

A photograph of a clothing boutique interior. In the center, a wooden clothes rack is filled with various garments, including a white top and a patterned dress. To the left, a mannequin is partially visible, wearing a colorful floral dress. To the right, a gold-colored metal plant stand holds several potted plants, including a cactus and a succulent. The background is a plain white wall, and the floor is made of light-colored wood. The overall atmosphere is bright and stylish.

Discover your

Style

TO LOOK MORE
LIKE YOU AND
FEEL MORE

Confident

DISCOVER YOUR *Style*



If you're feeling uninspired by what's in your wardrobe and you're convinced you have no style this guide is really going to help you!

Panic buying and 'function' buying without direction is usually what's got you to this point. It's not because you DONT have a style you've just lost direction!

This simple guide will get you started.

Claire
xxx

LETS GET STARTED!

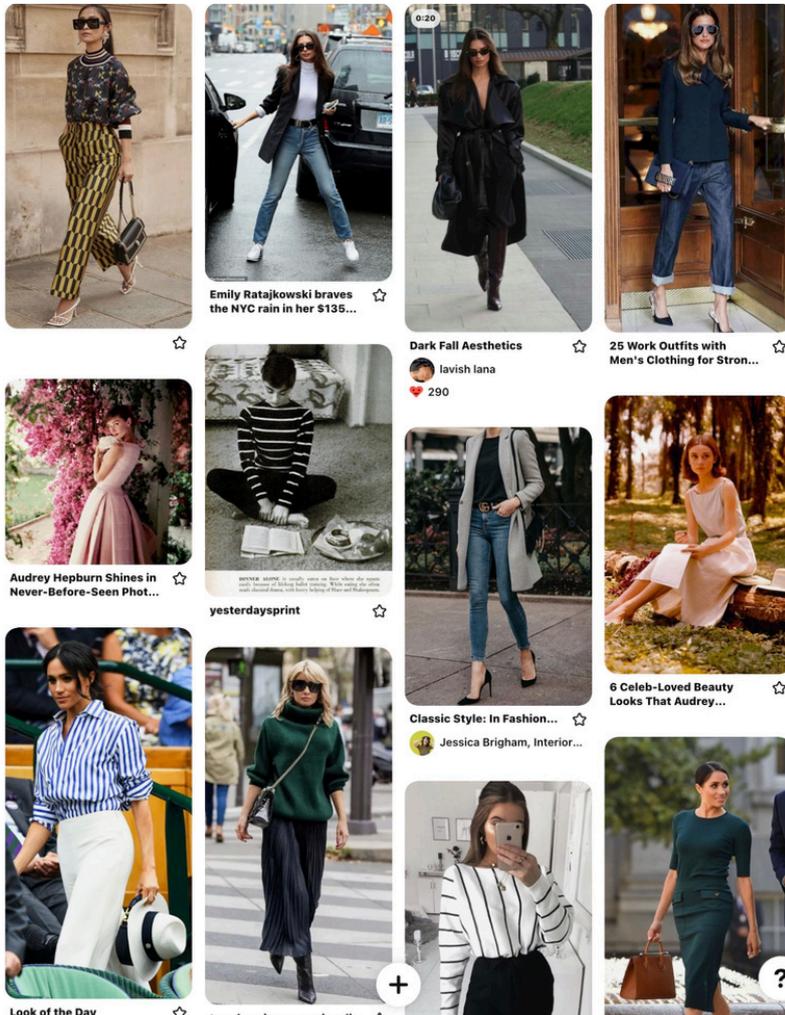
Have a look at each of the five style vibes I've defined here.

You may not fit exactly into any one of these, which is perfectly fine, pick the features you like from different looks, identify them and start thinking about how you can pull those together with clothes you already have.

This is designed as a starting point for you! Your style should develop and be unique to you.

Click the image in each style section for more looks.

STYLE VIBE *Classic*



Defined by...

Clean lines

No frills

Minimal colour

Block colour

Structure over movement

Simple, minimal

accessories

Quality cuts and fabrics

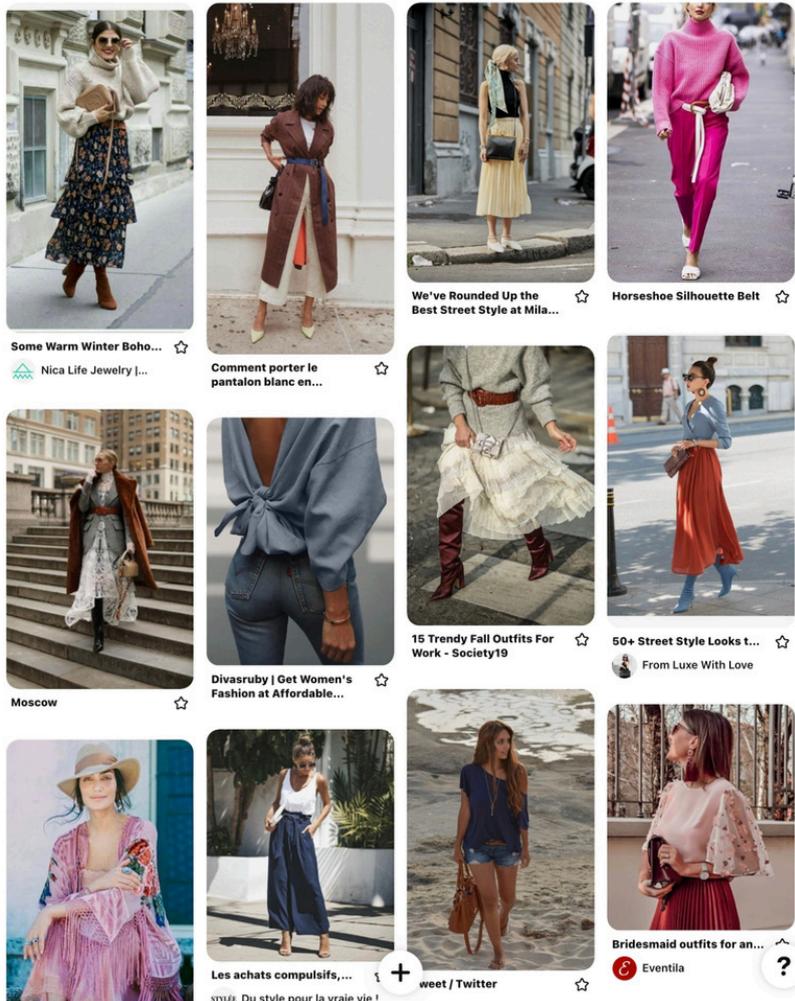
Minimal print

Simple structured print

Think Audrey Hepburn, Victoria Beckham and Megan Markle. If this sounds like you, you'll find it easy to get dressed up but might struggle with casual wear.

You might feel like you're too fussy with clothes - lean into this and be even more picky, a pared back minimalist wardrobe full of classic timeless pieces is perfect for you!

STYLE VIBE *Romantic*



Defined by

Lots of movement

Flowing fabrics

Layering

Texture

Details

Accessories

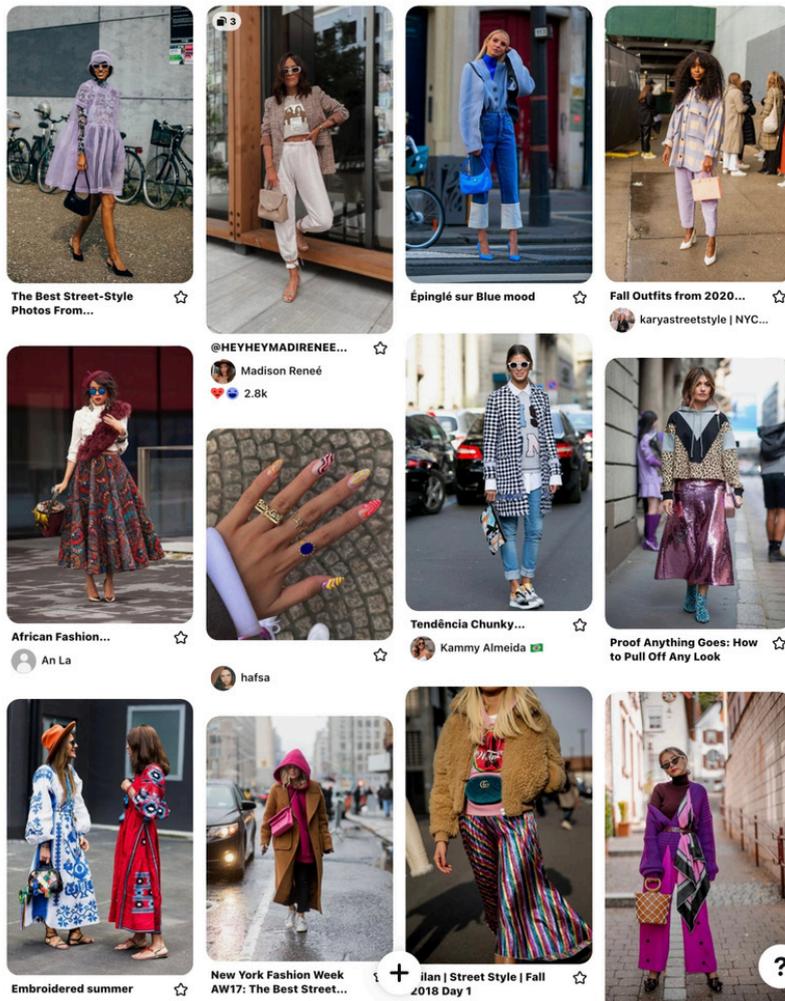
Floral prints

Soft colour contrast

This look is soft and flowy with minimal structure. Take it as far as you want to go mixing different textures and accessories.

There's no such thing as too much! Other styles can be appealing but go all in if this is your vibe it can look frumpy if half hearted.

STYLE VIBE *Creative*



Defined by...

Clashing prints

Clashing textures

Contrasting colour

Pairing contrasting styles

Clashing fabrics

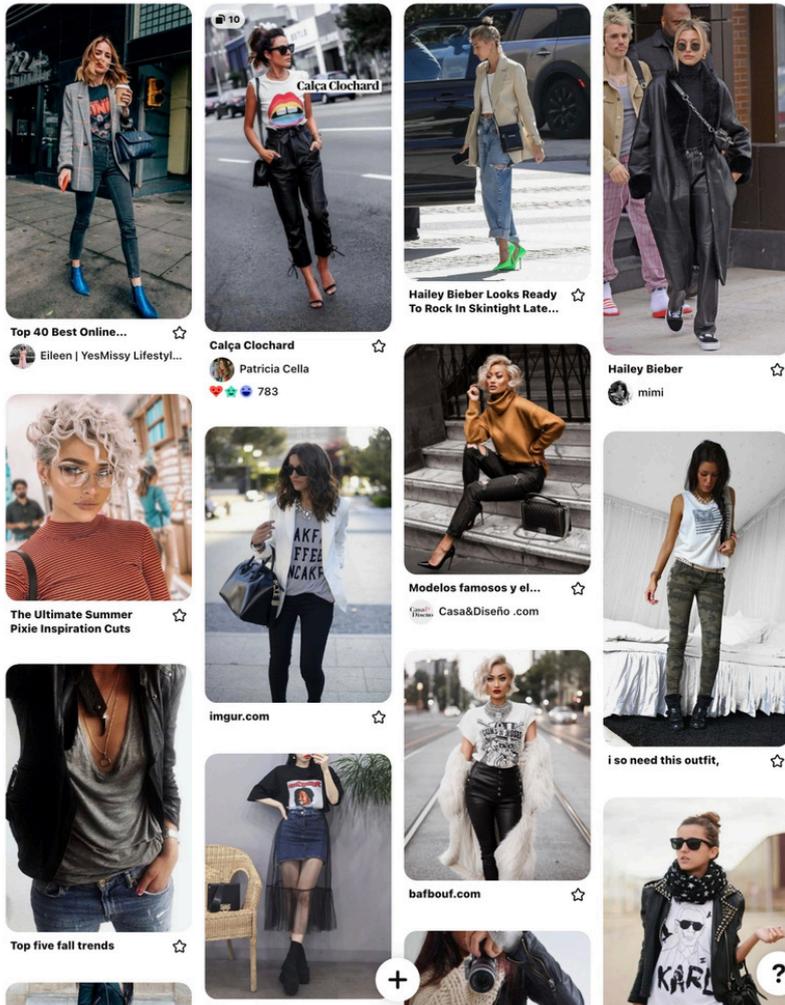
Playing with proportions

Pure fun!

These are the kind of looks you'll see during fashion week.

It's the type of vibe stylists work towards for pop stars BUT done without compromise or fear of others comments ANYONE can build their own 'Creative' vibe wardrobe, just don't hold back! The bolder the better!

STYLE VIBE *Edgy*



Defined by...

Metallics

Leather

Distressed fabrics

Slogan/band Ts

Monochrome with pops of colour

Spikey angles and accessories

This is your rock chic vibe, a little bit rebellious, anti fashion, and with tonnes of attitude. Slash the necks in your old t shirts and grab a moody scarf and your half way there!

Even if you have a black tie event to go to there's always a way to give it an edgy vibe!

Think Vivien Westwood meets Pink.

STYLE VIBE *Relaxed*



Defined by...

Soft fabrics

Texture

Comfort

Oversize silhouette

Minimal print

Low colour contrast

Low key accessories

Think celebs being caught on camera unaware but not really vibe 😂.

If this is you it's likely you've got a decent amount of relaxed style pieces in your wardrobe already. Pull them together by thinking about colour, pick out one and use it as an accent.

Tie in your trainers or boots with a scarf or hat/cap that matches the style or colour and think about the style of your bag too. Good quality fabrics and cuts can help make your outfit look more deliberate.

Congratulations!

You're on your way to creating a more defined style that works for your personality and lifestyle!

Try not to get too wrapped up in what is fashionable or on trend and be reminded of what your natural style is.

The more you can visualise it the easier it will be to put into practice and the more you'll feel put together.

Your style may change through your life and even for different situations and that's totally fine.

Own your style what ever it is and never, ever compromise no matter what anyone says!

Claire
xxx

