

DO'S AND DON'TS OF INDIVIDUAL STYLING

Karen Brunger, BHEC, AICI CIP

DO #1:

Match your body! Here is a chart that shows what you can do.

Height

<i>Shorter</i>	<i>Average</i>	<i>Taller</i>
Choose styles and style details that are shorter, smaller, and slimmer. Keep details to a minimum.	Choose styles and style details that are more medium or classic in size..	Choose style and style details that are longer, larger, and wider. You can wear more details.

Bone Structure

<i>Fine</i>	<i>Medium</i>	<i>Strong</i>
Choose fabrics and style lines that are finer, lighter, and thinner.	Choose fabrics and style lines that avoid the extremes in thickness or thinness.	Choose fabrics and style lines that are stronger, heavier, and thicker.

Somatotype

<i>Ectomorph</i> (Slender: body and face lines straighter and more angular)	<i>Mesomorph</i> (Average body size)	<i>Endomorph</i> (Full body: body and face have curves or roundness.)

Choose crisp fabrics, tailored styles, and more angular lines. Choose a higher front chest closure.	Choose fabrics that have a natural drape, and classic styles that avoid the extremes of angle or curve.	Choose draping fabrics, softer styles, and more curved lines. Choose a lower front chest closure.
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Shape/Form

<i>A</i>	<i>V</i>	<i>H</i>
hips wider than shoulders/ chest	hips narrower than shoulders/chest	Waist is wider than standard.
Wear detail on top; avoid detail on the bottom.	Wear detail on the bottom; avoid detail on the top.	Avoid detail around the waist.

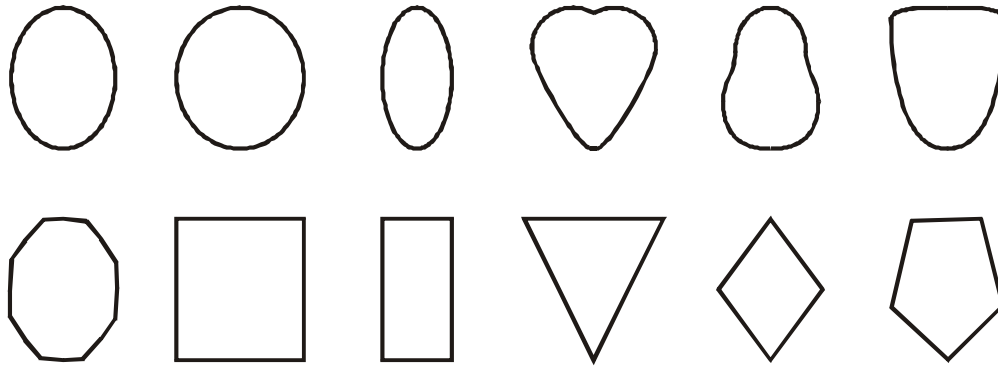
DO #2

Match your colouring. Rate yourself on each of these dimensions.



DO #3

Take advantage of your signature shape. Your signature shape is usually your facial shape. In fact, you may notice that the dominant shape of your face is also repeated in your body and in your features. Here are some shapes to check out. Notice the ones on the top are curved; on the bottom are angular.



Your Signature Shape can be an influence in your jewellery, footwear, eyewear, and clothing styles.

DO #4

Match your texture. Circle one number in each row that most describes you.

<i>Hair</i>	tightly curled 5	softly curled 4	Waves 3	some bounce and movement 2	dead straight 1
<i>Complexion</i>	extremely freckled 5	some freckles 4	Freckles hard to see; subtle colour variations 3	relatively clear 2	clear, pure, polished 1

2 – 3: virtually no texture! Keep your fabrics smooth, you're great in sheen, and you may want to avoid patterns

4 – 6: minimal texture, subtle patterns

6 – 8: moderate texture, obvious patterns

9 – 10: maximum texture, strong patterns

DO #4

Match your personality style. Of the following list, which is your dominant? You may also have a secondary.

<i>Dramatic</i>	<i>Romantic</i>
<p>Angular, sharp features. Tall, slim, straight and angular body.</p> <p>Striking, sophisticated, avant-garde, high-powered, theatrical, bold, authoritative, glamorous. You appreciate trends, technology, and prestige.</p> <p>Fashion is forward, extreme, strong, severe, high quality, geometric.</p>	<p>Sensuous, full body. Rounded face and features. Curly or flowing hair.</p> <p>Flirtatious, warm, welcoming, nurturing, pampered, sophisticated, voluptuous, sexy, ravishing. You appreciate a luxurious, lavish, and beautiful environment.</p> <p>Fashion is flowing, sensuous, curved, silky, luxurious, elaborate.</p>

<p style="text-align: center;"><i>Sporty</i></p> <p>Tall, broad, large bones.</p> <p>Comfortable, casual, sophisticated, solid, practical, traditional, reliable, established, wealthy, country club. You appreciate space, country, and tradition.</p> <p>Fashion is tailored, comfortable, good quality, elegant, traditional, substantial, functional, natural fabrics.</p>	<p style="text-align: center;"><i>Creative</i></p> <p>Fine-boned, soft.</p> <p>Sensitive, dreamy, gamin, youthful, fresh, artistic, ethereal, angelic, imaginative, original, animated. You appreciate self expression, individuality, and intuition.</p> <p>Fashion is offbeat, distinctive, unique, nostalgic, flowing, soft, fine, meticulous, creative, unusual.</p>
<p style="text-align: center;"><i>Natural</i></p> <p>“Guy/girl-next door”; Hair is short, casual, windblown.</p> <p>Carefree, creative, breezy, practical, unpretentious, grounded, intelligent, political, activist. You appreciate freedom, the environment, and a bargain.</p> <p>Fashion is comfortable, affordable, casual, natural, untraditional.</p>	<p style="text-align: center;"><i>Classic</i></p> <p>Average, medium, regular proportions in body and face.</p> <p>Refined, poised, gracious, meticulously groomed, organized, efficient, formal, graceful, calm, mannerly, elegant. You appreciate reliability, standards, protocol, and systems.</p> <p>Fashion is classic, elegant, coordinated.</p>

DON'T

We have one big don't! Don't put together a mish-mash of bits and pieces that make no sense being together: elegant with rustic, fine with chunky, casual with corporate, evening with business. An example: textured, opaque hose with shiny, delicate shoes. (Yes, some people do this.)

Karen Brunger is Director of the International Image Institute Inc., and is a Past President of the Association of Image Consultants International.