



**IMAGE**

# **Consultancy.**

Stage 1

**HOW TO DEFINE  
YOUR STYLE?**

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# LET'S START WITH THE KEY CONCEPT **STYLE**

What is Style?

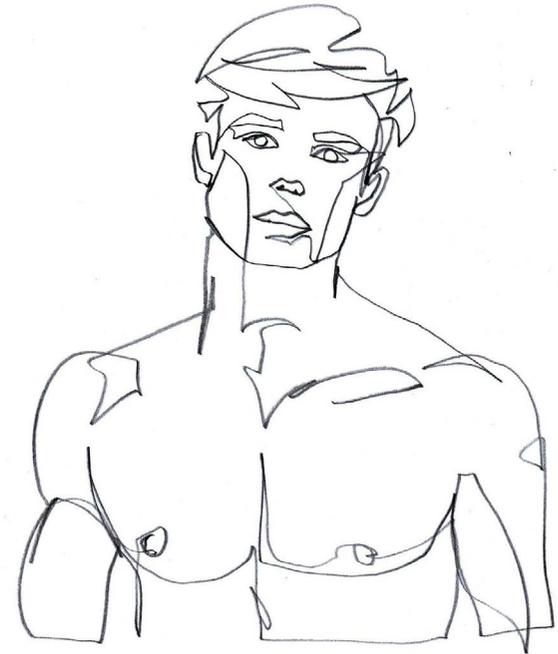
“style” is usually shorthand for “personal style,” or the way an individual expresses themselves through aesthetic choices such as their clothing, accessories, hairstyle, and the way they put an outfit together.

Follow your vision

There are many paths you can take on your Style Journey. It's not about which one you choose, it's about where you end up. At the end of your path, all that matters is you look and feel good.

Follow this tip

Think about this like choosing furniture for your house, picking out a new car, or choosing colors for a room. You have a preference. You have taste. Here's how to put it into action...



*Zeni Schmitz 2017*

**IMPORTANT:** My role as an Fashion Image consultant is to

guide you in the process of defining which style is more suitable with your life-style and character. That is why we start with the Consultancy Form which I will share at the end of this modul.

# EXAMPLES OF STYLES 🤗



## Urban style:

Or street style tends to be a mix of casual and hip, and it picks up on what is happening in the world at any given time. It is about sub-culture rather than major trends and also has its roots in sports and music movements such as skateboarding, hip hop and rap.



## Avant-Garde:

Is more artistic in nature and often seeks to push the limits of what we consider clothes to be. Voluminous and textured, inspired by sculpture than by utilitarianism—a wearable work of art that uses the human body as a vessel, but does not seek to bring attention to the body.

# EXAMPLES OF STYLES 🤗



## Classic style:

Timeless looks, simple and elegant cuts, choice of fine natural fabrics, and matching accessories such as leather shoes and handbags. Though not giving a flashiest look in the room, classic clothing choice always make a person look good.

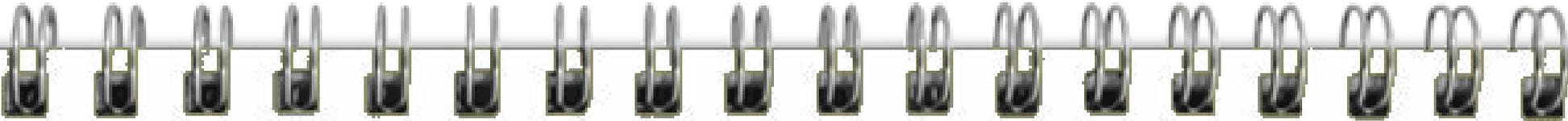


## Formal:

Is the traditional Western dress code category applicable for the most formal occasions, such as weddings, christenings, confirmations, funerals, Easter and Christmas traditions, in addition to certain state dinners, audiences, balls, and horse racing events.

**WEAR CLOTHES**  
**That matter.**





## SEE HOW THIS WORKS?

Once you identify your archetype and what you like, you can pinpoint the items you need, and where to get them.

## IDENTIFY WHAT YOU LIKE

Translate that into a "Personal Style" > find items, colors, and fabrics to suit that style.

It should be worth noting that I do not like everything my icons wear. On the same note, I do not like everything from those brands. I only take from both what supports my Personal Style.

## TRUST YOUR GUTS

If you think something doesn't look right on you, it likely doesn't. If you feel you're reaching too far, you probably are.

Experimentation is always necessary, but you usually don't have to stray too far from home to find the right stuff for yourself. The further you get down your Style Journey, the easier it becomes to identify items that work for you and banish those that don't.

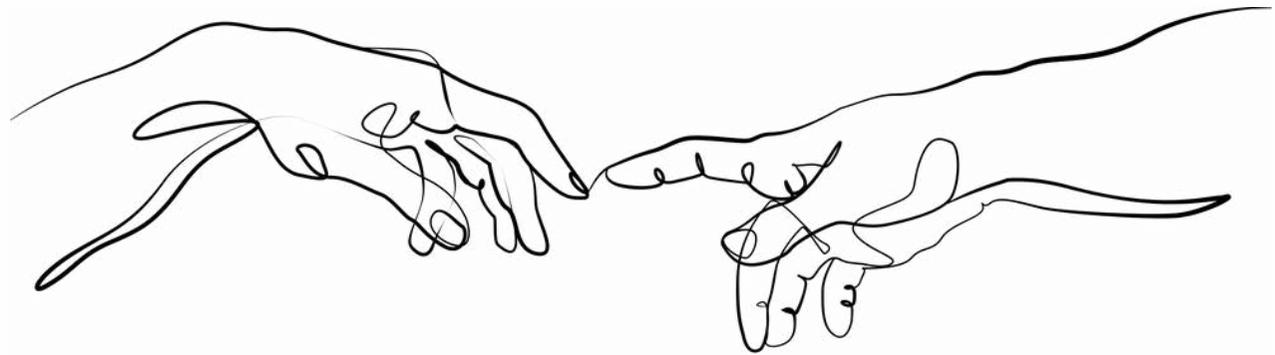
## READY TO TAKE THE FIRST STEP! **STYLE**

Follow the link for the Image Consultancy Form:

<https://forms.gle/MviGJjue6TYY3z2t6>

<https://lynkfire.com/lauramarinkovich>

**THIS IS JUST THE BEGINNING OF YOUR JOURNEY  
LET'S KEEP IN TOUCH FOR FURTHER CONSULTANCY**



**BEST WISHES,  
LAURA**