

# Discover Your Style: Beyond



I was at the last New York Fashion Week, observing all the fashion stylists, and I realized that my work was much deeper. I didn't just work with fashion; I worked with style. As I watched the latest trends on the runway, I understood that the true art of fashion lies in helping each person discover and perfect their own style.

## Developing Style

Style is said to be inwardly clear and outwardly fit. In other words, it's when a woman looks in harmony with her inner self and is appropriate for the occasion.

Some fortunate individuals are born with good taste and style; they have a natural sense of color and design or have grown up under the guidance of a mentor.

Many of us are not so lucky or naturally gifted. We learn what we can from those who influence our lives, such as our friends or mother, and from other factors such as our family's social or economic status. This guidance may not be sufficient to get us to where we want to go in life, and we need to seek information from other sources.

## Style... Does Not Equal Fashion

To develop style means to reconcile what suits our height, shape, and age with what's currently in fashion and to understand which 'looks' are appropriate for which occasions. To become a woman who understands fashion without becoming a slave to it. Tuition and the experience of trial-and-error can give any woman, from any background, the ability to achieve a look that is fashionable, flattering, and in good taste.

Our personal 'taste' affects the way we coordinate colors, patterns, and fabrics. Learning about harmonious color schemes, appropriate patterns, how various fabrics drape and relate to our individual shapes, and how to skillfully coordinate jewelry are all important steps in developing good taste. Start by studying fashion magazines and pattern books to sharpen your awareness of shape and design.



## Fashion fades, but style is eternal.

Simultaneously, gaining this knowledge and experience will allow you to express the woman within and will give you the confidence to become creative with your wardrobe. From that point onwards, dressing will become not only a pleasure but also each shopping trip an adventure.

# Discover Your Style: Beyond *Fashion*



Some say that style is an intangible quality that cannot be taught, that, like rhythm, you either have it or you don't.

We can all name women who epitomize style: the late Princess Diana, Jackie Onassis, Audrey Hepburn, Uma Thurman, Halle Berry, Lauren Hutton, and Nicole Kidman. All these women know who they are and what they're about. They dress their strengths, whether those strengths are no-nonsense clout, ethnic pride, a sense of humor, or wonderful legs. Women with style are interesting to look at; they exhibit a uniqueness that is difficult to copy.

While innate style is a rare blessing among women, it has been studied enough to give us some pointers. By following them, we can all develop our own style.

## Learn to recognize the elements of a perfect fit.

Fashion, in addition to changing constantly, can take itself too seriously; a woman clad head to toe in the latest trend is nothing but a mannequin. Never be led to believe that as long as you're wearing the latest style and color, you have made it. No fashion fad or latest color can make up for an unflattering or ill-fitting garment.

## Style... Is in the Detail

Whether you're partial to dramatic earrings or the most minimal studs, style is about mindful accessorizing. In other words, consciously choosing what you put on rather than just piling on the usual assortment of mismatched rings, watch, and whatever earrings/scarf/bracelets happen to be at hand.

## Style... Is Great Fit

An inexpensive garment, if fitted to perfection, can look more expensive than an ill-fitting designer label. Learn to recognize the elements of a perfect fit. Buy only garments that fit well on purchase or those that can be altered to do so. Learn what alterations can and cannot be successfully done.



## Style... Is Being Brave Enough to Stand Out in the Crowd

Stylish women are not afraid to wear what they like, even if it's outrageous. Of course, common sense has to take over at times. If you're going for a job interview, an appropriate degree of dress decorum is recommended.

Simplicity is the key to style. Stylish women know that clothes are the canvas for their personality. A simple, well-designed suit, in quality fabric, will be more memorable than any latest trend. Look for clothes that are distinctive and never over-clutter your appearance with too many accessories.

# Discover Your Style: Beyond *Fashion*



## Style... Is Only Purchasing Styles that Suit You

None of us have perfect bodies—remember, there are only eight supermodels. By realizing your limitations and being disciplined to only purchase those items of clothing that will look best, you will be rewarded every time you see your reflection and by the many compliments you receive. Besides, there's a freedom that comes from knowing exactly what suits you.

## Style... Is Wearing Clothes that Suit Your Personality

Persuade a dramatic woman to wear an ultra-feminine suit, and she will not even be able to walk straight in it. Clothes must reflect the wearer's inner style.

## Style is Not:

- Looking like a different person every season or every day.
- Trying too hard to get it right.
- Wearing any outfit that has to be explained ("It's in! It's supposed to be that way").
- Squeezing yourself into something or suffering shoes that hurt.
- Feeling like you're playing 'dress-up'.

## The 6 Most Important Qualities of Style

1. Appropriateness For your age, the occasion, and location.
2. Simplicity Wearing simple, clean lines and accessories.
3. Confidence With yourself, your companions, and your responsibilities.
4. Poise Carrying yourself with assurance and grace.
5. Friendliness and Courtesy Being of good humor and respecting others.
6. Naturalness Being yourself.



# Discover Your Style: Beyond *Fashion*



## Style Wisdom

- "I hate my body!"
- "I have nothing to wear."
- "I hate shopping
- I can't find anything I like."
- "No one makes clothes for my shape."
- "I used to be size..."
- "I don't have a clue how to dress this body."
- "Nothing in my wardrobe works!"

Have you said any of the above? I bet you have, and like every other woman alive, I'd wager you're intimately aware of your figure's shortcomings. And why wouldn't you be? Fashion magazines flaunt bony fourteen-year-olds in skimpy, figure-strangling clothes as the norm. No wonder REAL women are left to lament their imposed exile into the land of frumpiness.

I want you to take a look at all the various female figures you see around you over a 24-hour period. Do you see more women like you, or do you see more women like those in magazines? I'll bet you see more women like you, and that's where our journey begins. With the realization that YOU are NORMAL and that looking great and being physically attractive is not limited to your size, age, or shape.

Sure, you may need some tweaking when it comes to dressing, but you definitely have STYLE POTENTIAL.