

Styles



"Classic"

Elegant and sophisticated

Key features:

Timeless, impeccable tailored lines year after year.

Structured tailoring.

Minimal detail.

Simple, clean lines.

Patterns: Houndstooth, Checks, Pinstripes.

Colour palette: Subtle and crisp, from the Neutral family.

Grooming: Sharp and neat.

Jewellery: Simple and understated. Pearls, Silver and Gold,



Practical and easygoing

Key Features:

Sporty and functional. Comfort is key.

Fabrics: Natural fibres. Soft, comfortable. Easy to wash and wear.

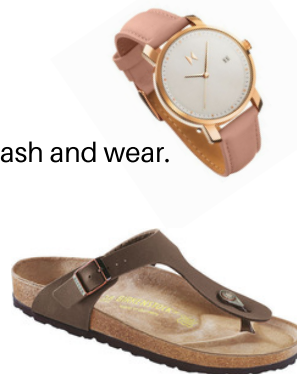
Patterns: Minimal. Check or Plaid.

Colour Palette: Warm and natural, earthy.

Grooming: low key. Soft unstructured hair.

Jewellery: Often just a watch or a singular ring.

"Relaxed"



"Bold"

Commanding and Impressive

Key Features:

Fashion forward, bold and daring.

Fabrics: Lustrous, shiny, and luxurious.

Patterns: Bold, large, colourful. Polka dots, floral, paisley or geometric.

Colour Palette: Bright, strong, vibrant and sharp.

Grooming: Precise and audacious. An asymmetrical Bob for example.

Jewellery: Big chunky beads, large earrings and statement pieces.



"Style is a way to say who you are without having to speak"

Rachel Zoe

Styles

"Creative"

Inspiring and Imaginative

Key Features:

Clever and unexpected combinations, unique and unusual.

Offbeat and unpredictable. Fabrics, patterns and colours are mixed together in ways that only a creative mind can invent.

Vintage, custom made and eclectic pieces, layers, asymmetrical lines, textures and tones make for a distinctive look.

Grooming: Either completely natural or very unconventional.

Jewellery: Leather, Wood, silver, Moroccan and Indian styles, ornate, handmade or vintage



"Rebellious"

Non-Conforming and Revolutionary

Key Features:

Defying the rules and making a statement. This style loves shock value.

Fabrics: Dark, heavy.

Patterns: Prints, skulls and taboo quotes.

Colour Palette: Black.

Grooming: Unconventional, often using dark or colourful dyes. Tattoos.

Jewellery: Chunky, black, heavy metals, plastic, piercing.



"Romantic"

Feminine and Soft

Key Features:

A pretty, soft and often detailed look that encapsulates femininity.

Fabrics: Silk, lace, tulle. Beaded, shiny, embroidered.

Patterns: Floral, embroidery, or none.

Colour Palette: White, Pink, Soft Neutrals or metallics.

Grooming: Soft and pretty, hair in a bun, pony tail or shoulder length.

French manicure, soft makeup.

Jewellery and accessories: Pearls, diamonds, gold or real silver. Sparkles and shimmers. Delicate and understated.

