



STYLING YOUR BRAND

Developing your wardrobe
strategy to externally package
your authentic personal brand.



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Clothes define you. That's a given. But it's not about wearing big-name brands or labels. It's about finding a style that suits your personality and body type. You want to look and feel great - as well as to communicate your personal brand to the outside world. Personal style transcends high fashion, every time!

The term "fashion statement" sums it up very well. The clothes you wear act as a public advertisement for your personality and brand. Whether you choose to make a bold or subtle statement is entirely up to you, but be aware that even if you attempt to not make any statement at all, your wardrobe will do so on your behalf. It's time to develop your own wardrobe strategy to externally package your authentic personal brand.

Ten Step Plan For Wardrobe Development

1. Cut out style photos from various magazines or create a Pinterest board of style images you love. Can you distinguish any patterns between the fashion styles or different looks you were drawn to? Are there a lot of suits or is it more casual clothing? Are there similar silhouettes or pant lengths/shapes? How about colours and fabric types? Do you notice any common denominators in terms of accessories, jewelry, etc.? Try to determine why you chose each photo and what part of it appeals to you. The more commonalities you can find, the closer you'll be to finding the pattern behind your "base uniform" that will make you feel your best.

2. Answer the following questions:

What is my basic body type or shape? For example:

- triangle (bottom heavy)
- inverted triangle (top heavy)
- rectangle (similar chest, waist and hip measurements)
- circle (round overall, with a full midsection)

What colors look best on me? if you don't know, try holding up different pieces of fabric or items of clothing under your chin and you'll start to see right away which shades look better with your skin coloring.

What is my personal fashion style?

- Classic: tailored, sophisticated
- Fashion-forward: trendy, what's hot
- Dramatic: creative, bold
- Alternative: grungy, edgy
- Casual: comfortable, easy
- Vintage: subtle patterns, aged-looking

What type of clothing does my lifestyle warrant?

Attach a percentage beside each category, to add up to 100%

- Formal
- Business
- Business Casual
- Casual
- Workout

3. Now it's time to get down and dirty: time to clean out your closet! The first stage is preparation: get three boxes and label them Keep, Donate/give away, and fix. You'll also need a garbage can and a shopping bag for a very small pile of special items to be discussed in step seven.

4. Eliminate everything that doesn't fit or that you haven't worn in a year. Period. That includes getting rid of all of your skinny clothes, too! Hanging on to clothes that no longer fit erodes your self-esteem by sending a subconscious message to your brain that it's not all right to be just the way you are right now. If you're convinced that they're a motivational tool for weight-loss, why not decide up-front to reward your successes with new, up-to-date clothes that show off your weight-loss accomplishments instead?

5. Look at each piece of clothing in your closet, on an item by item basis, from the eyes of a fashion detective. As you look at each piece, ask yourself:

Does it fit me properly?

Is it flattering to my body type?

Does it make me feel great every time i put it on?

What does it say about me?

Does it represent who i am and who i want to be?

Does this item define and express the essence of my personality?

Does it need any alterations... stain removal, buttons sewed on, etc?

6. Keep a running list of any items you'll need to replace (for example, if you throw out your only bathing suit, put 'new bathing suit' on the list). Add only the things you really must replace, or that you will need to acquire that you don't already own.

7. Put any items that are simply too hard to part with—for financial or sentimental reasons—or those that are practically new but not quite right, into the shopping bag. Share them with a friend with the caveat that if you really, really want them back some day, they can loan, but not give them to you!

8. Next, set pride aside. Invite one of your closest friends over, one whose sense of style you admire. Using a digital camera (borrow one, if you have to), go through the clothes that survived the first seven steps and, outfit by outfit, model different combinations for the lens. Strange? Of course it is. but how many times have you gone out thinking that you looked just fine in something, only to see a photo later and wonder what the heck you were thinking?

9. When your closet has been thinned out and you feel great about how every single item of clothing looks on you and makes you feel, take a step back and view your wardrobe as a whole, looking for color trends and style patterns. It may be helpful to put like-items together and separate your closet into a section for each (casual versus dress shirts, pants, jackets, sweaters, etc.).

10. Deliver the Donate/give away box and the shopping bag to their new homes, empty the garbage can and relax. The hard part is over. You've already got the skeleton of your basic look, as well as some favorite pieces. Your last step is to fill in the gaps. Time to go shopping!

Want more great insight on creating a personal brand strategy for success? Pick up your copy of "Get Noticed. Be Remembered." on Amazon or at www.kristaclivesmith.com



GET NOTICED. **BE REMEMBERED.**

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