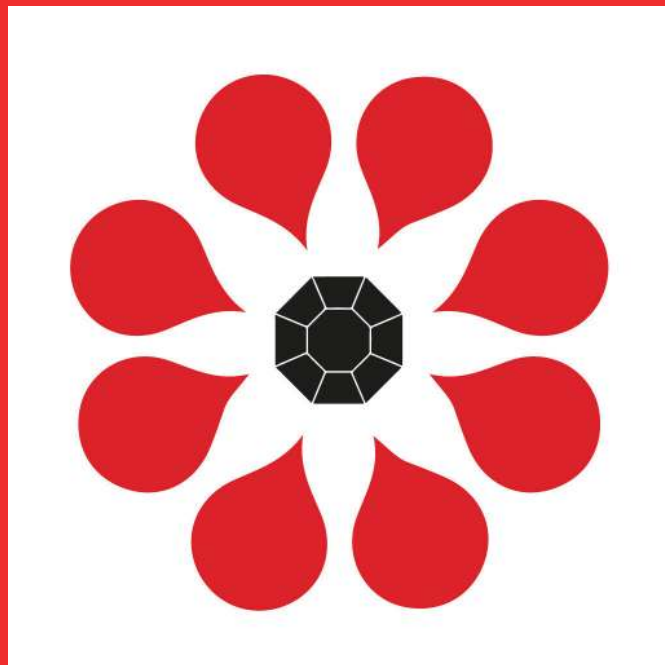
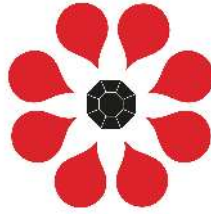


Renew Your Personal Sense of Style



Lady Sandie's
Professional Image Consultancy

Renew Your Personal Sense of Style



This is the first edition in a series of mini ebooks providing you with lots of hints, tips and practical applications to help you in developing your own unique personal style and image.

Renew Your Personal Sense of Style guides you through the process of observations to define or refine your personal style sense and empowers you to be more self-confident in your style choices.

Renew Your Personal Sense of Style

Content

Window shopping

Attending fashion shows

People watching

Studying fashion magazines

Making a fashion file

Always experiment

The bottom line.

Have fun and enjoy being your unique self!

Lady Sandie

Renew Your Personal Sense of Style



After those long two years of pandemic lockdowns, protocols and casual living at home, I guess you're feeling somewhat jaded, verging on low self-esteem and a little lack of confidence in getting back outdoors and heading to your various workplaces, socializing or trying to embrace a new form of normality. So, let's figure it out, and start by renewing your personal sense of style to help you feel better about yourself and develop your new-found self-confidence.

We often admire women who seem to be highly developed individuals in the way they dress, apply make-up, wear their hair. Yet we rarely think in terms of expanding our own fashion consciousness. Fashion is one of the most important ways to express yourself and your personality. What you wear and how you put it together is an outward manifestation of your personal sense of style.

Renew Your Personal Sense of Style

Style is very individual. It's different for each of us. Yet, it can be acquired. In order to understand and develop your own personal style, you must understand yourself, your lifestyle, your figure, your likes and your dislikes. Knowing who you are and what you're about will enable you to express this through your clothes. Self-confidence is perhaps the most important aspect of style.

Once you become aware of who you are, you can fine tune your fashion consciousness by becoming aware of what's being worn and how it's put together and in today's world fashion sustainability has become apart of that consciousness as the current level of the fashion industry compromises the well-being of workers, communities, wearers, animals and the environment around the world. You now have to be alert about your fashion buying habits, looking around you and consciously analyzing what you see and how you can make a change by slowing down the progression of fast fashion. It also means actively experimenting with your wardrobe so that you can transform the ideas you pick up into your own fashion statement. Use the following questions to undertake a personal reflection on your wardrobe to give you a picture of how your fashion purchasing habits have changed over time:



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Can you identify which items you wear the most?

How many items per year do you add or remove?

What is the most expensive item in your wardrobe?

Which items hold the most emotional value and why?

Now, let's take a detailed look at what you can do to develop your own personal style.



Window shopping

One way of increasing your fashion savvy is to window shop as often as you can. Leave your credit cards at home so you won't be tempted to buy. Your primary purpose is simply to look and learn.

Shop windows and displays in the stores are coordinated by fashion experts. Look at the predominant shapes and silhouettes. Observe how outfits are put together. One season the message may be "short over long" – cropped tops over long slim skirts. The next season it may be just the opposite – "Long over short" – tunics over abbreviated skirts. Ask yourself,

What makes the look work?

How are the individual pieces put together?

How are the outfits accessorized?

What are the new colour combinations?

What are the different lengths being shown in trousers or skirts?

Be on the lookout for ideas you can adapt to your own wardrobe.

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Venture into stores or boutiques where you wouldn't normally shop. You'll see a wide variety of looks that you don't normally see. And you'll expose yourself to a broader array of fashions.

Allow yourself the luxury of trying on things that are definitely out of your price range. Try on things that you'd never actually consider wearing, just to see how they look. It doesn't cost a penny and you may be pleasantly surprised. You could undercover a whole new aspect of your fashion personality.



Attending fashion shows

Get into the habit of periodically checking the women's pages or the fashion section of your local newspaper for news of upcoming department store or boutique fashion shows. You can also register to attend fashion shows online via Youtube or other social media platforms. Check your favourite fashion magazine for fashion show events and wardrobe workshops sponsored by the magazine's fashion staff. Make it a point to attend one or two fashion shows at the beginning of each season. It's a good way to acclimate your eye to the new look. Department store fashion shows, seminars and wardrobe workshops are planned and produced by experts. Apart from being entertaining, these shows are also educational. They provide you with a wealth of new fashion ideas. Don't just look at the fashion's, listen to the commentary too. They aren't just describing what the garments look like, they're telling you how and why certain things work together. Be ever alert for ideas that will work for you.



People watching

Be observant. Look around you as you go through your daily routine. Who looks particularly well-dressed? Why? As the new normal begins to unfold. Go to places frequented by well-dressed people and pay close attention to what they are wearing. Better restaurants, the theatre, clubs or even lobbies in office buildings are excellent places. Make it a point to also attend special events like concerts or conventions when possible.

Develop an eye for how clothes are worn. When you see someone who looks especially well put together, scrutinize them carefully. Learn to analyze a look by zeroing in on what makes it special. Is it the colour? The style? The way it's accessorized?

Make a mental note of those women whose sense of style especially appeals to you. What is it you like about how they put themselves together? Are there any aspects of their style that you'd like to emulate?



Studying fashion magazines

One of the best ways to gather fashion information and develop your sense of style is to regularly read one or more of the major fashion magazines – your choice of magazines will depend on your age, your budget and your lifestyle. Although, most magazines are now available online and can be purchased by subscription.

Other excellent resources for fashion ideas include social media platforms such as; Pinterest, Facebook fashion groups, TikTok and Youtube styling video's, fashion or stylist bloggers, pattern books and magazines, general interest women's magazines and the weekly fashion pages and seasonal fashion supplements in your local newspaper.

Study pictures in your favourite fashion magazine or resource. Read the headlines, the captions beneath the pictures and the accompanying fashion text. Look at the individual pieces and how they are put together. You can learn from the ads. Don't be intimidated by the styles or the prices you see. These things are learning tools. You won't necessarily like every style you see. But by familiarizing yourself with the current looks and exposing yourself to an assortment of fashion ideas, you'll be better able to develop your own fashion tastes and zero in on your preferences.

Renew Your Personal Sense of Style

It's a good idea to go through a fashion magazine or fashion resource several times, focusing on different aspects of fashion each time. The first time to get an overall feel for the clothes. The next few times, zero in on specifics, one thing at a time – the colours, the silhouettes, the accessories, the hair and make-up, the text.

Carefully scrutinize each outfit.

1. What, if anything is worn at the neckline?
2. Is there a scarf? If so, how is it tied?
3. Or is there a necklace instead? Is it long or short? Large and chunky or small and delicate?
4. Is there a belt? What kind? Is it wide or narrow? Does it match or is it a contrasting colour?
5. What about shoes? Are they flat or heels? Plain or fancy?

Jot down ideas as you go. What can you incorporate in your wardrobe? As you turn the pages, do you keep seeing red as an accent colour? What about the red leather belt you bought two years ago? Would it work with the new looks? What if you added a pair of red shoes or boots to round out the look? Translate the fashion messages you see into a fashion statement of your own. As a famous fashion executive so aptly put it: “FASHION SAYS ME, TOO, ‘STYLE SAYS ONLY ME!’” Adapt, don't imitate. Interpret the fashion ideas you see into a look that's uniquely you.



Making a fashion file

While flipping through fashion magazines and catalogues featuring the clothes and accessories you like, clip the looks that especially appeal to you and file them for future reference. Select only those things that you'd truly like to wear – whether you can afford them or not.

Autumn is an excellent time of the year to start building your fashion file. Buy the August and September issues of fashion magazines. The greater the variety you have to choose from, the more easily you'll be able to define the fashion message for Autumn. Your exposure to so many new looks can be like a brief course in fashion and it can zero quickly on your preferences. Clip the outfits, colour combinations or accessory ideas you'd like to try.

Gather up all your clippings and set aside an hour or so to arrange your favourites and study what you've selected. Can you pick out a pattern? Are there specific styles or colours you find attractive? You'll be surprised at what you'll discover about yourself and your personal style.



Always experiment

It takes a certain amount of self-confidence to exhibit your personal style, whatever it may be. You can reach that assurance by experimenting at home with different looks. Plan to spend an afternoon or evening to play “dress-up” with your current wardrobe, incorporating the different ideas you’ve seen.

Maybe it never occurred to you to wear a long big shirt loosely worn over trousers. Maybe you never thought of wearing a jacket with its emphasis on strong shoulders, bold hounds tooth and exaggerated collars with tailoring rifts off the '80s. But in a palette mixed exclusively from blacks and whites. Maybe you have one or two dark green pieces in your wardrobe that you can combine with something black to duplicate a colour combination you saw in a window display.

Steal ideas. Mix and match the pieces of your wardrobe to create new looks. Use your imagination to come up with new variations. Sample the various fashion options and select the ones that work for you.

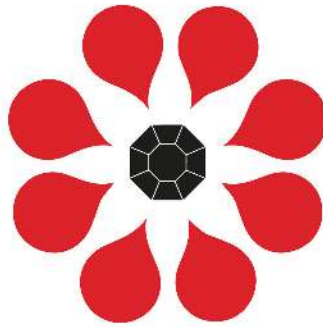


The bottom line

It does take a little time and effort to develop your unique personal sense of style. But the results are well worth the effort. The more you expand your fashion consciousness, the more comfortable you'll feel expressing your personal style through the clothes you wear. In no time at all, you'll be one of those lucky women that others look at and think, "If only I could put myself together like that..."



Renew Your Personal Sense of Style



Lady Sandie's Professional Image Consultancy

Always advising, consulting, training and mentoring you -

In-person, virtual, online or blended in

Holistic Personal Branding

Personal Image Coaching

New Business & Image Development

Professional Styling

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