

— 2015 —
CLOSET MISSION

PART 2.1
DEFINE

TO THINE
OWN STYLE
BE TRUE.

This exercise is really just about amalgamating what we've discovered to date through our shopping fast and style story. It's about using some key words and visuals to bring our personal taste to life and give our closet concept a bit of structure. Otherwise our 'style' could easily just float about in our heads, perpetuating the cycle of adding pieces that don't quite fit.

STYLE STORY OBJECTIVES

1

ASSIGN WORDS AND VISUALS TO OUR STYLE.

2

GIVE OUR STYLE STORY SOME STRUCTURE AND GUIDELINES.

3

DEFINE OUR PERSONAL STYLE IN 5 WORDS OR LESS.

1. Who are your style icons?

Start with the more obvious, famous icons like Audrey Hepburn, Kate Moss or Grace Kelly but also consider designers, shops, characters, even an era can be an icon. What is it about their style that you're drawn to? What messages does it convey?

2. How do you feel when you're wearing your favourite outfit?

Use descriptive words like: confident, organized, fearless, polished etc.

3. How do you feel when you're wearing something that's not right?

Think about the feelings you want to avoid when you leave the house like, self-conscious, frumpy, uncomfortable, fussy etc.

4. What are some styles you like but aren't necessarily you?

Think of friends or people you know with great style that you like in theory but wouldn't want to dress like yourself. Think of descriptive words like ladylike, bohemian, colourful, structured and minimal etc.

5. List the top five lifestyle activities you dress for.

Work, weekends, meetings, parties, dinners, events, travel etc.

8. Distill all the descriptions, feelings and visuals into 5 words or less.

This final step might be hard, so start with 10 and narrow it down from there. Your final words should really resonate and genuinely feel like you.
