



how to find your personal STYLE



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What is Personal Style?

One thing all well-dressed women have in common is a strong sense of personal style. With so many different types of clothes out there, it's important to choose styles that reflect who you truly are.

There's a difference between dressing well and having great style. Anybody can dress fashionably by wearing the latest trends and expensive designer labels. But what sets stylish women apart is HOW they wear their clothes.

Your image speaks volumes about your personality, lifestyle, preferences, beliefs, and values so it's important to have an image that reflects the true you.

Personal style, then, is about authenticity. It's about being true to who you are and looking your best as it applies to your unique body, age, coloring, lifestyle, and personality.

Clothes are just the vehicle - YOU are the star.

Why Have Personal Style?

So why is it so important to have a great sense of style?

For starters, we live in a world where we interact with others. Whether it's fair or not, people judge you within seconds of meeting you. And once judgments are made, they're very hard to alter. That basically means that you have ONE shot to make a good impression.

Studies show that 55% of your overall communication comes from appearance and body language. That's a lot! Your clothes can literally make or break you.

So now that you know how important this is, let's dive into HOW to develop great style.

CREATE A STYLE INSPIRATION BOARD



One of the best ways to develop your personal style is to create a style inspiration board.

A style inspiration board can serve as a road-map for defining your personal style. It's well worth the effort to create.

Don't limit yourself to images of clothing only. Look for images that also represent your overall personality and lifestyle, like pictures of beautiful rooms, inspiring artwork, your favorite books, etc.

At this point, your goal is to collect as many images as possible. You will narrow them down in the next step.

CREATE A STYLE INSPIRATION BOARD: Step 2

Once you've collected all your images, it's time to go back over them and select your favorites. Choose the few images that truly represent the style you want to create.

Paste these images onto a piece of paper or pin them onto a bulletin board. The idea is to have something you can easily refer back to when you find yourself drifting from your ideal style.

This is important because the most expensive fashion mistakes are when you buy clothes that don't suit your style!

Another option – and we highly suggest this – is to make a second board that's the exact opposite of the first board. This time you should only include images that are NOT you.

This might seem redundant, but putting the "no" board up against your "yes" board will give you an even clearer picture of your likes and dislikes. You'll have a focused direction on where to go and what to

avoid.

When your boards are complete, put them in a prominent place where you can look at them often. The boards should make you feel happy and excited because they are a visual representation of the true you.

Find Your Style Type

While you should try to make your style as unique as possible, it's helpful to think in terms of style "types". Knowing your style type is another way to avoid straying too far from your ideal look.

There are a handful of categories when it comes to personal styles, and you may even be a blend of two types. However, for most crossdressers and transgender women, the 4 most common style types are:

- **Classic**
- **Bombshell**
- **Fashionista**
- **Bohemian/Romantic**

FIND YOUR STYLE TYPE: Classic



The Classic looks is all about timeless elegance. You gravitate toward clean lines and basic pieces without a lot of fluff or frills. You like to keep things simple and prefer a coordinated look with matching colors. You are a lady in the truest sense of the word.

Classic Wardrobe Essentials:

- White button down shirt
- Black A-line skirt
- Pearls
- Suit jackets

FIND YOUR STYLE TYPE: Classic



Classic Style Icons:

- Jackie O
- Princess Diana
- Gwyneth Paltrow
- Jennifer Aniston

FIND YOUR STYLE TYPE: Bombshell



The Bombshell look is pure female: Sexy, but never skanky. Think body-skimming silhouettes and lots of glamour. You love being the center of attention and know how to make a grand entrance, as well as an unforgettable exit. You love stepping out in full make-up, sexy hair, and towering heels.

Bombshell Wardrobe Essentials:

- Little Black Dress
- Bustier
- Red Stilettos
- Animal Prints

FIND YOUR STYLE TYPE: Bombshell



Bombshell Style Icons:

- Marilyn Monroe
- Beyoncé
- Kim Kardashian
- Jessica Simpson

FIND YOUR STYLE TYPE: Fashionista



The Fashionista look is highly dramatic, edgy, and experimental. You enjoy bold silhouettes and the most cutting-edge looks. You love to stand out and be noticed for your originality and daring personality. Your goal is to look as striking as possible in statement-making outfits. You follow the latest fashions and are never afraid to try a new look.

Fashionista Wardrobe Essentials:

- Avant-garde Dresses
- Leather Jeans
- Spike Heels
- Bold Patterns and Colors

FIND YOUR STYLE TYPE: Fashionista



Fashionista Style Icons:

- Madonna
- Chloë Sevigny
- Gwen Stefani
- Victoria Beckham

FIND YOUR STYLE TYPE: Bohemian/Romantic



The Bohemian/Romantic look is romantic with an eclectic twist. Think vintage fashions, ethnic details, and layered looks. You love ruffles, flounces, appliqués and fringes. Floaty dresses and boots are your go-to essentials. You have a knack for combining different items of clothing and accessories to come up with completely unique looks. You like to be feminine and earthy at the same time.

Bohemian Wardrobe Essentials:

- Ethnic Print Dresses
- Fringed Boots
- Vintage or Vintage-Inspired Pieces
- Layered Necklaces

FIND YOUR STYLE TYPE: Bohemian/Romantic



Bohemian Style Icons:

- Cameron Diaz
- Kate Hudson
- Kate Moss
- Sienna Miller

The Importance of Maintaining Your Personal Style

Maintaining consistency with your image is the last piece of the style puzzle.

Could you imagine knowing somebody who looked like Beyoncé one night, and then like Hillary Clinton the next? An inconsistent image is unsettling!



Style is about communicating your personal message, so flip-flopping your image is like telling people that you have multiple personalities.

Stay consistent and everyone who meets you will get the exact same impression you've worked so hard to create.

It's Time to Step Out with Confidence!

Now that you've learned how to define your style, it's time to have some fun!

Go to the mall and play in the dressing rooms. Experiment and keep adjusting until you get it right. See every piece of clothing you buy as a tool that either takes you towards, or away from, your ideal image.

Keep going back to your style inspiration board as you progress. The board will keep you focused along the way.

Just remember that although clothes help you express your true self, you can't have true style without confidence. Style is about being true to who you are, and above all, being comfortable with who you are!