ ◀ ▶ ↻ 🔍



# FIRE ELEMENT

*passion . intelligence . inspiration . joy . strength . popularity*

Feng Shui is emerging as a mainstream discipline pursued by corporate, celebrity, and consumer interests. Interior design for home and office, architecture, health, and fashion styling are just a few aspects of Feng Shui emerging in popular media. 📱🌐🔗📺

Volvo	Oprah
Cigna	Madonna
Marriott	Tom Hanks
Merrill Lynch	Paula Abdul
Siemens	Donald Trump
HSBC Bank	Martha Stewart
Motorola	Queer Eye for the Straight Guy

# RISING INTEREST IN FENG SHUI

*define your life*



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