Staying True to Your Clothing Personality

When you put together your wardrobe, make sure your choices are true to your personal style - this way people notice YOU, not your clothing. Even though we are all influenced by friends, family and fashion, we are instinctually drawn to our true clothing personality -- trust it! You will know when you're wearing the right pieces because you will naturally shine and feel fabulous. You'll also turn to these items again and again because they always “work”. On the flip side, you will also definitely know when you stray too far into other clothing personalities. You may not be able to put your finger on what is wrong, but you'll still feel uncomfortable, self-conscious, fidgety. You may even feel like you’re wearing a costume or uniform. When shifting your style it’s important to strike a balance: where what suits YOU while avoiding extremes -- don’t dress too boring or too crazy. Sort out the items in your current wardrobe that don’t work for you and then, as you build your new wardrobe, make sure all future purchases fit with your personal style.

The Classic

**Personality Profile:** The Classic appreciates timeless elegance. She prefers simple styles and is known for her neat appearance. When a Classic purchases clothing, jewelry and accessories she seeks high quality, well-made items rather than bargains or the latest trends. She also tends to replace like-for-like items in her wardrobe, for example buying a new navy blazer to replace the old one. Classics also typically wear real jewelry like diamond studs or a subtle gold pendant. The Classic is never trendy or faddish and she usually goes for ensembles versus a mix-and-match look.

**Style Tip:** If you are a Classic it’s important that you review your wardrobe every 3-5 years. Check your clothing’s cut and details to make sure they are still current -- we want you to stay timelessly elegant, not dated or out of touch. Also remember that “simple” does not have to mean “boring”. You can liven up your wardrobe and still maintain a Classic look by gently incorporating trendier accessories such as scarves, shoes, handbags and jewelry.

**Celebrity style icons:** Grace Kelly, Diane Sawyer, Uma Thurman

**Classic shops/brands:** Jones NY, Ann Taylor, Talbots, Brooks Bros., Banana Republic (younger)

The Sporty Natural

**Personality Profile:** The Sporty Natural is all about comfort and minimal fuss. She prefers relaxed clothing with room to move, and separates dominate her wardrobe for easy mix-and-match looks. The Sporty Natural tends to favor earthy styles, which is reflected in the natural
materials, textures and colors of her clothing and jewelry. The Sporty Natural doesn’t want to spend a lot of time primping; instead she’ll opt for light makeup and a wash-and-wear hairstyle that is quick and easy to maintain.

**Style Tip:** If you are a Sporty Natural, let’s make sure you look “carefree and natural” not “sloppy and unsophisticated”. You don't have to labor over your looks, but do show you care about yourself. Spend five minutes to style your hair. Put on a little lip gloss and mascara. Quickly iron out creases in your natural-fibre garments. With minimal effort you can still be comfortable and look stylish.

**Celebrity style icons:** Sally Field, Candice Bergen, Sandra Bullock, Julia Roberts, Jennifer Aniston

**Sporty Natural shops/brands:** J Crew, LL Bean, Gap