



ICONIC DETAILS

## OUTFIT ASSEMBLY

HOW TO LOOK LIKE A PERFECT 10

### GENERAL RULES TO OUTFIT ASSEMBLY

- **FIT IS EVERYTHING:** Forget S, M, L, its all about FIT!!!
- **INVEST IN THE ESSENTIALS:** These are your little black dress, a good blazer & heals you can walk in.
- **THE MAGIC 5:** Every outfit = top + bottom + shoe + layer + accessory.
  - By layer I mean: cami+top, top+jacket, tunic over pants, scarf+top etc. Just creating a layer affect.
  - By accessory I mean: jewelry, scarf, hat, bag, shoe, anything that makes a highlighting point in the outfit.
- **KNOW YOUR FABRICS:** What will wrinkle. What will stretch. What will shrink.
- **PICK AND CHOOSE:** Your colors and accent areas carefully.
- **ACCESSORIZE:** Play with scarves, bags, hats, belt... you name it.
- **DON'T BE AFRAID:** You'll never know until you try it on.
- **IF IT DOESN'T FIT:** There is nothing wrong with YOU, it's litterally not made for you & your figure. Put it down, don't put yourself down.
- **MAKE A STATEMENT:** What statement do you want to make? Every time you're getting dressed, look at each item and ask yourself "What does this say?" not "Do I look ok?" You might look great but you're outfit might be sending the wrong message.
- **NO DUPLICATES:** Avoid buying something in every color, it leaves little room for variety.

# STYLE TIPS

## **Closet Essentials:**

- Full length mirror
- Place to put your next day outfit
- Good lighting
- Organization
- Inspiration

**Accent Areas:** Face, neck, shoulders, waistlines, legs and shoes! Pick one and accent it! It's about accenting your body and its natural beauty. Picking one spot at a time to highlight and call attention to. More than one and your a hot-mess.

**Contrast:** Think opposits. Contrast forces the people to look at you longer, it takes their mind more time to process and categorize everything going on. Give them reason to look and make it worth their time.

- Tight + Loose
- Neutrals + Color
- Texture + Smooth
- Light + Dark
- High + Low
- Soft + Hard
- Tailored + Flow-ie

**The Perfect 10:** This is my simple way for knowing if an outfit has you looking like a "Perfect 10". Begin at your head and work towards your toes. Every element of your look you've put effort or attention into get's 1 Point. Your hairs done = 1, face (moisturizer, make up, etc) = 2, top = 3, bottom = 4,... etc. The goal is to style looks equal to 10 Points. Add or remove items as needed. For minimalistic looks, style looks that score 6-8 point.

**Should-Be showers:** As you start to let the negative head talk or the should be, could be, need to be's in... take a shower. Let them all wash away until you are left with your amazing self and the amazing-ness you bring to the table. Then if you get out and still feel unsure, there is a cold shower waiting for you to snap you out of it.

# DRESS WITH INTENTION & PAY ATTENTION TO YOUR BRANDING

**Accent your style using your brands color palette:** jewelry, bags, shoes, scarves, office supplies, cell phone case, etc.

**Dress to reflect the personality of your brand:** is it confident & tailored, easy going & causal?

**Symbolism:** include elements that allow you to share a story, have sentimental value, symbolic to you or your business & entice people to say “tell me more about that!”

**Dress with the end goal in mind:** It’s not enough to just think about the end goal, dress for it! How would you act if you had already achieved it? How would you look? Who would you interact with?

**Dress for the clients and projects you want to attract!**