

# DEFINE YOUR STYLE

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**IN 5 SIMPLE STEPS**

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## 1 | ASSESS | DESCRIBING THE GOOD AND THE NOT-SO-GOOD

Start by asking yourself the following:

### A | HOW DO YOU FEEL WHEN YOU'RE WEARING A LOOK YOU REALLY LOVE?

Circle from the list below and add on the right. Try to keep it to 10 words or less.

CONFIDENT	UNIQUE	SOPHISTICATED	UNCOMMON	_____	_____
ELEGANT	POLISHED	CHIC	COMPETENT	_____	_____
PUT-TOGETHER	REFINED	CULTURED	RESPECTABLE	_____	_____
CAPABLE	PROFESSIONAL	POISED	AT EASE	_____	_____
EMPOWERED	STYLISH	CLASSIC	SHARP	_____	_____
COMFORTABLE	SAVVY	RELAXED	INTERESTING	_____	_____
SLIM	SULTRY	DISTINCTIVE	PRETTY	_____	_____
ATTRACTIVE	SMART	SPECIAL	STRIKING	_____	_____

### B | HOW DO YOU FEEL WHEN YOU'VE WORN SOMETHING YOU DON'T LOVE?

Circle from the list below and add on the right. Try to keep it to 10 words or less.

FRUMPY	AVERAGE	AWKWARD	_____	_____
FUSSY	BORING	UNEASY	_____	_____
EXPOSED	UNSOPHISTICATED	TENSE	_____	_____
BLAH	FLASHY	CONFINED	_____	_____
UNCOMFORTABLE	DOWDY	ANTSY	_____	_____
SELF-CONSCIOUS	DULL	TOO TIGHT	_____	_____
TOO HOT	SHABBY	TOO LOOSE	_____	_____
TOO COLD	UNPOLISHED	PLAIN	_____	_____

## 2 | SORT | ISOLATE THE DOS AND DON'TS OF YOUR STYLE

### A | WRITE DOWN ALL THE THINGS YOU ***DON'T LIKE TO WEAR AND DON'T CONSIDER YOUR STYLE***

*Jot down everything that comes to mind until you can't think of anything else. Circle your top 5 - 10.*

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### B | WRITE DOWN ALL THE THINGS YOU ***DO LIKE TO WEAR AND DO CONSIDER YOUR STYLE***

*Jot down everything that comes to mind until you can't think of anything else. Circle your top 5 - 10.*

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## 3 | GET REAL | IDENTIFY YOUR LIFESTYLE AND WHAT YOU DRESS FOR

WHAT ACTIVITIES DO YOU DO MOST?  
(Work, gym, dinners out, weekends trips etc.)

HOW DOES THE WEATHER IMPACT YOUR STYLE AND  
WHAT IS YOUR TYPICAL MODE OF TRANSPORT?

## 4 | EXAMINE | RECOGNIZE THE SPECIFICS FROM LOOKS YOU LOVE

LIST YOUR TOP 10-20 MOST WORN ITEMS

LIST YOUR TOP 3 GO-TO OUTFITS/SILHOUETTES

## 5 | DEFINE | PUT YOUR PERSONAL STYLE INTO WORDS

**A | WRITE DOWN ALL THE KEY WORDS AND PHRASES YOU CAN THINK OF THAT ACCURATELY APPLY TO YOUR STYLE.**

*GET THAT THESAURUS OUT!*


**B | PULL THE 3 (IDEAL) - 5 (MAX) WORDS THAT REALLY RESONATE WITH YOU THE MOST.**

# MY PERSONAL STYLE IS:

CONGRATS! YOU JUST DEFINED YOUR PERSONAL STYLE.

KEEP THESE WORDS IN MIND WHEN YOU'RE GETTING DRESSED OR GOING SHOPPING TO HELP MAKE SURE YOU'RE STAYING TRUE TO YOU!