

# style step

## *What's your Style?*

Do you consider yourself to be stylish? What does “stylish” even mean? To me someone that’s stylish knows what suits them and wears their clothes with confidence. You don’t see them experimenting with every fashion that comes and goes and they are always well presented even when dressed down. This was a groundbreaking discovery for me when I trained to become an image consultant. The penny dropped and I stopped trying to wear things that I had seen in a magazine, or on someone in the street and now I choose clothes that are right for my individual style.

When I work with my clients, I describe four distinctly different styles before working out which ones they can do well, which ones they can dip into and which they should avoid altogether. I will cover two of the styles in this newsletter and two next month. Which do you identify with?

### *Classic Style*

Classic People that suit this style tend to have neat bodies and symmetrical features. It is a smart, groomed look and on the right person it is very sophisticated.

Classics like to match their handbags with their shoes and they stick to neutral colours such as black, brown, navy and grey. They don’t wear much in the way of patterns, preferring flat blocks of colour and any jewellery they wear will be understated. They may well wear pearls. Kate Middleton does the classic look very well.



### *Dramatic Style*

Dramatic People that suit this style like to make a statement with their clothes. They opt for bold colours, loud prints and lots of texture. Jewellery will be bold and they are often attracted to unusual necklines, hemlines and sleeves. A dramatic look can be mixed with classic which Danni Minogue did very well on the X Factor last year or dressed down like Fearne Cotton’s quirky style. Most people can wear a mixture of the four styles but in different proportions. I know that I can wear a classic look but I have to add some dramatic elements to make it work for me, otherwise I look (and feel) too severe and dull! Dramatic is a look I can wear well and that I feel good in.



### *Diary Notes*

After taking most of August off, I have had a very busy September. As well as workshops and seeing clients on a one to one basis, I have had my first corporate booking, taking colour analysis to a group of lawyers in London, as well as delivering a presentation on “Dressing for your body shape” at “My Lifestyle Club” in Bolney, West Sussex.

I will be delivering a workshop on “Wrapping up for Winter” in October at the gorgeous Jo Jo Boutique in Cuckfield in aid of the Chestnut Tree and we have coat designer Nicole Urbranski joining us. She will be taking bespoke orders on the night!

**Next month:** Read about “Girly” and “Natural” styles.

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