

REPORT

.....

GET A HANDLE ON YOUR FASHION PERSONALITY



*“A Girl should be Two Things: Who & What She Wants”
– Coco Chanel -*

A Your Best You Publication

REPORT



GET A HANDLE ON YOUR FASHION PERSONALITY

"A Girl Should be Two Things: Who & What She Wants" - Coco Chanel

Your Fashion personality has nothing to do with your height or weight, or how long or short your hair is. The Fashion Personality is an expression of a woman's spirit and character. What you wear should reflect your lifestyle, your dreams and your passions and be a look that is the most becoming to your figure and body shape.

In order to present your most authentic self to the world, it's important to understand and respect your clothing personality. This is the key to developing self-confidence and a sense of acceptance and satisfaction with yourself.

What you show on the outside is an indication of who you are on the inside. Establishing a fashion personality means building on your sense of style that reflects who you really are.

People are stylish in different ways. One of the secrets to “dressing well” is to have a handle on your own fashion personality. Your hem lengths and colors should suit your persona and portray the image of 'your best you' that you want to show to the rest of the world around you.

Have a look at the fashion personalities below and have fun identifying your own (you might find that you're a combination of a few):

Fashion Personalities



There are **6 dominant fashion ‘personality’** types and their **characteristics**:

Classic – **Confident, Poised.** Timeless fashions that don't change – beautiful, yet simple cuts

You usually prefer solid colors. You are most comfortable in updated tailored items, twin sets, knee length skirts, button down shirts, dark blue jeans and plain pumps. Your look is simple, feminine, appropriate and understated. Your wardrobe is at least 60% basics in neutral colors.

Sporty – **Friendly, Casual.** Easy fashions, no drama.

You are an outdoorsy, low maintenance type of girl, who is usually athletically inclined. There is often a tomboy element to you and you generally don't like to shop. You live in jeans, shorts, plain t-shirts, shirts and appropriate sportswear for hiking, rock climbing, kayaking or working out.

Romantic – **Soft, Feminine.** Flirtatious fashions, easy-flowing fabrics and soft colors.

You are an earthy flower child. You love empire lines, peasant blouses ethnic jewelry and flared leg pants. You'll often have long wavy hair or natural hair styles, and enjoy the opportunity to be creative. You don't follow trends, but certainly have a playful style all of your own.

Trendy – **Likes to try new things,** and incorporates 'what's hot now' into her wardrobe.

You prefer the latest, most up-to-date fashion available. You wear the most popular colors, prints, and styles in both clothing and accessories. Shoes, handbags, and jewelry all play a big part in your wardrobe. You are a fashion trend tracker and usually the first to sport a new fashion statement. You are passionate about fashion and love to shop.

Dramatic – Bold, Creative, Eclectic. Sophisticated, innovative, confident.

You have a tendency to stand out, to be unique and original, and you are admired for style and often emulated. You love dramatic makeup, and are willing to try new techniques. Your clothing is concerned with style and trends, but not with fads; you also love bold colors and clothing that is stylish and high-end.

Chic – Fashionable, Polished. Striking and edgy and likes to make a statement w/clothing.

You like novelty and selectively choose fashion trends that tickle your fancy, often ignoring key looks that everyone else has latched onto. You may prefer to dress exotically if you are inspired by a particular culture. Your accessories are unconventional (often vintage or ethnic), and you always find creative ways of matching them with your ensemble.

Your style personality begins and ends with a strong sense of yourself. Enjoy making your style unique, interesting and flattering for your body type.

4 STEPS TO DISCOVERING YOUR FASHION PERSONALITY



What you show on the outside is an indication of who you are on the inside. Your fashion personality should express who you truly are. How you present yourself is not necessarily a case of right versus wrong, although it can be a case of appropriate vs. inappropriate. Your clothes play an important part in how you come across to others.

So how exactly do you discover *your* clothing personality? Here are some tips to guide you:

Step 2) Know your body—Dress in silhouettes and styles that flatter your figure. This way, you can make clothing choices that will enhance and complement your shape. The key is to highlight what you like most about yourself. When you shop, you’ll learn to look for pieces that flatter your assets and camouflage your flaws.



Step 1) Get to know yourself—An important aspect of dressing and style is self-awareness. The way you dress should reflect your tastes, interests, desires, aspirations and history. Understanding yourself is crucial to making style choices consistent with your lifestyle, and will keep you from sending the wrong message because of the clothes you wear.

Step 3) Find your signature piece or look—You should consider it a compliment when people see a piece and exclaim, “It’s so you!” This just proves that you have a signature style people identify you by. Find something that works with your personality whether it be a strand of pearls, a bold piece of jewelry, or a white button-down blouse.



A lack of understanding about your own personal style causes you to make mistakes with your fashion choices. You are more apt to go for the latest trends or to buy on impulse. Either of which may not be the most flattering to your body type and could erode your self-confidence.

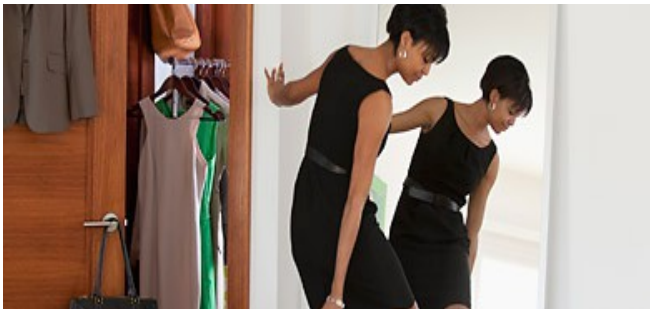
In order to present your most authentic self to the world, it’s important to understand and respect your clothing personality.

Step 4) Give away items that are “not you”—Take an honest look at your closet. If you still haven’t worn that beautifully made ultramodern jacket, you probably never will. No matter how great a piece is, it may simply not suit your personality. You may never feel comfortable wearing it. Pass it on to someone who will enjoy it more.

I just want to get you thinking about your clothing personality to help you accentuate your 'trademark' -- your own personal style. You may fit into several groups but there's is only one type that shows through each outfit you make. Your goal is to create a style that is uniquely yours and to build a closet full of pieces that you love and wear, instead of a closet packed with clothes that are not quite YOU and only make you feel inauthentic.

QUIZ YOURSELF ON YOUR FASHION PERSONALITY SKILLS

1. Do you attract people with whom you have interests in common? Yes No Sometimes
2. When you catch an unexpected glimpse of yourself in a mirror, do you like what you see Yes No Sometimes
3. How often do you leave the house feeling totally together? Yes No Sometimes
4. Is the daily act of dressing a pleasure for you? Yes No Sometimes
5. Do you tend to get frantic about dressing when you're ready to go out for a special occasion? Yes No Sometimes
6. Can you be ready in half-an-hour for almost ANY occasion? Yes No Sometimes
7. Do you refuse to go places because you "don't have a thing to wear"? Yes No Sometimes
8. Do you have difficulty coordinating a wardrobe when you travel? Yes No Sometimes
9. Do you decide every day what impression you want to create, or do you just put on what's there? Yes No Sometimes
10. Are you attracting the attention that you want and need and deserve in life? Yes No Sometimes



Your responses may tell you something about the present state of your dressing personality and your skills in the act of dressing. If dressing is more of a problem than a pleasure for you, this report is for you!

Your goal is to create a style that is uniquely yours and to build a closet full of pieces that you love and wear, instead of a closet packed with clothes that are not quite YOU and only make you feel uncomfortable.

I hope these tips are of help to you and get you started on the road to embracing your Fashion Personality. Stay with [Your Best You](#) for solutions to look and feel great every minute of every day. These solutions will help you exude confidence and be the stylish, polished, outstanding star you are meant to be.

Embrace Your Uniqueness!



Elayne Marchbanks

Personal Style & Branding Strategist
Your Best You Co.

elayne@elaynemarchbanks.com

www.pinterest.com/yourbestyou/personal-stylist/

ABOUT Elayne

She has over 20 years experience in the Fashion industry, beginning her 'Image-Making' career as a Fashion Merchandising Student, then a Fashion Columnist writing for national magazines and community newspapers in Louisville, Atlanta and Chicago.

*In the 80's, she formed a Personal Fashion Service (PFS, Inc.) in Chicago, offering **personal packaging, wardrobe engineering, figure dressing and personal shopping services.***

*Her career in **Fashion Advertising** spanned over a decade, working as a **fashion stylist** for an elite Chicago ad agency as **Operations Supervisor & Model Scout**, supervising production print shoots and film and broadcast projects, and as **CEO of EMB Models & Talent** in Atlanta.*

She has leveraged all her knowledge and experience in Advertising, Fashion, Beauty, Marketing & Media into an online presence at the Your Best You Co. Here she develops and shares information products on Image Management, Personal Branding, Fashion & Image Coaching and Self Empowerment.