

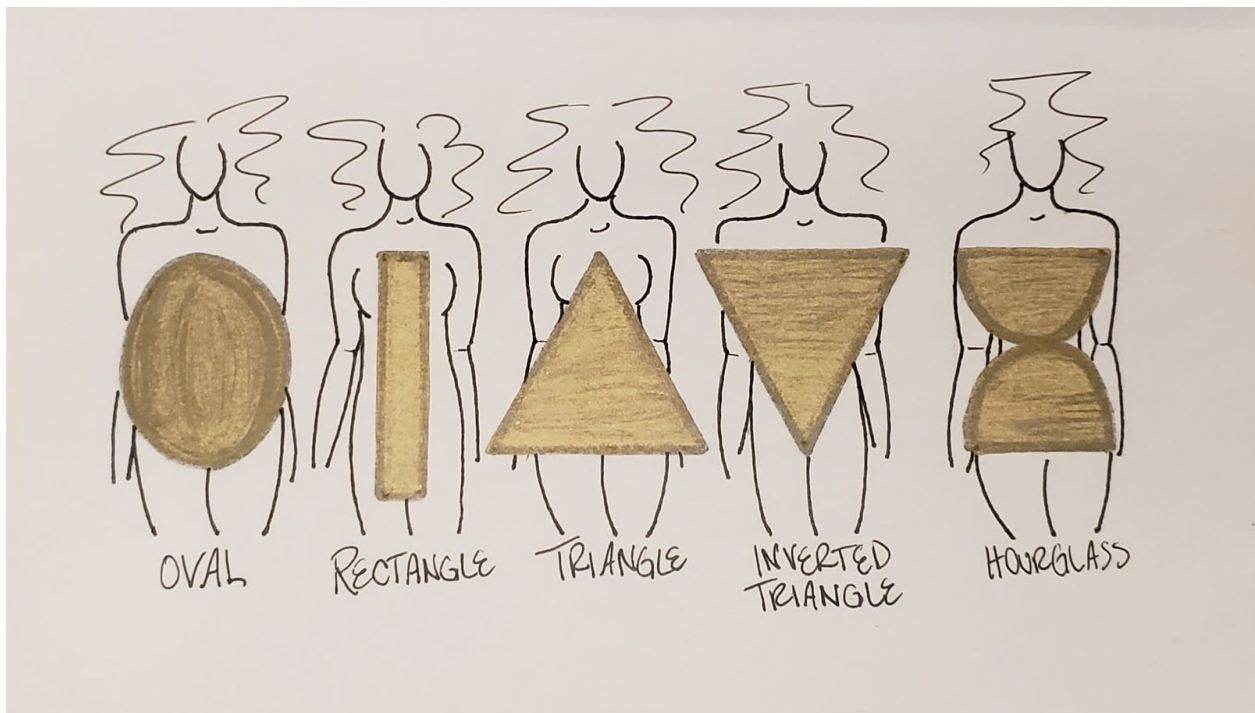


ICONIC DETAILS

BODY SHAPE BASICS

Like a fingerprint, everyone has a unique and beautiful body, shape and size. Generally speaking, there are 5 main body types: Oval, Rectangle, Triangle, Inverted Triangle and Hourglass. Use this guide to assess which body shape you have.

Note, you may have two body shapes: One front facing and one from a side view.



BEAUTY COMES IN VARIOUS SHAPES & SIZES

OVAL ~ APPLE

Balanced hips and shoulders
 round torso with weight carried in middle
 with no defined waistline

- Play with tops that draw the eye upwards
- Rushing is your new best friend
- Define your waist line:
 - Focus on clothing that comes in at the waist
 - Wear items that are structured, tailored or create a waist
- Stick with more structured material like polyester

	TOPS	BOTTOMS	SHOES
Do	Deep-V, U-shaped, and detailed necklines. Babydoll tops and empire waistlines. Nipped-in waist. Semifitted or loose drapery. Shirts and jacket that hit at the hip line.	Pocketed cargo pants, Straight or slightly flair skirts. Straight leg pants. Bottoms with a stretch enhance the natural curves and shape w/out adding bulk	Heels are great for your posture and make you stand taller. Tall Boots.
Don't	Tight fitting. Small prints. Embellished waistlines or bulky tops. Tucked in tops.	extreme short, tight or bulky skirt, overly tapered trousers	Wedges. They add bulk to your feet.

RECTANGLE ~ RHUBARB

Balanced shoulders, bust and hips
with no defined waistline

- Find clothing that creates shapes (detailed busts, gathered waistlines, and flaring peplum top)
- Sculpted clothing, patterns and ruching are your friends
- Add volume to your body without being baggy
- Semifitted dresses
- Babydoll and A-lines help create curves
- Accent and build up your upper body and chest
- Create a waistline

	TOPS	BOTTOMS
Do	Fitted Blazer with shoulder pads to define your waist. Embellish pockets around bust and shoulders. Structured tops. Horizontal stripes. Wrap dresses.	Large back pocket, figure hugging low rise jean, pencil skirt, a line skirt.
Don't	Vertical patterns, square neck, fitted tops.	Straight skirt, baggy style, too wide flare.

TRIANGLE ~ PEAR

Your hips are wider than your shoulders

- Enhance your upper body and draw eyes upward
- Scarves, statement piece necklaces, tops with volume and bright colors
- Elongate your bottom half with darker colors
- Rock amazing shoes as eyes will naturally be drawn down your body

	TOPS	BOTTOMS
Do	V-neck, U-shape and boat necklines. Horizontal stripes. Padded shoulders. Draping necklines	Wide and straight leg pants, a-line skirts that fit at the hips, boot cut and dark colors.
Don't	Small patterns, strapless, tops that stop or hit directly at the waistline	Bottom with stiff materials, capri cuts, stripes or patterns.

INVERTED TRIANGLE ~ STRAWBERRY

Shoulders or bust are larger than hips

- Play up your legs and bottom half, your legs are your best asset here.
- A-lines, full skirts and hem details help balance out bottom half.
- V-shape and U-shape necklines draw eyes up and slim body type
- Tops with fuller coverage are your new friend
- Create a waistline
- Tailored shirts and dresses with darts are ideal

	TOPS	BOTTOMS
Do	V-neck, strapless, asymmetric tops, empire waist, large belts. Dark colors. Simi-fitted styles.	Relaxed fitting pants with embellished pockets, A-line skirt, skirts with flare, boot cut jeans, brighter colors, and amazing shoes.
Don't	Shoulder pads, cap sleeve, small print, horizontal stripes, embellish bust.	Skinny or fitted jeans, pencil skirt.

HOURLASS

Full bust and hips
Defined waistline

- Fitted clothing to show off the curves and highlight your waist
- Knits and structured materials
- Adjustable waist styles for the best fit
- Be careful with tops to not hide your waistline and make yourself look bigger

	TOPS	BOTTOMS
Do	Scoop and V-neck. Tops that accent the waist. Clean lined jackets.	Pencil skirts and A-lines. Skinny or fitted jeans.
Don't	High necklines, shapeless cuts, baby doll tops or umpire cuts, embellishing at hips or bust.	Baggy or shapeless bottoms. Super short skirts or those that end at the thickest part of your leg.

CURVYLISCIOUS ~ PLUS SIZE

Being “Curviliscious” does not make you exempt from body shapes. You still want to focus on symmetry and clothing that creates a waistline. Structured and feminine clothing is ideal. Avoid clothing that is overly baggy or skin tight. Use the body shape suggestions above as well as the following tips:

To minimize a top heavy upper body:

- Minimize your arms with larger cap sleeves, flowy sleeves and 3 quarter sleeves. Avoid tight and confining sleeves.
- Accent your beautiful neck with V-neck tops, statement jewelry and necklaces
- Rushing is your new best friend
- Wear darker colors on top

To minimize a heavier lower body:

- Wear longer cardigans
- Wear monochromatic outfits, darker colored bottoms and bright colors on top to bring the eye upward
- A-line skirts

BODY HEIGHT

	Height	Accent Your Height By
Petite	under 5’3”	- Choose short, narrow & small styles - Wear monochromatic colors to give the illusion of one long line
Medium	5’3”-5’7”	Choose medium & classic styles
Tall	above 5’7”	- Choose longer & wider styles - Make sure hem lines are where they should be & not giving the illusion of your clothing being to small