



WITH PERSONAL STYLIST  
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WORKBOOK 1 – YOUR NATURAL STYLE



**W**hen you put on something you love, how do you feel? Think of something you always feel really good in – what kind of mood do you take in to your day when you wear something that really resonates with you?

Now think about something you're not that keen on. Maybe the fabric, or the fit is not quite right, or you're not sure about the print. Maybe someone bought it for you as a gift and you feel obliged to wear it, even though you don't feel it's quite 'you'. How do you feel then?

What we wear isn't just about sending out messages about who we are, it's also a direct link to your feelings. It can literally change how we feel and therefore how we go into our day.

That ten minutes in front of our wardrobe every morning is pretty powerful, isn't it?

I'm here to tell you that you absolutely deserve to feel great every day. To wear something that doesn't make you feel good does you a disservice. I want you to be trying things on in the shops that you want to skip in because you're so darned excited about wearing it!

Knowing when something is right is very personal. Don't listen to friends, or family, or fashion magazines. For this one you really need to go with your gut feel. Because when it feels right, you'll know. You'll feel good, your chin will be held high, and you'll enjoy your day just that little bit more.

Part of our journey into your wardrobe is about figuring out your style, and the things you love, because then it becomes so much easier to identify it when you're shopping (especially in charity shops when you're hunting for treasures!), and it helps stop making mistakes that just never seem to get worn.

## IDENTIFYING YOUR STYLE PERSONALITY

Your style personality will give you some visual help in understanding what you like and what it is you like about certain clothes, looks, cuts, fabrics etc. Getting to grips with your style personality will help you get your authentic message across, and make sure that other people really begin to understand you from the get go.

So, let's dig in and get started! Answer the following questionnaire and circle all the answers that resonate with you:

### COLOUR

- A I wear whatever colour I feel like on the day
- B I like strong, contrasting, bright shades
- C Pretty pastels for me
- D I choose well co-ordinated, understated pieces, mostly in neutral colours
- E I like low contrast, easy wear simple combinations

### YOUR HAIR

- A I love to put accessories in my hair & sometimes colour it in bright tones
- B I like my hair to look like I've come from the hairdressers
- C I like to keep it long or with movement
- D It has to be styled, neat, and under control
- E It needs to be easy to maintain and I don't like to spend ages styling it.

### PATTERNS

- A I love a vintage print! Anything different or unusual
- B I like bold abstract designs, or blocks of colour
- C Florals for me, anything with dots, swirls or a feeling of movement
- D A very subtle pattern or no pattern at all. I prefer to accessorise.
- E Plain, check, stripe, nothing showy

### SHOES

- A I wear shoes I love that don't always co-ordinate with my outfit
- B My shoes are high heeled or funky – I LOVE my shoes!
- C I like shoes with pretty details such as a bow or a kitten heel.
- D I go for plain simple styles that co-ordinate well with my wardrobe
- E My shoes have to be comfortable and I like natural soft leather or suede

## MAKE UP

- A I am very experimental & love to play with different ideas
- B Stunning, bold, make a statement, especially a bold lip colour
- C Pretty and enjoyable
- D Simple, complementary, well applied
- E Minimal

## JEWELLERY

- A Unusual pieces - I like to collect them
- B Sparkling, bold or artisan pieces I love
- C Dainty, fine and pretty pieces
- D Discreet elegant pieces, often pearls or simple styles in a good quality
- E Minimal or natural materials & colours

## YOUR CURRENT WARDROBE

- A Vintage clothes, individual pieces, that help me express myself
- B Eye-catching pieces that help me get noticed
- C Soft, floaty, feminine clothes - I am drawn to pretty styles & prints.
- D Smart, neat, stylish and co-ordinated pieces
- E Casual comfy relaxed separates that work with my jeans

## YOUR STYLE IN ONE WORD

- A Individual
- B Striking
- C Feminine
- D Elegant
- E Relaxed

Now, add up how many A's, B's, C's, D's and E's you've ticked and see what that means in terms of your style personality:

- Mostly A: Creative
- Mostly B: Dramatic
- Mostly C: Romantic
- Mostly D: Classic
- Mostly E: Natural

Now lets see what each of those styles might look like. Read through the description and see if it resonates with you. Are you a combination of style personalities, or do you have a definite 'one'?

## *The Creative Personality*

Creative dressers have lots of clothes and almost like to play dress up with them depending on their mood that day. You might love nothing more than a rummage round a vintage or charity shop, looking for an unusual print or texture to add to your collection.



Your look is very unique and you don't like anything that feels co-ordinated and packaged. You might also have creative hobbies, and will love experimenting with make-up, hair styles, jewellery and shoes.

be a difficult time for you to decide what to wear. Your fellow celebrity creatives are Carrie Bradshaw (the character from Sex and the City), Cher, Vivienne Westwood, and Helena Bonham Carter.

As a creative, you hate to throw things away, and will often have an overflowing treasure trove of a wardrobe. You love clothes, expressing yourself through clothes, and hunting for new pieces. You are in heaven if you do a job or role that allows you to express your creative tendencies. Going to an interview can



## *The Dramatic Personality*

Dramatic dressers love to make an entrance and stand out in what they wear. You might love clothes with the wow factor, and enjoy looking at the latest fashions and styles, which might make you something of an impulsive buyer at the shops.



Your look is such that friends are often envious of your striking appearance and style. You are an energetic person and work and play hard in life. Even though you're busy, you often buy clothes you like without worrying about whether they are practical or washable.

Your fellow celebrity dramatics are Victoria Beckham, Madonna, Naomi Campbell, Nigella Lawson, and singer Jessie J.

You also love bold and striking accessories and you might have quite the shoe collection going on at home. Your most challenging dressing occasion might be when needing to 'tone it down', you are always far happier in your wow styles.



## *The Romantic Personality*

Romantic dressers love looking and feeling feminine. You will be drawn to pretty fabrics, perhaps a bow detail, or some sweet pearl buttons. You might also enjoy a nice bath, a good book, gorgeous smelling body lotion, and really enjoying looking after yourself.



Most likely you will enjoy floral prints, floaty fabrics or luxury fabrics that feel soft to the touch such as cashmere, silk and angora. You enjoy things with a feeling of luxury about them, and so pastimes like camping, or high impact sports might not be quite your cup of tea.

Your fellow celebrity romantics are Taylor Swift, Nicole Kidman, Scarlett Johansson, and Kylie.

Even your business wear has pretty or feminine details to them, or you use accessories to bring that flourish. Your most challenging time to dress might be if needing practical clothes or when travelling because you have so many lovely things you want to take!



## *The Classic Personality*

Classic dressers (also termed 'City Chic') like simple, elegant timeless styles. You invest in pieces that you know will co-ordinate well with your wardrobe, and you prefer quality over quantity. A simple silhouette and classic, quality accessories are what you feel happiest in.



Your smart co-ordinated wardrobe is a thing of beauty. You like to plan your shopping trips, and might have a handful of favourite shops or brands that you know work well for you. You enjoy clothes but are not fanatical about them.

You favour quality over fashion, so you might need to make sure you regularly update your wardrobe so that your styles remain current.

You love bags and shoes and will often spend more on them than the outfit itself.

You feel confident that you know what suits you and rarely divert from your formula. Your fellow celebrity classics are Coco Chanel, Oprah Winfrey, Audrey Hepburn, and Kate Middleton.



## *The Natural Personality*

Natural dressers view comfort as top priority when it comes to clothes – anything that digs, rubs or pinches is not an option. You won't be one for fuss or frippery, preferring a simple, casual look, with easy care, informal style clothing.



Shopping probably only happens when you need something, and you'll shop with your hands, choosing fabrics that are in natural textures and fibres.

Your fellow celebrity naturals are Julia Roberts, Kate Winslet, Lauren Hutton, and Vanessa Redgrave.

You feel most comfortable in casual wear – jeans are probably a wardrobe staple for you. Your most difficult dressing times are formal events, and activities when you are required to be 'smart'.

Make up and hair care needs to be quick, easy and simple, and you probably don't think too much about accessorising, preferring simple clean styles or natural pieces.





**U**nderstanding your style personality is designed to just give you a start point, a place to be thinking about your natural preferences.

Hopefully you've had some 'a-ha' moments from it, because it's as much about what feels like you as what doesn't. When you're clear on your messages you want to get across and your style personality, think how easy shopping is because now you know what you're looking for and what you can disregard.

You'll start to notice that different shops and brands might lean towards different style personalities. For example, Hobbs and M&S might cater for the more classic style, whereas Karen Millen and Jane Norman might be more dramatic. You'll find plenty of

natural going on in Fat Face, while Monsoon caters more for the romantic.

Have a look through your wardrobe, does your current collection of clothes link up with your style personality? If not, why do you think that is?

You could start adding to your image collection by looking for things that might reflect your style personality, and see if you can wear something from your wardrobe this week that really fits your personality type. Notice how you feel in it, does it feel authentic to you?