

# Style is Personal

*One size fits all* **style** will never be as effective as customizing options to your body type, coloring, lifestyle needs, and image.

## Image & Stylist Tools

### How to Use Fashion Icons

Find someone you admire and deconstruct how they dress. Once you learn from them as a case study, adapt what you like most and reconstruct what works for you.



[www.POWERofAppearance.com](http://www.POWERofAppearance.com)

- Your clothing is a primary tool of first impressions. You need your own defined style to stand out and be remembered when it counts.
- How you dress and present the unique you is how to get best results.
- In *Power of Appearance*, many studies show specifics of how **style empowers your appearance**.

- Plan to succeed at developing your best personal style.
- Planning your wardrobe to become one of your greatest assets is worth the investment.

**My Stylist Tools** can easily be adapted to your individual needs. They help you create your best self for increased success.

1. Explore possible influences that can be a guide. For example, one of my fashion icons is Jackie O. You can have more than one. Look them up in magazines or pictures you have if you choose a family member. The choice is completely yours.

The goal is to find a case study and learn from it, much like companies do with other companies and products. You are looking for similarities. For example, it could be a CEO successful woman in business that you admire. It could be a movie star that is your same size or height. It might even be a family member that stands out.

2. Once you have one, two or three fashion icons chosen, it's time to evaluate and **deconstruct** their appearance.

- How do they accessorize?
- What fabrics and shapes do they wear?
- Do their clothes fit properly?
- What colors do they wear for which occasions?
- What attitude can you see?
- Are they self-confident?
- What do you love about them most?

For my clients, we explore these thoughts and others. I usually put together a look book of their favorite fashion icons with lots of visuals. Together we evaluate and capture key characteristics that communicate a desired result. This activity is not one to copycat others, but to learn from others as a case study for developing your own unique personal style.



*This is Jackie Kennedy-Onassis, my personal choice for a fashion style icon. She was always incredibly poised. The fabrics she wore mostly were natural such as silk that expressed higher quality standards. She framed her face with two and three strands of pearls that expressed innocence and elegance. Sometimes she added a scarf at the neck with jackets and coats. Although I wear a lot of black and white, I loved the dramatic colors she chose to enhance her personal coloring. She also seemed to like feminine accents such as bows. Overall her appearance presented power and confidence with an understated and refined personal style.*

3. Now that you have evaluated your fashion icons, it's time to reconstruct your personal style.

- Use the **Color Evaluation** Tool at [www.PowerofAppearance](http://www.PowerofAppearance) to choose colors that will perfectly enhance your natural coloring.
- Your wardrobe and style exists to directly support your goals. List the **Events and Audience** for which you need to have your best appearance?
- Evaluate your body type. Using the **Indents Tool**, find your critical indents and match fit and shape of your clothing to meet your personal indents. This concerns perfect fit. Alter where necessary.
- **Lifestyle** demands different **fabrics**. Choose wisely to meet the demands of your schedule. If you spend most of your day with young children, you do not want to be dressed in silks. If you spend most of your days at work with high profile clients, you do not want to wear washable casual sportswear even if a few shapes are good ones. Fabrics express quality standards.
- **Accessorize** to “Frame Your Face” bringing all attention to you and your presentation. According to height, under 5’ tall, match shoes to skin color rather than skirts or dresses. Match shoes to pants and long skirts for a longer leaner effect. There is much more detail on body types in 8 Easy

Pieces eBook Link: <https://www.amazon.com/8-EASY-Pieces-Karen-Mathis-ebook/dp/B00UYIGOBM>

The system can be repeated for unlimited success. The best part is you are in control of your process, completely.

For more information contact Karen Mathis:  
[Karen.POWERofAppearance@gmail.com](mailto:Karen.POWERofAppearance@gmail.com)