



**Course Material Download**  
**Personal Styling Women's E-Diploma**

**Module 2:**  
**Style Personality**

**Learning Outcomes**

At the end of this module you will be able to:

- To understand how to recognise each Style Personality, how each personality differs and be able to explain the differences
- To understand how to correctly assess each client for Style Personality
- To understand how to apply Style Personality to fashion brands
- To understand how to use the correct fashion brands for each client

In the first module, we looked at the different body shapes that your female clients will generally fit into, we learnt the LCS approach to dressing body parts, and we had an in-depth look at how to dress each shape to flatter your client.

In this next module, we are going to have an in-depth look at **Style Personalities**.

If Style Personality is a new concept to you, don't worry as we're going to walk you through it, step-by-step. Style Personalities relate to your client's personal tastes and her

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

lifestyle. Each of us has one. It's what makes you - **YOU!** The job of the stylist is to see this in your client and allow her creativity and uniqueness to shine through.

Understanding how to assess Style Personality lies at the heart and soul of being able to dress a client to truly reflect the elements of their personality and who they are. Most clients really enjoy this process, which lets them see that getting clothes right for them, goes way deeper than the mechanics of just dressing to their body shape. Beginning the process of working with her to analyse her Style Personality, helps her to understand how to dress to highlight the unique elements of her personality, incorporating her tastes, moods and lifestyle. All captured through fashion and style.

As you learnt in Module 1 with body shape; many women don't just have one clear Style Personality they are drawn to. They may also be drawn to elements of a couple or several Style Personalities. That's why each client's style should be unique. However, each of your clients is most likely to have a 'dominant Style Personality' from those you will learn in this module. Once you have assessed your client, this will act as a valuable guide for you when editing her wardrobe and shopping with her, sharing your expertise to develop her Personal Style with accuracy.

While fashion changes from season to season, true personal style and Style Personality generally remain the same once analysed, regardless of what the runways are predicting. When you begin working with your client, you may uncover a very different Style Personality, to the woman who first appears in front of you. Your client who arrives in big baggy oversized clothes and describes her taste as very conservative may reveal with your expertise as predominately Dramatic or Romantic once you begin to delve deeper and discover who she really is.

In most trend seasons which happen twice a year on the runway, (Spring/Summer and Autumn/Winter), the runways will offer something to complement every Style Personality. In-store and online the seasons are broken down further into four separate seasons - Spring, Summer, Autumn and Winter.

You will find there are slight variations to the Style Personalities we're about to look at; however, the six that we will focus on are the most widely recognised personas across womenswear.

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

## LONDON COLLEGE *of* STYLE

While we don't ever want to work as Personal Stylists who put labels on our clients, these Style Personalities are designed to help you and your clients become aware of their own personal style nuances and style and fashion taste and identity, as well as understanding how they can best express themselves through their clothing.

When your client is aware of her primary Style Personality, she will have the knowledge with your expertise and direction to choose to highlight her personality through her clothing, with lesser or greater emphasis in any situation. She will learn to become playful in her approach, having fun in how she expresses herself across personal, leisure and business environments. You will enable your clients to make choices about how much of their personality they want to reveal.

When it comes to Style Personality, your role is to direct your client to highlight her personality through the clothes they choose, as well as teaching her how to style up her looks. There may be some situations where your clients don't want to show too much personality, for instance, in very formal situations. In business settings, when presenting to a group, perhaps. However, there will be many times when your client will want to express herself fully through her clothing, through her personal life, or other situations when she is free to show her personality wholeheartedly.

There are also times in business, particularly for entrepreneurs and small business owners, when your clients will be representative of their own personal brand. In this situation, the saying 'people buy from people' has never been truer or more powerful. For your client to distinguish herself from other similar businesses, potential customers need to get to know her as the person behind her brand. This approach is very important, as small artisan businesses become increasingly popular and more powerful, connecting to their communities where bigger brands sometimes fail. This is when you will guide your client to show her Style Personality through the outfits she chooses, to represent her business authentically.

Of course, we must be careful not to necessarily put a client into one Style Personality category if the fit isn't perfect because many women will have a variety of tastes. As we learnt in body shape Module 1; this was precisely why we learnt to master dressing shape with the LCS body parts approach. We all have complex personalities that may be a combination of various Style Personality personas. We are therefore looking for the

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

dominant characteristics within a client, which may mean using a combination of the primary Style Personality, and a secondary Style Personality influence, if there is a strong secondary personality coming through.

### **LCS Top Tip – Start with You**

We have created the **LCS Style Personality Quiz**, and we suggest you take yourself through the process of trying this to get a feel for the type of questions that may be asked in order to establish a client's Style Personality. Once you have completed this, you will be able to see what your own dominant Style Personality is. If you read through the descriptions at the end of the quiz, you will begin to see how accurate these types of categorisation are. In our experience, we find that most people are quite surprised by how true to themselves and their natural character traits their Style Personality is.

Now let's take a look at each of the Style Personalities in detail, starting with the **Classic Personality**.

## The Classic Personality

The Classic Style Personality is the woman who likes to look poised, conservative, and well-organised. This client is somebody who emphasizes style over fashion, with timeless good taste at the top of her wish list. She is described as impeccably well put together.

For this woman, it is essential to her that she is always appropriately dressed for any occasion, and you will rarely find her at an event where she is either over or underdressed. She treads the line of conservative good taste.

This is a woman whose wardrobe is carefully curated with pieces that interlink to create a strong capsule vibe that will stand the test of time. Very rarely will this woman appear to be under the influence of fashion, unless a classic story has inspired fashion for a season that echoes her, who she is and her unwavering personal style. She always looks the epitome of elegance and polish.

Her colour palette will consist of many neutrals including Black, Grey, Navy Blue, Beige and White, as mostly she doesn't like her clothes to shout. She will enjoy colour matching her clothes or accessories, so you may well see her with coordinating shoes and handbag. Her shoes will always be well cared for and polished. You won't see her in clothes that need altering or cleaning or shoes or boots that are scuffed or looking tired.

She will shop mainly at high street or designer stores that are known for their quality and classic lines. Quality and longevity are essential to her in her clothing.

The Classic woman likes to keep her looks simplistic, even when she is off duty. This is somebody who struggles with more casual styles, as they are just not neat and tidy enough for her makeup will be minimal for the Classic Style Personality too, and her hair will almost always be cut into a neat, well-groomed style. She would struggle with tousled locks.

She will be clear that she is not into loud or throw-away fashion, and so is more likely to invest in a few well-chosen, quality pieces set to last, rather than buying in volume with cheaper or trend-focused items.

Younger women with this Style Personality will often be told they look older or more mature for their age.

You aim to illustrate to your Classic client so that she will shine in clean, simple lines, with a selection of thoughtfully chosen quality garments. She has risen above instant hits of fashion in favour of impeccable individual style, and she will showcase her personality far better by selecting pieces that compliment her neat, seamless and organised persona.

### **Overall Impression**

neat, tidy, tailored, well put-together.

### **Keywords**

chic, elegant, quality, impeccable, simplicity.

### **What to Look For**

- Clean lines
- Neat fit
- Timeless pieces
- Quality fabric and manufacturing
- Simplistic in detail
- Natural, luxury fibres

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

## What to Avoid

- The Classic Style Personality may sometimes be too cautious. Then she can start to look a little dated and lacking in individuality or personality and may come across as slightly dull. Instead, encourage your client to add the occasional pop of colour or interesting classic update, even in her approach to coordination of pieces, to add new life to her looks.
- Avoid linen or other fabrics that crease, as these will not be neat enough for the classic lady.
- 'High fashion' or trend-led items that are overly busy, fussy or attention-grabbing.

## Wardrobe Heroes

- Ballet flats
- Breton Stripe Top
- Capri pants
- Chinos
- Classic sunglasses
- Fitted crew neck and cardigan light knit
- LBD Shift Dress (Little Black Dress)

- LCD Shift Dress (Little Coloured Dress)
- Loafers
- Pearl necklace
- Semi-fitted jacket
- Shirt Dress
- Silk blouse
- Silk t-shirt
- Stiletto
- Pumps White shirt

### **Labels to Complement a Classic Style Personality**

- Barbour
- Baukjen
- Burberry
- Celine
- Chanel
- Daks
- Emilia Wickstead

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- J Crew
- Jaeger
- Jigsaw
- Max Mara
- Mulberry
- Pringle
- Reiss
- Rouje
- T M Lewin
- Valentino
- Victoria Beckham
- White Company
- Famous Classics Style Icons
- Angelina Jolie
- Audrey Hepburn
- Celine Dion
- Duchess of Cambridge

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Oprah Winfrey
- Grace Kelly
- Jackie Kennedy
- Julia Roberts
- Kate Silverton
- Meghan Markle
- Michelle Pfeiffer
- Naomi Watts
- Reese Witherspoon
- The late Princess Diana
- Queen Letizia of Spain

## The Dramatic Personality

The **Dramatic Style Personality** likes to make an entrance and be noticed. She is glamorous, confident and always appears in control. She can be intimidating or intriguing and can appear seductive and sensual, striking and sophisticated. This is a strong independent woman who makes her own decisions.

The dramatic woman will choose bold clothes that either display structure, with some movement and can be figure-hugging and revealing. She likes to create drama in her look and is drawn to strong statement prints, details and finishes including tassels, extended shoulders, exaggerated waist finishes, elaborate accessories and high contrast colours to achieve this.

In terms of colour, the Dramatic Style Personality will veer towards vibrant, deep, intense colours. She will also choose the most flamboyant and dramatic colours of the season. Practicality is not her priority, and she has a passion for strong shapes and is prepared to invest in high quality and as much as she can afford to achieve her desired look.

This is a confident personality who likes to show power through the way she dresses. She is often direct, headstrong and has an air of authority about her. Her dramatic style of dress shows she uses her approach to dressing as her coat of armour and displays confidence in her own skin.

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

A Dramatic woman can also choose to dress with glamour and poise to convey a sense of status. She may do this through her use of bold statement accessories to command an audience!

This is not your average client, who is interested in practicalities. Instead, her focus is on 'attention provoking' looks, that deliver bold statements and dramatic detail to get her noticed. This is a high energy, woman who commands centre stage, and she enjoys the process of being advised on her wardrobe that includes experimental pieces with much attention to colour.

### **Overall Impression**

Confident, captivating, strong, commanding.

### **Keywords**

Sophisticated, glamorous, regal, fierce, memorable.

### **What to Look For**

- Exaggerated structure
- Figure-hugging, draped effects
- Striking garment detail including volume
- Statement jewellery
- Bold colours and colour combinations

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

### What to Avoid

- The dramatic woman can tend to be elaborate with detail, including bold, dramatic colours and fierce statement pieces. If it is not her intention to intimidate, then you may need to encourage her to tone things down a little
- Encourage her to build her wardrobe on long-term pieces of 'wardrobe winners' with more elaborate details selected as highlighting and finishing touches
- It is a good idea to pick just one bold statement per outfit as this will still achieve the dramatic effect she wants

### Wardrobe Heroes

- Angular shapes in tops and jackets selected to flatter her body shape
- Bold accessories, i.e. shoes, handbags etc., as a statement
- Bold jewellery, including large statement necklaces, earrings, cuffs
- Glamorous footwear styles with intricate finishes
- Prominent belts, button details. You will need to assess this with her body shape in mind, as belts are not flattering on all body shapes (see Module 1)
- Structured garments

### Labels to Compliment a Dramatic Personality

- Alexander McQueen

- Balmain
- Carolina Herrera
- Gucci
- Izzy Miyake
- Marc Jacobs
- Rotate Birger-Christens
- Stella McCartney
- Thierry Mugler
- Tom Ford
- Top Shop
- Versace
- Vivienne Westwood
- 16Arlington

### **Famous Dramatic Style Icons**

- Catherine Zeta-Jones
- Jennifer Lopez
- Joan Collins

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Kim Kardashian
- Megan Fox
- Nigella Lawson
- Oprah Winfrey
- Rhianna

## The Natural Personality

The Natural Style Personality is the easy-going girl next door, who prefers comfortable, easy to maintain clothing. Her overall appearance is informal and unpretentious.

The Natural woman comes across as somebody who is comfortable and happy in her own skin. Her relaxed way of dressing allows her to engage as friendly, approachable and easy-going.

This Style Personality is a non-fuss person who doesn't like too many details and accessories. She prefers simple lines and likes to have freedom of movement in her clothing. This woman likes looser clothes, easy to wear pieces with soft structure, or light tailoring. Layering clothes will work really well for her because she feels most relaxed with an effortless approach to dressing. The garments you choose for her or advise her to look for should have few details, as comfort created by soft to touch fabrics, gentle femininity and functionality are her priorities.

Sometimes she will be drawn to classic elements, or a *mélange* of Classic and Natural elements, which means that she can combine the simple lines of the Classic Style Personality, with much softer tailoring from the Natural Style Personality. She wears classic styling in a much more relaxed, laid-back way. A simple outfit of classic denim jeans and a white shirt cut beautifully, will look stunning on her.

She will always veer towards natural fibres and fabrics, including linen, cotton, wool, cashmere, leather and suede, as she likes her skin to be able to breathe as well as being at one with nature. She probably won't like the feel or look of man-made fibres for these reasons. Her colour choices will usually comprise a nature-inspired palette, and she will be drawn to neutral, natural and gentle colours, including muted tones and denim blues, with an emphasis on natural colours found in the countryside.

While she has a natural dress style, this woman is not a natural shopper. It is not that she is not interested in how she looks; it's more that shopping is too much hard work, so she may be your client who openly welcomes your expert guidance in this area.

## LONDON COLLEGE OF STYLE

The Natural client is not a big fan of makeup, as she can consider it to be too fussy and feels over made-up easily. However, a very light, minimal makeup that allows her skin to be seen, can enhance her natural attractiveness or beauty, in line with effortlessly highlighting who she is! A light, natural foundation or tinted moisturiser, a hint of blush, some mascara – sometimes the natural woman loves several coats of mascara and emphasis on eyes! And a light or nude lip colour is all that's needed to enhance her fresh appearance.

She also likes her hair to be natural, demonstrating minimal effort. Encourage her to talk to her hairstylist about a cut that can be easy to maintain, without lacking care, that creates a loose, undone appearance that oozes an effortlessly stylish persona too.

### Overall Impression:

Natural, Beachy, Comfortable, Practical

### Keywords:

Casual, minimalistic, effortless, low key, undone glamour

- Natural fabrics, linen, cotton, wool, silk, cashmere, denim
- Minimal details
- Easy to maintain garments
- Simple accessories

### What to Avoid:

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- The natural woman likes to keep things simple with minimal effort in her approach to dressing. On some occasions, this can come across as sloppy or lacking gloss and polish, if not thought through. Even undone glam requires some prep. You may need to do a little work with your client on how to keep her natural look groomed to create a polish that radiates a sense of well-being rather than appearing over groomed. Emphasis on good hair maintenance, cleverly and minimally applied makeup and well-manicured nails, skin brushing, and regular facials for plump, dewy skin, maybe all that's needed to elevate her look to be more 'well-being' natural.
- Adding a feminine piece, an interesting textile or enticing print to a look can draw added interest without losing the overall natural look.

### **Wardrobe Heroes:**

- Basic carefully selected casual tees
- Birkenstocks or inspired by
- Camisole dresses
- Cargo pants
- Current sneakers golden goose
- Espadrilles
- Flattering denim, i.e. boyfriend jeans
- Greek sandals
- Jewellery made of natural materials, e.g. wood, shell reminiscent of the beach  
Layering pieces

- Soft knits
- Suede sandals
- Thought-provoking jewellery to incorporate symbols, slogans with emphasis on delicate, precious elements

### **Labels to Compliment a Natural Style Personality:**

- Ba&sh(sustainable)
- Beaumont Organic (sustainable)
- Boden
- Etoile
- Fat Face
- Hush
- Isabel Marant
- J Crew
- Nanuskha (sustainable)
- Paige Denim
- People Tree (sustainable)
- Ralph Lauren

- Reformation (sustainable)
- Re-SEE(sustainable)
- See by Chloe
- Sezane (sustainable)
- Tommy Hilfiger
- Zimmerman
- Most Department Stores

### **Famous Natural Personality Style Icons:**

- Bar Refaeli
- Cameron Diaz
- Dakota Johnson
- Goldie Hawn
- Halle Berry
- Jennifer Anniston
- Kate Bosworth
- Kate Hudson
- Kate Upton

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Rosie Huntington-Whitely
  
- Sandra Bullock

### **The Romantic Personality**

The Romantic Style Personality is feminine and charming in her appearance and is vocal in her adoration for everything pretty. Her overall appearance is soft and girly, with lady-like elements.

The Romantic woman will love anything with whimsical girly details, including ruffles, lace, pleats and florals. She may be an impulsive shopper, as she will not be able to resist anything pretty that catches her attention while she is shopping.

is in size variant between top and bottom, the harder it is at first glance to analyse her shape. Where her size on top is more generous, i.e. UK size 14 US size 10 upwards, you will need to be cautious with styling too much detail above the waistline. Remember Curve you aim to style her with less detail, so keep your choices simpler.

This client may have a preference for soft colours. However, if she's had a professional Colour Analysis experience, she will have been advised to select colours that flatter her skin tone best, even if they are brighter. She will probably not wear dark colours often, as they are not feminine enough for her, however, she may wear them occasionally when she wants to convey an alluring appeal.

The **Romantic Style Personality** will love softly draped fabrics, including chiffon and light silk, and will prefer fluid, unstructured garments. She will be attracted to soft lines in her clothing, and anything that creates the suggestion of more curve and feminine shaping. She will struggle when the need arises to wear pieces that are structured and formal.

Even when casually dressed, the Romantic woman will still include her full make-up and feminine styled hair. Her hair doesn't have to be too structured or formal. Her preference is for bouncy, flowing styles, waves, or at least a style with movement.

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

## LONDON COLLEGE *of* STYLE

Dresses and skirts will always be preferable to anything tailored for the Romantic woman, and she will choose a soft knit and layers over a jacket that is too formal and structured.

A wide-legged trouser in a soft, fluid fabric creating movement, will usually be selected over formal, tailored styles. Even in jeans, the Romantic client will add a feminine top or frilled detail to soften the look, and she will definitely wear her makeup.

With jewellery, the Romantic client will choose delicate pieces rather than anything too chunky, which could overpower her delicate personality. She will love an heirloom or vintage piece that has a romantic story behind it.

Many Romantics have some Classic taste in the mix as well, which when combined means that her look will be feminine and classy too. The Romantic influence will always soften the look of a formal outfit like a business suit, making the Romantic personality the most challenging to dress for formal or business wear.

The ever-popular Bohemian movement has a Romantic air to it, defined by soft lines, fluidity and feminine detailing. Maxi skirts and dresses, flowing fabrics, pretty florals, lace detailing, soft suedes, denim and accessories including headbands, chandelier earrings and multi-stranded delicate accessories define the Bohemian style, all perfectly echo the Romantic Style Personality.

### **Overall Impression**

Girly, whimsical, feminine, delicate.

### **Keywords**

Feminine, soft, pretty, light, gentle.

### **What to Look For**

- Soft lines

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

© London College of Style Ltd - 2020

- Draped fabric
- Feminine details – ruffles, bows, lace
- Delicate jewellery

### **What to Avoid**

- The biggest challenge for a Romantic Style Personality is a formal and some business dress. Too many romantic details in her look will soften her appearance considerably, losing all precision that projects confidence in the business environment.
- Her love of everything frou-frou can sometimes mean she takes it a step too far, drowning in print and gathers, and bows and embellishment. Your role is to encourage this client to experiment with combining clean lines with her love of soft feminine details for a refined update that allows her to retain who she is while adapting to more formal settings with ease.

### **Wardrobe Heroes**

- A-line maxi dresses and skirts
- Charms and layered pendant jewellery
- Denim
- Faux Fur in a soft muted colour palette
- Floral/Aztec print garments
- Fluid/ruffled maxi skirts

- Headbands
- Homespun/Lurex knits
- Lace or crochet tops and details
- Layered pieces
- Pussy-bow blouses, ruffles and applique
- Silk scarves
- Soft fluid fabric
- Suede
- Vintage pieces

### **Labels to Compliment a Romantic Style Personality**

- Alberta Ferreti
- Anthropologie
- Chloe
- Elie Saab
- Rockins
- Rodarte
- Zimmerman

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Vintage and thrift shops.

### **Famous Romantic Personality Style Icons**

- Emma Watson
- Eva Mendes
- Keira Knightly
- Lily Collins
- Lily James
- Penelope Cruz
- Rachel McAdams
- Rooney Mara
- Taylor Swift

## The Creative Trend Personality

The **Creative Trend Style Personality** is laid back and independent. Her style showcases her creativity and her preference for unconventional fashion. Her wardrobe is innovative and completely individual.

The Creative woman will dress in a bold, innovative style, and fashion for her is about how she feels and what she likes, rather than sticking to any set rules or expectations. She can create huge clashes within a look and always carry it off, as her confidence carries her choices with perfection. She loves to combine different styles in one look and will use unusual prints with striking colour combinations to create high impact, like vivid blue and leopard print with sequins. She will also be completely unaware that her 'extraordinary' way of dressing is unusual and eye-catching in any way.

.For the Creative Style Personality, her wardrobe choices are about making a strong fashion statement. There isn't one way to define the creative style, as it will be adapted per client flattering the tiniest of her personality nuances.

The way the Creative woman dresses shows the world she has the inner confidence to wear her style choices with sass. She can blend contrasting styles in one, and because of this, her personal style can represent various flavours of fashion, including bohemian, quirky, kitsch, artsy, an organic, earthy appeal, vintage or retro.

Fabric choices for the Creative client can be very varied. She will love hand-painted or printed silks and lace. She will also enjoy more tactile fabrics, including satin, suede, corduroy, fur or animal prints. However, it is highly likely that she will have a strong social and environmental viewpoint, that could mean she is either pro or anti-fur.

This woman will always be on the look-out for unique accessories, exotic belts, watches, jewellery, hats, handbags and scarves to offset her personality. Her favourite places to shop will be unusual boutiques, vintage, pre-loved and unique accessory shops.

This will be a challenging and exciting client to style, as her personal style is highly individual, and it will take time to be able to define it without her input. However, you can

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

have valuable input directing her on her journey to discover hidden gems of shops filled with unusual treasures, selecting pieces together. Your skilled direction can open her eyes to a different and fresh perspective to dressing her, and combined with her essential input; you will learn the intricacies of this client.

There is often some Dramatic taste in the mix for a Creative Style Personality because she has such bold flair.

In terms of makeup, the Creative woman is likely to include makeup in her look, as it will give her another opportunity to imprint her individual statement style. She may well opt for bright and unusual eye and lip colours, often in direct contrast to the garments she loves to wear.

### **Overall Impression**

Individual, unconventional, unique approach to style, creative one-off pieces.

### **Keywords**

Bold, innovative, imaginative, quirky, eclectic, sassy.

### **What to Look For**

- Prints, on bags, clothing and details
- Bold colours, exciting colour mix, wash
- Creative ideas mixing print, textile, colour
- Unusual textile
- Graphic tops

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Vintage accessories
- Emerging design talent
- Quirky jewellery
- Pre-loved bags

### **What to Avoid**

- The Creative Style Personality will usually only wear what she loves and look fabulous, because of her love for her clothes. So avoid jumping in at the deep end and taking the lead until you have got to know her. Gently experiment to get into her groove.
- A Creative Style Personality who is also petite in height may need to learn from you how to cut down on the details and layers, to work to her frame.
- Confidence in her look is key here, as this is such an eclectic.

### **Wardrobe Heroes**

- Bold coloured footwear
- Details on clothing
- Colour clash
- Current season handbags (Gucci a firm favourite)
- Denim
- Designer pieces

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Faux fur
- Fringing
- High shine PVC
- Headwear, turbans, anything bold that makes a statement
- Highly individual pieces
- Leopard print anything!
- Neon colours
- Original kimonos and layering pieces – camisoles and knits, pleather and blouses
- Printed bags (vintage or pre-loved)
- Power shoulders
- Sequin Mary Jane heels
- Sequins
- Slogan T-Shirts
- Ugly trainers
- Soft tailoring
- Vintage-inspired accessories
- Vintage scarves with elaborate prints

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Vintage wide-legged trousers

### Labels to Compliment A Creative Style Personality

- Anna Sui
- Ancuta Sarca
- Balenciaga
- Betsey Johnson
- Christopher Kane
- Dolce & Gabbana
- Erdem
- Saint Laurent
- Givenchy
- Gucci
- Maggie Marilyn
- Marni
- Molly Goddard
- Moschino
- Miu Miu

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Off White
- Prada
- Preen
- Self-Portrait
- Versace
- Zadig et Voltaire
- 1/OFF Paris
- Yohji Yamamoto
- Vintage and Charity Shops

### **Famous Creative Trend Led Style Icons**

- Blake Lively
- Camilla Cabello
- Chiara Ferragni
- Do You Travel
- Ellie Goulding
- Gigi Hadid
- Gwen Stefani

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- J.Lo
- Katy Perry
- Lady Gaga
- Lourdes Leon (Madonna's daughter)
- Lorna Luxe
- Negin Mirsalehi
- Paris Hilton
- Rhianna
- Sarah Jessica-Parker

## The Urban/Casual Personality

The **Urban/Casual Style Personality** can seem hard to define. It has its origins on the streets of the world's major cities. It is continuously evolving, and for this reason, there are elements of urban or casual style, which remain pretty constant. You will recognise Urban/Casual Style when you see it.

This Style Personality tends to be influenced by sub-culture rather than major trends. The way she approaches dressing has its roots in sports, music movements including skateboarding, hip hop and rap, rock and punk. And because of this, her Style Personality tends to include multi-layers of interest making for a casual approach to dressing that is captivating in its detail, rather than flat or dull. The sneaker which has almost become uniform in most women's wardrobes is no longer purely functional footwear in all its different faces of appearance. Brands including Golden Goose with their famous glitter star emblem logo and the addition of styles including the 'ugly trainer' have added a contemporary cool Urban/Casual flavour to dressed-up intricate pieces too, washing them with an instant street vibe. The ubiquitous khaki/military jacket adds further Urban/Casual stripes when thrown over a frou-frou tulle skirt, with slogan, logo or print tee! And the go-to ripped jeans partner with your female client's blazer pumps and a beanie hat to create an Urban/Casual vibe.

This style has a broad audience from younger female clients to those in their 40s, 50s, 60s and beyond, possibly because life for most can be busy now, and comfortable yet stylish looks that allow for ease of movement.

This woman makes feeling comfortable a priority and won't wear anything that digs in, pinches or is constrictive. You are unlikely to see her drawn to pretty pastels either, as her preferred foundation colour palette will lean towards black, Khaki, Neutrals and White with pops of colour introduced.

### Overall Impression

Street chic, contrast, layers, eclectic, comfort, low key cool.

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

## Keywords

Slogans, utility, informal, glamour pops, bling.

## What to Look For

- Casual fashion meets chic street style pieces
- Urban fashion staples – layered denim, erratic tees, skinny jeans, track pants, front brim hats, caps and beanies, dungarees, printed leggings, bling jewellery, investment sneakers
- Creative ideas mixing print florals with stripes and checks and over-sized sunnies

## What to Avoid

- The Urban/Casual Style Personality can be mistaken for being your client who lives in jeans and a simple white tee and let's be done with it! This is not the case. The pieces you select for her, need to reflect points of layering interest that engage her taste in music, her love of colour, print and accessory detail too.
- Encourage your client to think about her taste above in these respects, using the categories for reference points with her. Create a personal Pinterest (we will talk Pinterest later in this course) board or a mood board of ideas, so you are both clear on her likes and dislikes before you edit her wardrobe or shop with her.

## Wardrobe Heroes

(changeable season to season)

- Baseball caps
- Beanies

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Braces/Suspenders
- Colour pop
- Denim layered
- High waisted wide-leg trousers
- Investment sneakers
- Investment bags
- Loose shirt style dresses
- Over-sized dresses
- Patterned leggings
- Prints to include florals, stripes and checks that can be mixed
- Neutrals
- Ripped elements
- Skinny Denim
- Sunglasses
- Shell pieces
- Trackies
- Ugly trainers

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Unusual tees – slogan, logo
- Vintage streetwear

### Labels to Compliment an Urban/Casual Personality

- All Saints
- Anne Klein
- Blank NYC
- Caslon
- Chuck Taylor
- Converse
- Court & Lowe
- Dickies
- Dr Marten 1460
- DVF
- Enzo Angiolini
- Ganni
- Golden goose
- Halogen

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- Hudson Jeans
- Hue
- Levis
- Lira Clothing
- Mango
- Madewell
- Ming Wang
- Moschino
- In One Clothing
- Proenza Schouler
- Rebecca Minkoff
- Socialite
- Vivienne Westwood
- White Label
- YSL
- Zadig & Voltaire
- It's how you wear it!

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

## Famous Urban/Casual Style Icons

- Adele
- Alexa Chung
- Balla Hadid
- Gigi Hadid
- Gwen Stefani
- Kai Gerber
- Pink
- Zoe Kravitz

## Assessing the Style Personality

Now that we've had a good look at each of the six Style Personalities, you will have a clear understanding of the characteristics that define them, the key differences between them, and the best ways to approach dressing them to express their personality.

You will need a way of assessing which personality or personalities any given client fits into, to direct a shop and help them dress to ignite their style. Unlike body shape, this is not something you can see by just looking at your client; you must get a strong feeling for 'who' your client really is.

- What makes her happy?
- What does she like to eat?

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

- What is her idea of a night out?
- How does she like to spend her spare time?
- What is her favourite colour?
- What book is she currently reading?
- Her favourite drink?
- Her favourite foods?
- Does she like animals?

The list goes on; it's all about building a detailed understanding of your client, establishing a relationship built on trust where she is comfortable opening up to you, so you get to know her in detail. Through this process it will become clear which of the style personalities are hers naturally which may include one or more and may change, the longer she works with you to develop her personal style, and with it, who she truly is!

We have created a short LCS Style Personality Quiz as the next topic in your learning. Complete the quiz and make a note of the results to consider for working with future clients.

You now have everything you need to be able to assess a client's Style Personality accurately. And to explain her Style Personality to her clearly, and for this to act as a guide when you shop for her and help to dress her.

This Module is probably the most important of all, as in really getting to the heart of who she is, including all her nuances and individual elements. And by addressing these through her personal style, will ensure her heart beats with the rhythm of the style you have created for her, being a true representation of who she really is.

**Disclaimer:** Please enjoy your course learning materials and downloads provided for your personal learning and development. These are the intellectual property of the London College of Style and are agreed for use for personal learning of course subscribers only. It is an offence to replicate or use these for any other purpose. Do not distribute, use for commercial, independent training or any other purpose.

Most clients will need to choose how much personality to express dependent on the situations they find themselves in and learn to adapt their style. For instance, a casual evening out with friends is an opportunity for her to go all out and express as much of her Creative Style Personality as she wants to and has the confidence for. On the other hand, an interview for a new job in a non-creative environment may require her to be more reserved depending on the job and the industry she is hoping to join. There is much more scope with creative industries to express personality than there is with more formal career choices, including finance or law.

Your role is to advise your client when it's good to show her Style Personality in its entirety, and when she may need to play it down a little. This is partly what makes being a stylist such an exciting career! No two clients will ever be the same, either through their **Body Shape** or their **Style Personality**, taking into account their individual lives and special events they need to dress for. Taking the hard work out of the process for your client to make nailing her personal style a pleasure for her to enjoy and easy to maintain can see you become in high demand if that is your goal, as well as being hugely rewarded by the transformation and happiness you help to create for your clients.

Now that you have completed this module, please focus on becoming familiar with each of the Style Personalities and their unique characteristics.

### **Top Tip – Celebrity Close Up!**

Celebrities are a great start for research and discovery when thinking about Style Personality. We recommend you now research a female celebrity online for each Style Personality and look in detail at how they dress. This will help you to be confident in identifying the key characteristics familiar to each Style Personality, as well as preparing you to manage the process with your clients.