

Discover Their Style

What is Their Wardrobe
Like Now?

First Impressions

- Humans Believe what they See
- Fight or flight
- We only a few seconds to make the right first impression – lets make sure we do it well!



How Do We Learn About Clothes?

- Mum
- Family
- Friends
- Magazines
- Shops
- Instinct
- Trial and Error



Compliments



Discover Their Style Exercises

- Their Mood Board
- Their Favourite “Things”
- Their Style Icons
- Their Style Words
- Their Style Personality



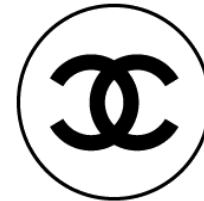
Their Mood Board

- Get Creative
- Choose images that reflect a desire or feeling – not just about the clothes or the model.
- Inspiration and ideas



Their Favourite “Things”

- Favourite Accessory?
- Bag?
- Shoes?
- Necklace?
- Ornament?
- Car?
- What is it that they love about this item?



CHANEL



Mercedes-Benz



Their Style Icons

Who does she admire?

- Famous or not
- Alive or dead

Reasons why?

- Character
- Style
- Strengths



Their Style Words

- How do you want to be perceived by others?
- What would you like someone to believe about you when they first meet you and before you even open your mouth?



Style Personality

- Classic
- Natural
- Dramatic
- Creative

- One type will be dominant but can be a mixture



Style Personality

Classic

- Traditional
- Timeless
- Simple
- Elegant
- Tailored
- Flexible



Style Personality

Natural

- Sporty
- Casual
- Soft tailoring
- Natural Fibres
- Comfort
- Relaxed



Style Personality

Dramatic

- Striking
- Bold
- Monochrome
- Tailored
- Structured
- Contrast



Style Personality

Creative

- Soft
- Feminine
- Delicate
- Interesting
- Texture
- Original



Our Style “Rules”

1. Only buy and wear clothes and accessories that you LOVE, make you feel GREAT and reflect your STYLE.
2. Dress for the body you are NOW – not the one you were 10 years ago or the one you’d like to be.
3. Size is just a number – go for FIT everytime – don’t focus on the number.
4. Expect to make alterations to get the right fit or be willing to spend time to find “the perfect garment”.
5. You don’t have to buy everything in the sale – you’re worth full price!
6. Don’t save clothes for BEST – wear them now!
7. Know your STYLE WORDS.