

CT-AP.136

Wardrobe Building — Developing A Personal Style

YOU AT YOUR BEST!

The time you have to shop, the money to invest, and the desired look you want to achieve play a role in building a wardrobe. Other factors that must be considered for you to look your best are:

- Body shape
- Colors that are most complimentary
- Personal style

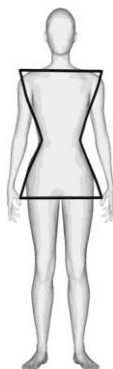
Wardrobe Building — Developing a Personal Style will help you identify your unique characteristics and how to maximize your wardrobe with that knowledge. Then, you should be able to achieve your desired look, efficiently and economically.



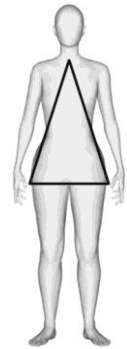
BODY SHAPES

There are basically four body shapes. Try to identify the one that best describes you:

Hourglass – In this body shape the hips and shoulders are about the same width with an indentation at the waist. This is considered a perfect figure, but it is sometimes very difficult to find fashions that are designed for this curvy body. To create a well-dressed look, this body shape needs more softness to take the emphasis off the extreme curves.



Triangle – In this body shape hips and thighs are wider than shoulders. This is the most common body type and is frequently called “pear-shaped.” The triangle body shape may have heavier legs and possibly a swayback. Usually a woman with this body type has a small-to-average bust.



Inverted Triangle – The exact opposite of the triangle, this body shape has shoulders wider than the hips. A woman with this shape appears top-heavy and is usually large busted with a short waist.



Rectangle – The rectangle is a straight, up-and-down figure, with little or no indentation at the waist. This slim-hipped, small-bottomed body is an easy fit for most fashions. A woman with this shape should make an effort to create an illusion of more indentation at the waist and more roundness and curves throughout the body.



You will be able to determine your body shape by just looking honestly in a full-length mirror. Learning how to look good is simply a matter of understanding your body and using wardrobe strategies to enhance the positive and conceal the negative. We begin this process by setting a

goal to achieve an attractive and pleasing silhouette.

Think of the eye as a “visual” measuring tape. The area where the eye stops or rests momentarily will create emphasis or weight. The eye looks at and follows silhouette lines, color contrasts, texture contrasts, shape, and design contrasts.

Understand the relationship between the lines of a garment and the shape of your body. Horizontal lines tend to add width, vertical lines tend to add length, while diagonal lines vary between the two depending on the slant and width to the line.

YOUR SEASON

The cool/warm concept is the universal basis for color systems and theories. A touch of blue (or green or violet) in a color cools it. A touch of yellow (or red or orange) warms it. In most systems, there are two cool color types – Winter and Summer, and two warm color types – Spring and Autumn.

Your seasonal color type is determined by three factors: your skin tone, true hair color, and eye color.

Spring – A person with this color type looks best in clear, warm colors with a feeling of brightness, freshness, and clarity. Look for the golden undertones. Springs have the most delicate quality of all the seasons. Most springs have golden blonde, strawberry red, or golden brown hair; few are dark.

Summer – A person with this color type looks best in cool, soft, muted colors, pastels, and tints of sea and sky tones. Look for blue undertones. Summers usually have visible pink in their skin.

Summers were almost all blondes as children but may darken as they age and gray gracefully.

Autumn – The Autumn person should wear rich, warm, earthen colors like brown, olive green, and mustard yellow. Look for the golden undertones in their skin. Most have brown or green eyes. Redheads are usually autumns.

Winter – The Winter person shines in the vivid primary colors, cool icy tones, and sharply contrasting black and white. Look for the blue or pink-blue undertones. Most winters have dark hair and their eyes are a deep color.



All four seasonal palettes contain neutral or base colors. For cool skin tones, it is taupe or soft white for Summer color types and black and navy for Winter color types. Warm skin tones are best in brown and beige.

The two cool seasons of Summer and Winter may find some of their colors will overlap. The Summer, cool-based palette is generally softer and lighter than that of the Winter palette, which is more vivid and deeper in comparison.

The same is true for the two warm-based seasons, Spring and Autumn. They may borrow from one another from time to time, but Spring's palette is clearer and brighter than Autumn's darker and more muted tones.

Your inherited skin tone may fade with age or deepen with a suntan, but your seasonal type remains the same throughout your life. Dying your hair does not change Mother Nature's choice of your season, either.

Although cool and warm colors can be mixed, generally this mix is not as pleasing to the eye or harmonious as colors of the same classifications. This is why seasonal color for

your wardrobe and accessories are so wonderful...all of your colors coordinate and paint a beautiful picture of harmony.

Pay attention to the colors you select for your wardrobe.

Some are flattering, some are not. Look in the mirror, you can easily see for yourself.

The right colors give your skin a glow and reduce noticeable wrinkles and blemishes.

YOUR PERSONAL STYLE

Are you constantly buying things that just sit in the closet? We continue to wear only 20 percent of our clothes, about 80 percent of the time.

That could be because we buy things or receive gifts that don't fit our personality and then we tend not to wear them.

Today many image consultants divide fashion personalities into four categories:

Classic – This individual possesses Old World charm, is refined, and gives the impression of subtle grace. The classic is sometimes called traditional, conservative, and sophisticated. Classics are considered tailored and understated, yet elegant. Classic is perhaps the best groomed and the best-dressed of all the four styles.

The hair is always fairly short and definitely in place. Classics like fashionable clothing with simple lines, never fads or outlandishly different looks. Accessories are the same — sleek, tailored, and refined.

Dramatic – The Dramatic individual will turn heads when entering a room. All eyes are drawn to this person, as he or she exudes excitement. The Dramatic is creative and ahead

of the trends with the confidence to be different. This person is, glamorous, artistic, and even theatrical at times.



Dramatics like the bold, the extreme, the exotic, and high fashion. There is nothing soft or frilly about them. They go for the angles, square edges, and long straight lines. If they wear prints, it's dots, geometrics or animals, leaving the flowers to someone else.

Natural – This person is calm, comfortable, and likes basic, simple things. Sometimes called sporty, this outdoor individual is relaxed, informal, and casual. The Natural is the most basic of all fashion personalities. More people fall in the Natural category than any other.

The Natural likes to wear unstructured, loose, and easy garments. She goes for natural, crinkled fabrics such as denim, knits, cotton, and gauzes. Naturals keep their accessories simple with studs, single chains, or a basic watch.

Romantic – The Romantic individual is the flirt, the sweet, and occasionally the ingénue. Romantics have an aura of the Renaissance: poetry, romance, and music.

Females are soft, sexy, and yet innocent at the same time. She is feminine in her lace and ruffles, requiring lots of fabric, with draping and softness. She loves diamonds, pearls, silks, scarves, and flowers — anything that is both dainty and lavish at the same time.

You don't need a crystal ball to shop for clothing, but you really do need to assess what your true personality likes and dislikes are. You can learn about yourself and end those nothing-to-wear days because you'll be buying things you *will*

wear instead of hiding them in the back of the closet.

Of course, we are all a mixture of these personality types, but there is a very dominant trait in each of us. Think about what you wear, what you don't wear, and why. I bet you'll soon realize why you couldn't leave home in a certain outfit.

Friends may say "This is your favorite color." Yes, it's black and white, but it is a floral print and it has ruffles and pearl buttons down the front. This look is not an option for your dramatic personality. A dramatic may wear earrings with a nightgown or at the beach, yet to the Natural, that would be totally strange.



If you are an Autumn in color and classic in personality, a soft pastel floral dress for a spring wedding may be appropriate in everyone else's eyes, but very unnerving for you.

This again brings us back to being yourself, with a wardrobe that reflects the real you. Once you identify your body shape and complimentary style, decide which colors are best with your skin tone, and identify your personality, a workable wardrobe can be obtained. You will save time and money while looking your very best.

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