



*Helping You Create an Image
That Is Uniquely You!*

Orene Kearn, JD, AICI FLC



Dear Orene,

How to develop your personal style -- and own it! As women and men mature and grow, we tend to have a greater understanding of ourselves (hopefully). The goal for myself and my clients is to have the outside reflect authentically what's on the inside. We need to develop our personal style to accomplish this. Nicolas Ghesquiere (fashion designer at Louis Vuitton) said, "As a woman gets older, it's more about style than fashion."

Confidence and style go together. I have included Five General Style Guidelines to help you develop your style. I have also included Ten Affirmations.

As always, I am here to help you navigate the world of fashion so the best choices end up in your wardrobe. So [contact me](#) and we'll get started.

Enjoy!

Orene

Five General Style Guidelines to Help You Develop Your Style - and Own It!

Clothing is a form of communication.

No matter what you do in life, you are always communicating something. Body language experts and Image Consultants have built careers on this theory. How you put yourself and your outfit together says something to those around you, whether you intend for it to or not, so it's best to approach dressing with some form of intention. The Wall St. Journal recently ran an article talking about how financial advisors change their clothes to dress one way when they are with meeting baby boomers (suit) and another way when they meet with Millennials (jeans) because they want clients to feel comfortable and understood.



Appearance

- Communication is also affected by a variety of aspects related to appearance such as clothes and accessories.
- your dress will show respect for the values and conventions of your organization



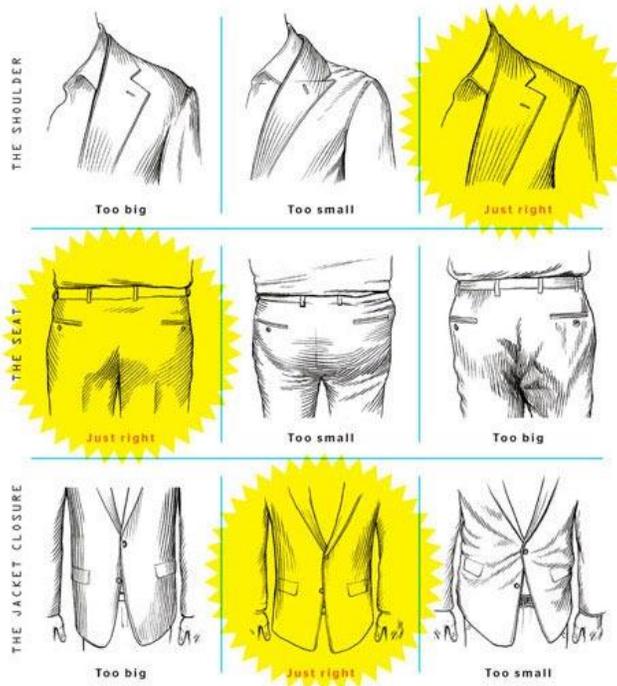
Outfits are Responses to Social Situations.

Your clothes also serve as responses to social situations. There's a reason you want to dress a certain way for the office, and a certain way when you're going to a dinner party, and rarely are they the same-because clothing should be used as a method by which you show up to a social event or location and say, "I'm present, and ready for whatever is coming my way."

Fit is the Most Important Thing.

My clients have heard me say this over and over again. If your outfit doesn't fit you properly, you're not going to look stylish, and all your effort and money would have been wasted. Further, you won't feel confident in how you look. The chart below works for women's jackets and pants too.





A Great Pair of Jeans is Worth Investing In.

A pair of quality denim in your closet will last you from year to year and look terrific.



Seemingly Tiny Tricks can Change Your Look.

Something as simple as looping your belt a certain way, tucking your shirt in or wearing your signature bracelet can have a huge impact on your style. Not everything is about making giant overhauls to your closet; the cuff of a shirt sleeve or the roll of a pant hem can totally transform you in an instant. It helps to know and understand your body type to know which tricks work best for you.



Half Tucked-in Shirt

Confidence and Style Go Together: 10 Affirmations to Get Dressed By

1. It's so therapeutic to dress in line with my personality and my values. I am so essentially me!

2. Looking confident in a well-put together outfit that fits and flatters me opens doors I never could have dreamed of!



3. I work from home so really, looking good matters to no one but me. By looking good, I'm telling myself I matter. Isn't that what self-care is all about?

4. When I walk through a door, I want to feel I look the best I can for right now. Sure I need to loose weight or get a manicure but I still can have charisma with my attitude, my style and my smile.

5. Style needs to be a part of who I am. People form opinions instantly based on how someone looks. What is inside should be the most important part of any relationship, but in reality, that is completely influenced by how we look on the outside. It doesn't have to take a lot of time or money - just a little thought and effort.

“Ageless style is **NOT** about a number; it's about how **YOU** look.”

6. Paying attention to how I look shows that I respect myself and that I respect you. I believe we owe it to ourselves to show up to life and the benefits are tangible. Not only do I feel better and have more confidence, but also I'm amazed at the response of those around me.

7. People are often complimenting me on the way I dress and it makes me

smile. It clearly makes them smile and we're all just generally nicer to each other.

8. It makes it easier for me to accept myself when I dress my body well. How bad can wobbly thighs be when you have a flirty tunic on with lots of fun accessories over jeans and killer heels?



9. I like being surrounded by color, texture, interesting details. This is a place where I can be creative and it pleases other people when I do.

10. I'm only living once. I'm going to go for the gusto and put on something I love.



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Sometimes you may feel that you are in a fashion rut or that you are looking frumpy and it is time to look more up-to-date. You may not have much time nor inclination to figure out how to put together items you already have in your closet in a new way. Being busy doesn't always allow you time for shopping. Or, perhaps you don't know where to shop to maximize your dollar.

Wouldn't it be helpful to have an expert who can help you with all of this? If you are ready to take some action, schedule a free initial conversation with me by [clicking here](#) and we can explore your challenges and goals.

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