



Shape Up Your Style:

A midlife Woman's
guide to finding the
best clothes for
your figure.

(No tape measure required!)





“Knowing your body shape changes everything about how you choose clothes and how you put outfits together, it’s life changing!”

*Claire
xxx*

This guide will help you work out what your body shape is, giving you the key to unlocking the best styles for your figure!

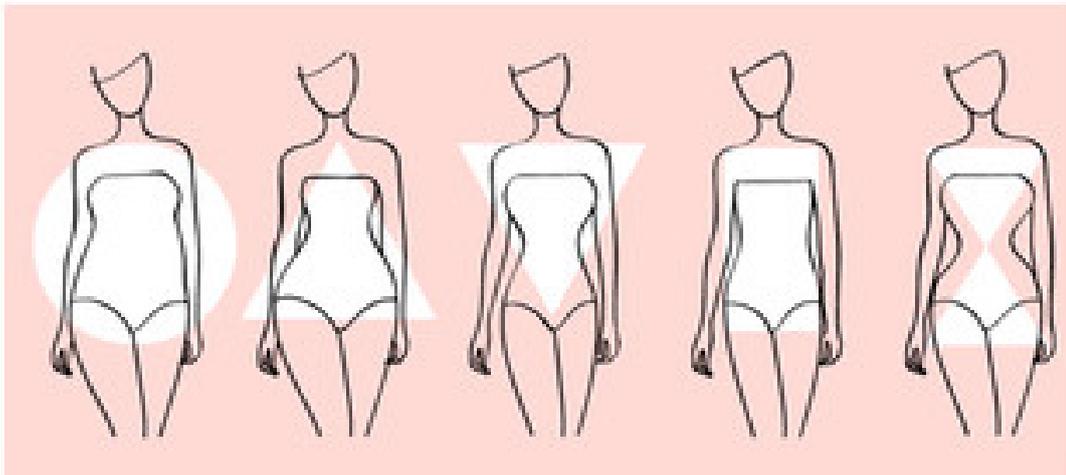
You’ll discover the key attributes of your body type and which styles to choose to help your figure look balanced, find stylish yet comfortable pieces and have your outfits looking polished and effortlessly stylish .

You’ll also find:

- Shopping for clothes becomes more targeted with better results.
- There's less trying on as you only try on what you KNOW is right for your figure.
- Less frustration as things fit better.
- Less time spent hunting for clothes you actually feel good in.
- Instant recognition of trends that are right for your shape and which ones to ignore.
- No more wasting money on clothes you wont wear.
- More confidence in YOUR style.
- More confidence in YOUR FIGURE.

DISCOVER YOUR BODY SHAPE

FIVE CORE FEMALE BODY SHAPES



Apple Pear V shape Straight Hourglass

These are the five core female body shapes, that are the most useful in understanding which styles of clothes will work best on your figure.

MENOPAUSE can change the shape of your figure. Weight gain is a factor of course but additionally you may gain weight specifically on your bust or tummy as well. This means that going up a dress size may not be enough and clothes still might not sit right.

Obviously every female figure is unique and you may not fit exactly into one of these categories but working out which one is closest to your figure will help you understand which styles of clothes will help your figure look balanced and help you find the best fitting most comfortable clothes to wear.

Finding balance in your silhouette means that you're not focusing on one area of your figure which you then try to hide or cover up.

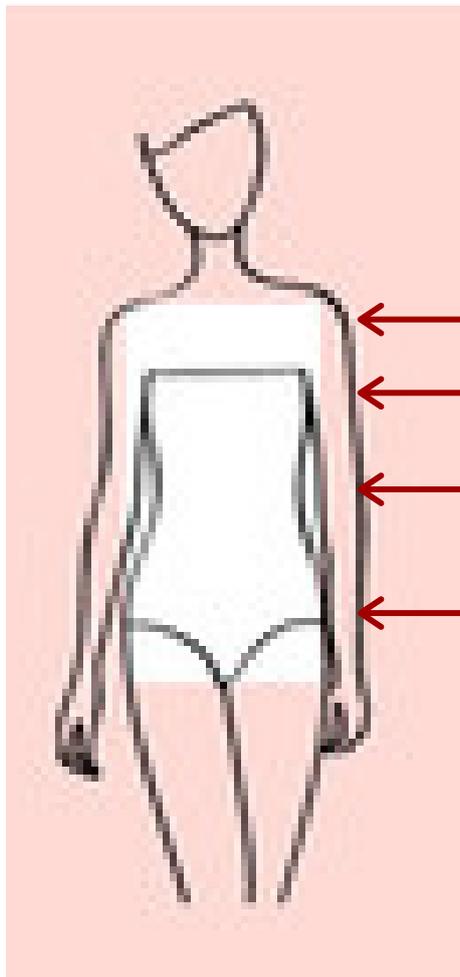
It doesn't all have to be stretch waistbands and oversized hoodies!

Discover your body shape in just a few minutes and unlock the door to understanding what styles flatter your figure most!

YOU HAVE A STRAIGHT SHAPE FIGURE IF...

Your hips and shoulders are pretty much the same width and you don't have an obvious waistline.

You'll most likely carry your weight evenly all over but may have a fuller tummy area now as a result of menopause symptoms which may make your waistline harder to define.



Balanced shoulders

Modest bust

No distinct waist

straight hips

STRAIGHT FIGURE STYLE INSPIRATION...



Straight market, boat trip, early dinner

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Summer | Office

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Spring & Summer | Festival | Day out

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Style Notes...

Tailored styles like collared shirts, pleated trousers and blazers will all still work really well for you.

Long loose styles will look great, you may want to add a short cardigan or jacket to balance a fuller tummy or add a belt under the bust to create shape.

If you feel conscious of your tummy, part tuck tops into high waistbands to define your waistline without highlighting your tummy

Balance loose or oversized tops with chunky boots, chunky trainers or footbed sandals.

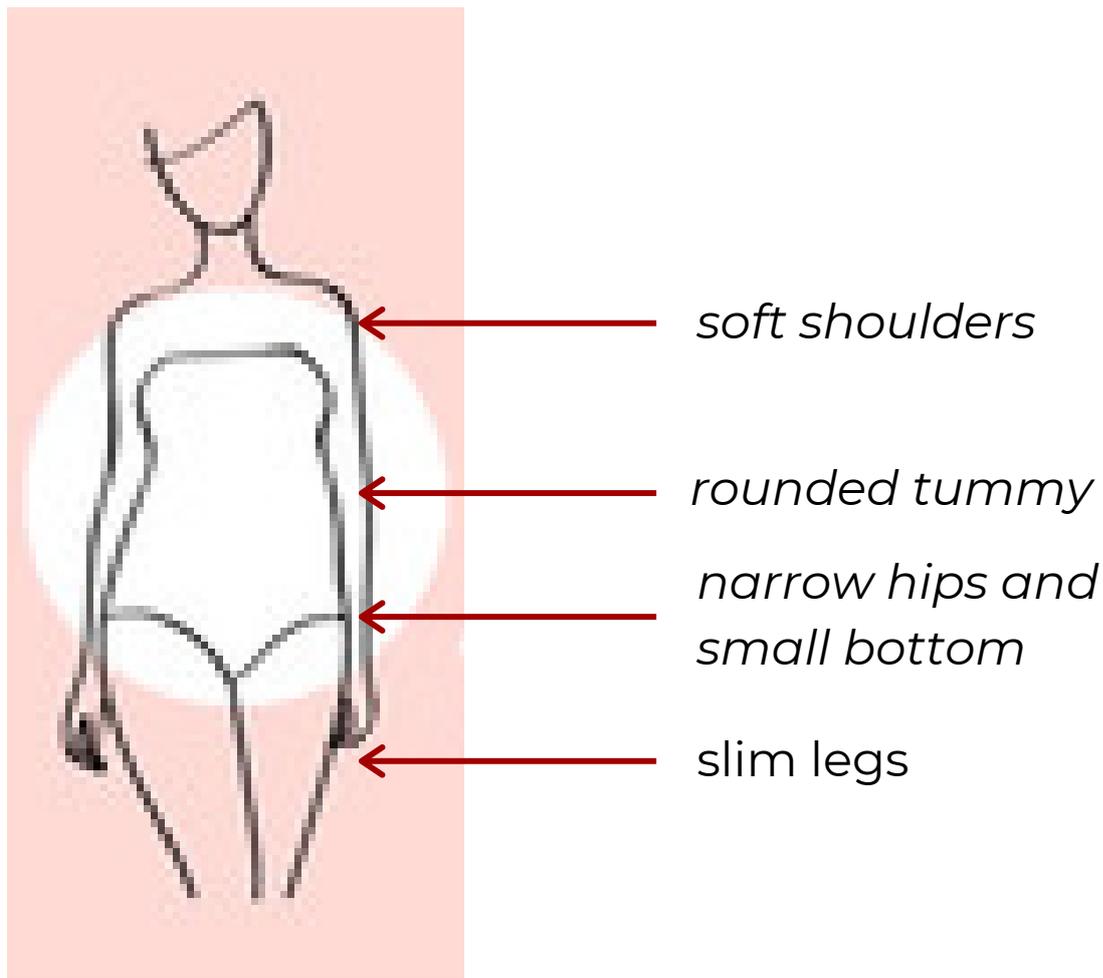
YOU HAVE AN APPLE SHAPE FIGURE IF...

You carry your weight predominantly on your tummy.

You'll have slim hips and legs and a small bottom. You'll usually find it difficult to find trousers and some dresses to fit well.

Your hips will be slimmer than your shoulders and tummy and you'll have slim legs!

Menopause may cause you to gain weight on your arms and lower tummy.



APPLE FIGURE STYLE INSPIRATION...



Weekend | Casual | Day trip

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Weekend | Casual | Cosy

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Apple beach

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Summer | Lunch out | Weekend smart

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Style notes...

Focussing on creating balance in your outfit rather than covering up your tummy will help you create much more stylish outfits and actually draw attention away from your tummy.

High necklines pair really well with straight or bootcut trousers for you. Off the shoulder bardot or cold shoulder styles pair brilliantly with short skirts, shorts, or leggings/skinny jeans, showing off your slim legs.

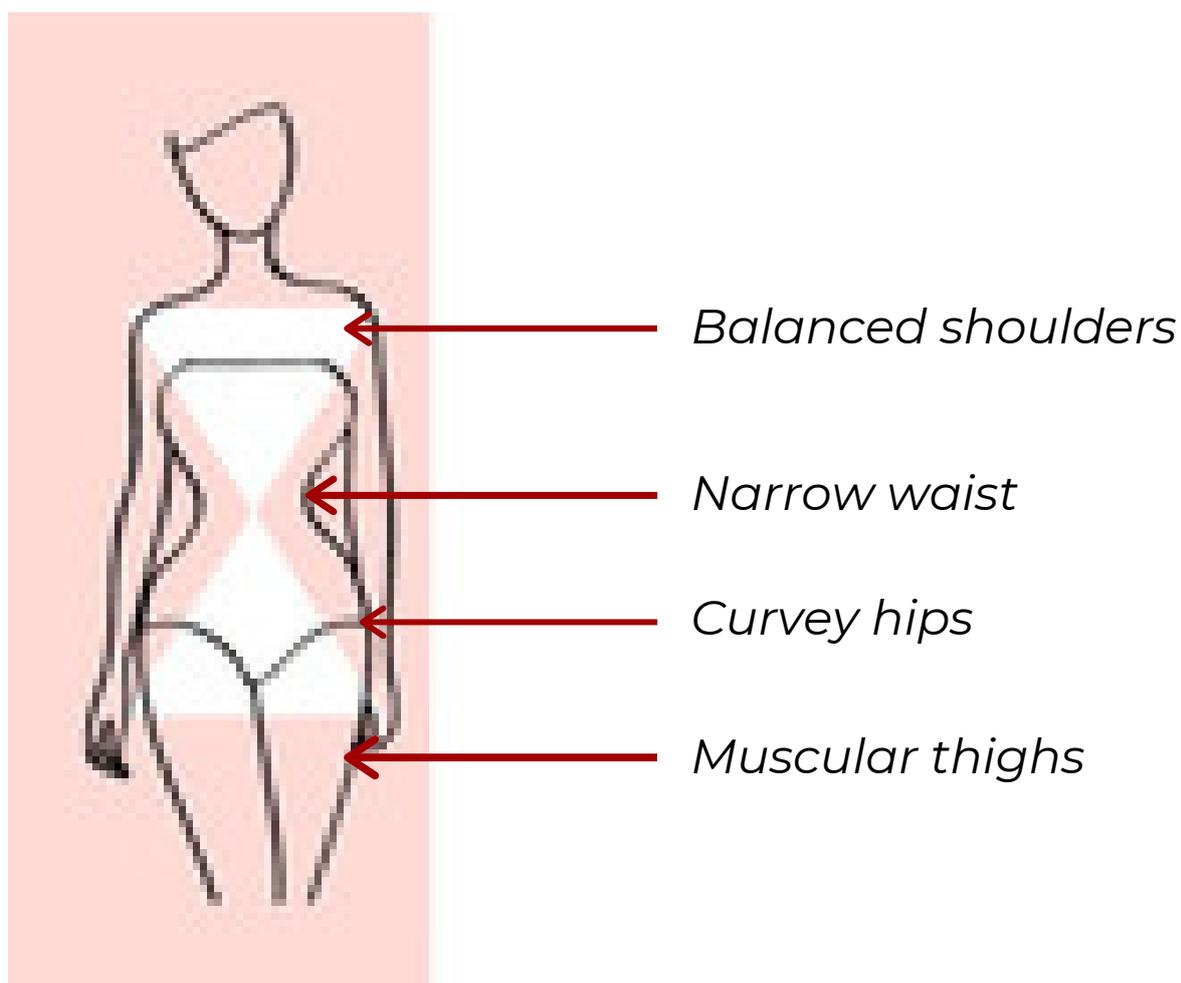
Soft fabrics will work better than stiff tailoring, go for long hip length blazers or short swing style jackets. Empire line and straight smock dresses are best for you. As well as a good bra to help clothes hang from the bust not the tummy.

YOU HAVE AN HOURGLASS FIGURE IF...

You have a clearly defined waist and your hips and shoulders are pretty much the same width.

You'll have a curvy bust and hips with a narrow waist and usually struggle to get trousers and skirts to fit well on the hips without gaping at the waist.

Your waist may have filled in somewhat as a result of menopause. If you no longer have a defined waist, you now have a STRAIGHT figure - head to the Straight Figure section!



HOURGLASS STYLE INSPIRATION...



Weekend | Working from Home | Office Casual
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Work | meeting friends | weekend smart
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Spring | Weekend Smart | Office Casual
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Wedding guest | Afternoon tea | Dinner
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Style notes...

Soft fabrics with stretch are your best friends. Oversize and baggy styles can leave you feeling frumpy, so define your waist where you can with belted tops, wrap tops, fitted tops and tucking in.

You'll need stretch waistbands because your waist is so much smaller than your hips or low rise style trousers and jeans.

Body con and pencil skirts will always look stunning on you no matter your size!

YOU HAVE A PEAR SHAPE

FIGURE IF...

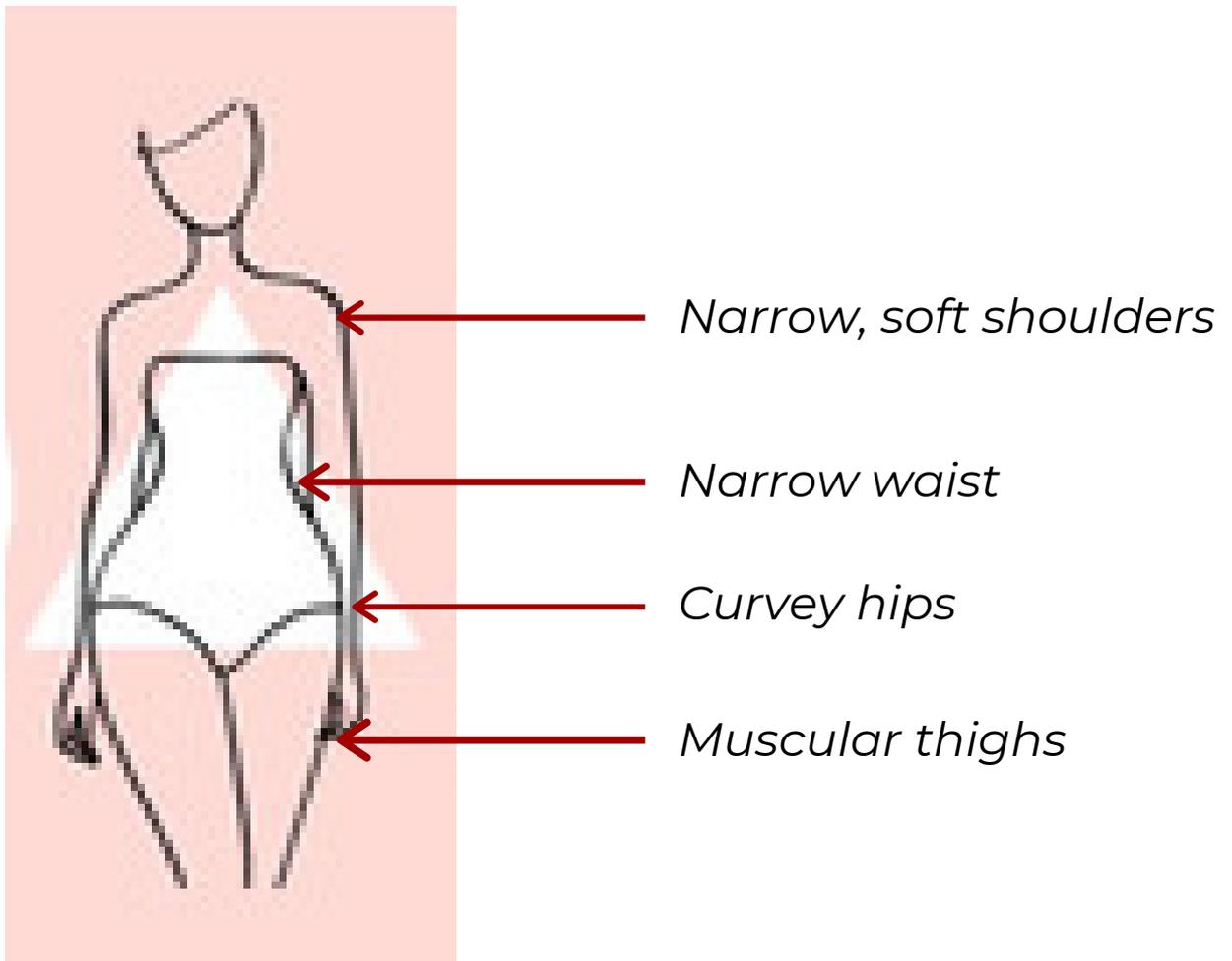
You carry your weight on your hips, thighs and tummy and find that waistbands tend to be loose.

You may feel like you're in between sizes because of this.

You probably also wear a smaller size on top and struggle with tailored dresses as they will be either too tight on the bottom or too loose on top.

You'll have narrow soft shoulders and a nipped in waist.

Menopause may have added weight to your tummy causing you to lose your waist line somewhat.



PEAR FIGURE STYLE INSPIRATION...



Summer | Day | Travel

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Spring | WFH | Running errands

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Spring/Summer | Casual Evening | Smart Weekend

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Evening wedding guest

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Style Notes...

Your natural instinct is probably to wear something fitted on top as that's your smallest area and wear something loose on the bottom half to cover up. What this does is exaggerate the difference between your top and bottom halves.

Instead wear loose fitting and voluminous tops and fitted bottoms, while defining your waist. This will give your figure balance and take attention off areas you're not comfortable with.

Bootcut styles are great for balancing your hips as are chunky trainers, wedges and block heels.

Avoid jackets and tops that stop at the hips. Tuck long tops in to high waist bands and choose jackets that are short or longer than hip length.

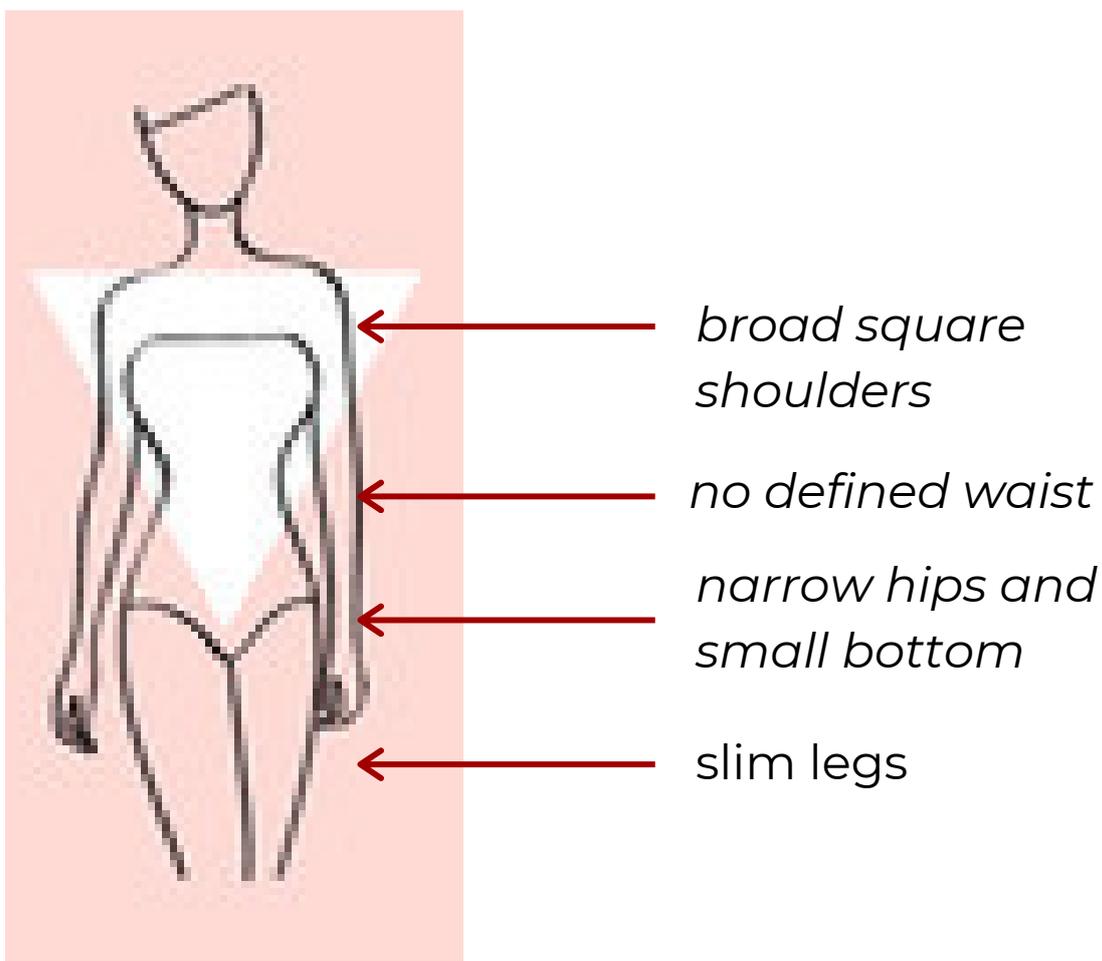
YOU HAVE A V SHAPE FIGURE IF...

You have broad shoulders that are wider than your hips.

You'll most likely carry your weight on your back and bust and will usually find it difficult to get button up shirts to fit well.

Your hips will be slimmer than your shoulders and you'll have toned legs.

Menopause may have caused you to gain weight on your arms, bust and tummy.



V FIGURE STYLE INSPIRATION...



Wedding | Races | Dinner out
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Day trip | Beach | BBQ
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Wedding | Garden party | Races
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Winter | Office | City Break
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Style notes...

Your broad shoulders and back probably make it hard for you to find shirts that fit well, consider sizing up and having the sides tailored for a good fit.

Sharp tailoring is your best friend, soft fitted fabrics won't work as well for you or reflect the striking lines of your figure.

Deep V necklines will help narrow your top half creating balance with your slim hips.

Slim tailored trouser styles and pleated skirts will look really good on you as well as vertical stripes and shirt dresses. Let your clothes hang from your shoulders and go for sharp angled prints and accessories to complement your figure.

A woman with long, wavy brown hair, wearing large gold-rimmed sunglasses, a white blazer, and a gold watch, is sitting on a stone wall. She is smiling and looking towards the camera. The background is a stone wall and a white door frame.

I really hope this guide has helped you understand your body shape and how menopause has affected it.

If you can take a moment and make the decision to accept your new figure, the figure you have right now, I can help you make small adjustments to the styles you wear and buy so that you can get your style and confidence back - WITHOUT losing weight!

*Claire
xxx*