

Style Essence ----> Style Expression Wardrobe Checklist



Step 1 – Establish you authentic style essence.

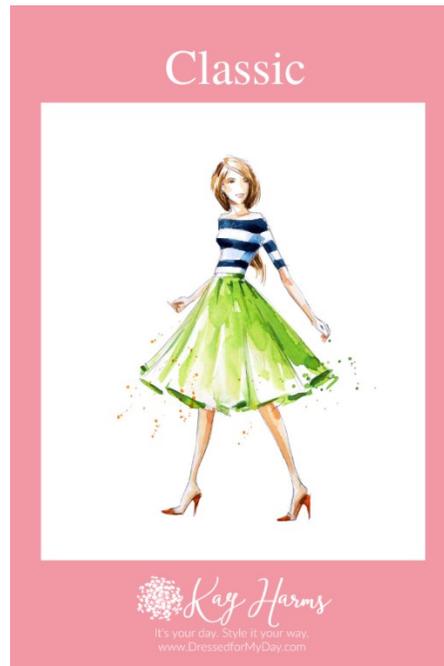
Using the blog post [How to Dress for Your Personality](#) or the [Style Quiz](#) to analyze your own personal style essence. Do you have a...

- Classic personality style essence?
- Relaxed/casual/natural style essence?
- Feminine/romantic style essence?
- Creative/innovative/eclectic style essence?
- Dramatic/bold style essence?
- Rebellious style essence?
- Elegant/chic style essence?

Step 2 – Do the clothes in your closet match your style essence?

Use the following pages to identify the styles and clothing fits that generally are naturally preferred by the different style essences. Check your closet and see if your clothes line up with your authentic style essence. Also included are wardrobe building tips for each style essence. Finally, I've allowed space for your notes. Jot down questions or goals for rebuilding a wardrobe authentic to your style essence. But don't forget to consider the different style expressions that you may be required to cross into for work or social events and environments.

Classic Personality Style Essence –



She generally prefers and looks most authentic in fitted and structured but not tight or revealing clothing. She also does not generally want loose or sloppy clothing. She likes classic lines, traditional pieces, and timeless styles. She wants to look pulled together even for recreational and casual activities and environments. If she adopts trends, she likes to do it subtly. She doesn't look authentic with *too much* of anything – ruffles, ornamentation, bling, bright colors or trends.

Wardrobe building tips for the Classic Personality Style Essence:

- choose classic, clean lines
- steer clear of ornamentation on t-shirts, sweaters or dresses, and instead add accessories that feel right.
- find the colors that look best on you, and stay with those, resisting the trends.
- invest in classic pieces and spend minimally on trendy accessories, unless they are well engineered and have classic lines, ensuring that you can wear them for several years.
- stay in your lane for the most part, adapting to other style expressions with new choices in color, accessories or temporary hairstyle.
- for stores you might like to shop, consider [Talbots](#), [Ann Taylor](#), [Loft](#), [Land's End](#), [J. Crew](#), [Nordstrom](#), [Madewell](#).

My Notes:

Relaxed/casual/natural Personality Style Essence –



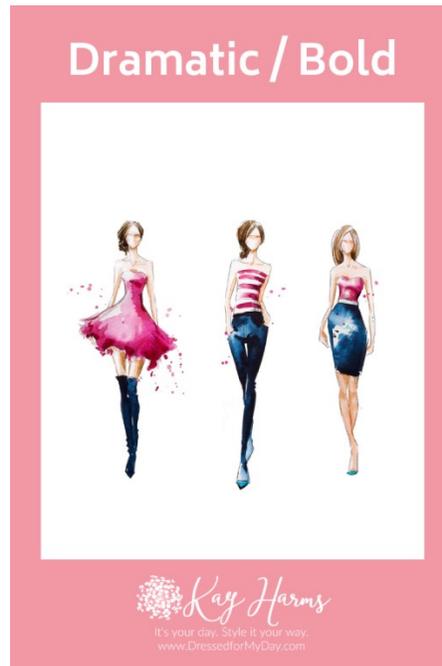
She prefers a looser fit. Comfort is a driving factor. She also looks most authentic in subdued colors that reflect nature. She looks at home and is able to engage confidently when she wears fabrics that feel good on the skin, usually made of natural fibers or in natural tones. She likes fairly clean lines, although she does enjoy some clothes that are oversized and fuller. She likes to be able to move freely and easily in her clothing, and wants nothing to get in the way of activity.

Wardrobe building tips for the Relaxed/Casual/Natural Personality Style Essence:

- choose clothes made from natural fibers when possible.
- even though you like clothes to be comfortable, resist the inclination to wear clothes that are too big. Better fit will give you better style.
- accessorize with simple, natural jewelry – think true metals, sea glass, turquoise, other natural stones
- accessorize with simple scarves, handbags and hats or beanies.
- when you need to cross into a different style expression, modify your shoe choice, makeup, hairstyle or accessories.
- you can also modify into a different style expression by staying true to your style essence in texture, color and fabric choice, but choosing to wear, for instance, a dress instead of pants and shirt.
- for stores you might like to shop, consider [Title Nine](#), [REI](#), [L.L. Bean](#), [Land's End](#), [J.Jill](#)., [Lucky Brand](#) or [Nordstrom](#).

My Notes:

Dramatic/Bold Personality Style Essence –



She prefers more fitted clothing, tighter but always in a structured way. She also prefers and looks more authentic in bold colors or monochromatic outfits, such as all black, all white or all blue. She likes to select bold statement pieces for jewelry and accessories, such as belts, hats and handbags. She likes big accessories. She isn't afraid to try trends, and often incorporates them prominently into her wardrobe. While she can build a dramatic wardrobe without the trends, she naturally gravitates toward them.

Wardrobe building tips for the Dramatic/Bold Personality Style Essence:

- be sure to build your base wardrobe and not just the trendy pieces. Your trendy pieces will have more impact against a backdrop of bold but more timeless pieces.
- shop big...looking for big handbags, big belts, big earrings, big sunglasses.
- shop bold...looking for bold colors that look best on you.
- while you may love color, try to build a wardrobe around two or three specific colors so that your wardrobe will be more versatile.
- when you need to cross into a different style expression, try to tone it down a little and shift gears. Maybe leave off the big jewelry but still wear the bright colors. Or go monochromatic with all black or all white or even all grey, and add jewelry and accessories that make you feel more present and alive.
- for stores you might like to shop, consider [Chico's](#), [White House Black Market](#), [Francesca's](#), [Soft Surroundings](#) or [Nordstrom](#).

My Notes:

Creative/Innovative/Eclectic Personality Style –



She can be a rule breaker regarding fit. She tends to like some pieces snugger and others looser. She tends to like lots of color, but not necessarily bold colors. Or she may gravitate to a particular color, such as black or red or orange or teal. She likes clothing that communicates a story or reveals her personality boldly. She tends to like graphic t-shirts or shirts with words. She often likes a lot of different textures in one ensemble. She likes to wear jewelry or other accessories that have sentimental value or tell a story, such as a charm bracelet or a birthstone necklace made with the stones of her children's birth months. She tends to gravitate to patterns, like florals, geometrics, plaids, stripes...or often a combination of those. She can wear trends and incorporate them easily into her eclectic wardrobe.

Wardrobe building tips for the Creative/Innovative/Eclectic Personality Style Essence:

- have fun and keep your wardrobe fun.
- experiment with color and pattern combinations.
- beware of allowing your clothing to overpower you. Don't give into the temptation to hide behind your clothing.
- don't over accessorize. You know you tend to. Take one item off after you're finished putting it all together.
- when you need to cross into another style expression, simply combine fewer colors or patterns in your clothing. Instead, express yourself through your accessories.
- for stores you might like to shop, consider [Soft Surroundings](#), [Chico's](#), [Francesca's](#), [Nordstrom](#) and thrift or second hand shops.

My Notes:

Rebellious Personality Style Essence –



She gravitates toward tight and form-fitting (for those who are alluring) clothes. She often chooses to show skin. But she may not wear either tight or revealing clothing. She may choose more rebellious pieces, such as leather, rhinestones, and metallics. She likes her clothing to look a little edgy and provocative, but not necessarily sexy (although she may). She also likes to break the fashion codes and the rules regarding body shape, type and variations. But she can still look edgy and different if she stays in her lane as far as body shape, type and variations.

Wardrobe building tips for the Rebellious Personality Style Essence:

- know your body shape, type and variations rules so that you can break those rules intelligently and judiciously.
- remember that if you do choose to show some skin up top, keep things covered below and vice versa. Too much exposure doesn't look rebellious; it looks desperate.
- you can also rebel by going against the trends and simply wearing what you like instead of the trending colors, patterns or styles.
- you do great with trends like animal print, camo, leather and metallic.
- when you need to cross into another style expression, say for work or a formal occasion, pay attention to style mandates. Know the difference between a mandate and a choice so that you don't offend or show disrespect. You can still "rebel" through little choices, such as pattern combinations, accessories, hair color and lipstick choice.
- for stores you might like to shop, consider [Nordstrom](#), [Chico's](#), [Francesca's](#), [Soft Surroundings](#), thrift shops and [White House Black Market](#).

My Notes:

Feminine Personality Style Essence –



She enjoys a feminine fit to show off the female form, but she does not necessarily want tight fitting clothes. She enjoys ruffles, soft and flowing fabrics, pastels, feminine embellishments, flirtatious features and pretty makeup and hairstyles. She feels most at home in something with some pretty detailing, even if she is doing something athletic or casual. She also sometimes likes clothing and accessories that tell a story, especially a sentimental one – think a sweatshirt with the grandkids’ handprints or a charm bracelet full of memories.

Wardrobe building tips for the Feminine/Romantic Personality Style Essence:

- don’t add too many ruffles or ornamentations to one ensemble.
- choose flowing, soft fabrics in colors that please you and look good with your skin, hair and eyes.
- invest in classic but feminine accessories such as silk scarves, pearls, classic handbags, strappy sandals and pumps, pretty dresses and skirts.
- don’t be afraid to go feminine even when the occasion and/or environment is sporty, casual or business. Even in those arenas you can add subtle feminine touches that help you present your authentic style essence.
- choose trends judiciously, looking for pieces that accentuate your feminine side or pieces that can be worn in juxtaposition with them. Think leather and lace.
- when you need to cross into another style expression, choose feminine pieces within that framework – be it natural/casual or classic business. Don’t overdo the feminine especially in those environments, but add suitable and subtle feminine touches and colors.
- for stores you might enjoy shopping consider [Soft Surroundings](#), [Talbots](#), [Ann Taylor](#), [Loft](#), [Francesca’s](#) or [Nordstrom](#).

My Notes:

Elegant/Chic Personality Style Essence –



She likes her clothing fitted in a softly structured way. She likes clean lines, quality fabrics and high quality accessories. She wears classic clothes but with a polished and sophisticated style. She knows that simple and pared down is often the most sophisticated look. She naturally resists the notion of “more” and often goes with less instead. She can’t resist the urge to look chic and elegant even when in a more relaxed atmosphere or environment. She pares down her makeup, hairstyle and accessories. She likes quality, but she knows where to fudge on it.

Wardrobe building tips for the Elegant/Chic Personality Style Essence:

- don’t be afraid to stay true to your desire for elegance when in more relaxed settings, *but* do try to wear environment appropriate clothing. In other words, don’t hike in flimsy sandals! Otherwise you go from looking chic and elegant to plain out silly.
- invest in classic clothing and purchase accessories that elevate the look.
- watch the sales. Since you insist on quality, you’ll need to vigilantly watch the sales announcements and learn to pick through the sale items looking for the jewels.
- stay true to your style essence by resisting clothing with embellishments. Instead choose classic clothing with clean and elegant lines.
- choose fabrics that evoke feelings of elegance, but that aren’t necessarily expensive. Think faux fur, metallic, wool and cotton.
- when you need to cross into another style expression, just stay with your pared down tendencies. For instance, choose something silky for a romantic occasion, but you don’t have to wear ruffles unless you want to.
- for stores you might like to shop, consider [Nordstrom](#), [Talbots](#), [Ann Taylor](#), [Banana Republic](#), [Saks Off 5th](#) and [Boden](#). You might also check high end consignment stores in a nearby city.

My Notes: