

Kathy Friend

# What to Wear

step-by-step guide to *Strength & Joy.*  
..through your style



# acknowledgments

## & thank youS

There are so many people to thank for encouraging me, teaching me and adding to this book.

**To My Family** – I know most of the time you have no idea what I am doing when I am “workin”...and then one day I show up with a book. To that end, I’ll answer your question now “I finished this during the 2020 Coronavirus”. I mean, we were all staying at home, what better time to get this thing done!? Dave and Anya, my love for you knows no boundaries.

**Kerri Spencer** – the gratitude I have for you extends beyond your skill with my hair. Your friendship is precious and the wisdom you’ve shared on these pages is priceless.

**Angie Catron** – my heart is happy knowing you are always part of my team. Thank you for the brainstorming meetings, proof reading and non stop encouragement.

**Rachal Opaczewski and Clawdia Murray** – everyone should be as blessed as I am to have Makeup Artists friends! Thank you for your expertise and advice and always making me look not to shabby.

**Catherine Melvin Photography** – my heartfelt thanks for your artistic eye and always knowing how to make me look good.

**My clients** – for so many years, you all have gone from clients to friends. It’s true that when women “talk shop” (about what to wear or go shopping), we share things...lots of things! Thank you for sharing your hearts and placing your trust with me.

A handwritten signature in black ink that reads "Kathy". The signature is written in a cursive, flowing style with a large, prominent 'K' and a long, sweeping tail on the 'y'.

# Good Stuff

## THE GOOD STUFF INSIDE THIS BOOK

YAY! You just took the first step toward a more sassy, beautiful, fashionable and powerful you. The point of this book is to help you on your own Style Makeover journey. I have included a lot of tips, tricks along with forms and graphics to help you along the way.

Grab a pen, settle in and let's get started on the path to the best you!

### Step 1. STYLE

Find my Style..... 4

### Step 2. SILHOUETTE

Find my Shape?..... 16

A chat about my under things..... 26

### Step 3. COLORS

Find my best Colors? ..... 35

Color matching my wardrobe ..... 40

### Step 4: MAKEUP & HAIR

About my Makeup ..... 46

Find my face shape..... 50

About my Hair cut/color ..... 53

### Step 4. MY WARDROBE

Building my Wardrobe..... 60

Wardrobe Audit..... 67

Creating amazing outfits ..... 71

Pack for a Trip ..... 77

### Step 5. SHOPPING!

Let's go Shopping!..... 83

**Tips & Tricks** ..... 90

**Thank You!** ..... 101

All videos can be found on my YouTube channel [www.youtube.com/KathyFriend/playlists](http://www.youtube.com/KathyFriend/playlists) and navigate to the "What to Wear" playlist.

# find my Style

TIP:

Step 1 video can be found here:

<https://youtu.be/Qotx54luP54>

Before we get too far into the do's and don'ts for you, let's take a minute to think about your style. The clothing you wear tells the world who you are and how you want to be treated. Think of your clothing choices as your **visual business card**. What is that card saying?

Your style is a visual representation of your personality, skill and abilities. Ya know that whole "first impression" thing? THAT starts with your style.

I bet you are asking yourself, "ok, but how do I show my personality through my shirt and pants". I'm glad you asked! On the following pages, I offer some ideas how to make sure your look is current and on-point.



# AVOID *mom frump*

## *A checkup on your style*

Back in 2012, it happened. My daughter told me she was embarrassed by what I was wearing.

At the time, she was in elementary school. As I was doing my morning sleuth detail (watching her walk to the bus without her seeing me), I noticed she was crossing the road alone. A big NO-NO in our house. I compromised my undercover antics and went to the bus stop to tell her it would be a good idea for her to wait and cross with other kids. The look on her face as I approached the bus stop was one of horror. Under her breath she says to me “please go away, your clothes are embarrassing”.

Ummmmm...

I look down to see what she could be embarrassed about. Gee, I have no idea what was so embarrassing...red workout pants with a red and black sweatshirt. OK, maybe my hair was a bit out of control, and maybe my glasses were halfway down my nose. My darling daughter went on to inform me (and I quote) “you don’t wear sweatshirts like that, you look ridiculous.”

She was right. I did.

This exchange got me to thinking. Our kids DO pay attention to what we are wearing. Being a Mom who works from home, there are days it is hard to pull myself together and be presentable. I can COMPLETELY understand falling into the dreaded ‘mommy style rut’ (also known as the mom-frump).

I would like to challenge you to take a pulse on your style, your bod and your hair and skin care regime.

### **STEP 1 – Determine your style personality.**

*As you consider who you are, what your personality is, we need to tap into our inner dialog to match the outside to who you are on the inside. How do you fill in this blank? “I am \_\_\_\_\_ (fill in the blank)”.*

*Each day remember ‘who you are’ and don’t waiver. This will make shopping (from your closet and the store) much easier.*

**MOD** – this lady loves trends. She has no trouble mixing new trends in with her jeans from years ago. She loves big bold jewelry and seems to stand out in a crowd because she knows what to wear and how to wear it.

**GLAM** – this gal gets noticed for her sense of style. She wears colors, textures, and patterns that you would never think to put together...but for some reason, they look great on her. She might love shopping at thrift stores or consignment shops because of the one-of-a-kind finds.

**SASSY** – this girl always has something dramatic about her look (maybe to match her personality?). She loves wearing opposites - leather and lace, a motorcycle jacket with suiting pieces, and might pair Converse athletic shoes with a formal gown.

**SUAVE** - this woman lives in natural fabrics like cotton. She will always wear a t-shirt and jeans or leggings and a track jacket. She is uncomfortable if she must wear a dress and heels - athletic-leisure is her standard go-to. Comfort is the key for a

**FINE** – she loves tradition. She loves brands like Kate Spade, and feels most comfortable in trousers and a sweater set. Even if working from home, she will get ready for the day. Her clothing doesn't go out of style. She doesn't wear anything that is too much - no color or print that is a lot, no big bold jewelry pieces.

## STEP 2 – Determine Your Silhouette

Take a real look at yourself in the mirror. Get a tape measure out if need be. Determine what your real figure challenges are and disguise them with clothing.

**THICK MIDDLE:** Remember, extra-long necklaces create a leaner line on your entire top half, resulting in a slimmer look. Why not buy one long chain and lots of pendants for variety?

When jacket shopping, you can create the illusion of a waist with a curved shape or a belted back. Also look for seaming on jackets to give a soft silhouette.

**HIPS and THIGHS:** Brave enough to bare more? Try a swimsuit with a high-cut brief or bottom will give the illusion of longer (and therefore slimmer) legs.

A boat neck tee creates a horizontal line and broadens your shoulders, making yours hips look narrower.

**BUSTLINE:** Scoop neck shirts with their deep, wide neckline work to “break up” an ample chest area.

### Convinced it’s time for an update?

Would you agree that most moms (women) spend more time on their families than on themselves?

And would you also agree that when you take time for yourself, look amazing in a new outfit, have a fresh haircut and color, you feel better about yourself – and are generally in a great mood?

**Then why is it so hard for women to merge those two thoughts? Here is a secret: when we, as women, feel that we look our best, we are more confident. That confidence is our REAL POWER.**

Most will say “time” is the reason they don’t purposely feel like they look their best. But I’m here to argue that after some initial planning, it doesn’t take any more time to pull on a pair of great fitting jeans, a trendy top and a to-die-for jacket than it would to put on a pair of sweat pants, t-shirt and baggy sweater.

Looking your best doesn’t mean that you should become some kind of narcissist who completely ignores the needs of her family – though I realize that is how it might feel. So, to help you discover your guilt-free pass to look and feel your best, here are some things to consider:

1. I read an article recently that spoke about love languages. The article said that most men feel love from their wives if she looks nice (pulled together, clean clothes, a little makeup) when he gets home from work. Is it so unbelievable for us to conceive that our husbands prefer us to look nice over the house being tidy and dinner waiting on the table?
2. When we look nice, when we take some time on our appearance and are getting compliments on the way we look, we stand taller and are more able to effectively handle daily problems; we have more energy and feel better about ourselves overall.
3. The most important person in the life of a little girl is her mother. Her thoughts, feelings, life patters and attitudes toward herself and others will be affected by those of her mother.

*Wow.* It is a mindbender to think that **taking care of ourselves and keeping up on our appearance can be part of showing love to our families and teaching our children how a woman looks and behaves.**



Adapted from <https://www.psychologies.co.uk/>

## ***Take the quiz***

*Take the quiz below, choosing the answers that best reflect your feelings to the given questions. The numbers in the parenthesis represent points. At the end of the quiz, add up those points (numbers in the parenthesis next to your responses).*

**1. At a work meeting, you are the only woman...**

- You're used to it. You stay low and keep quiet and take notes (5)
- You make your presence felt through your personality and efficiency; you've worked hard for the position you have (10)
- You turn on the charm and use the opportunity to get yourself noticed, making sure to make eye contact when speaking (20)
- You play it 'chummy', adding a bit of humor and animation; you might bring a snack to lighten the mood (15)

**2. You're running late and must get dressed in a hurry. What do you grab from your wardrobe?**

- A skirt and blouse (10)
- Trousers and a sweater (5)
- A dress with amazing shoes (20)
- A suit and funny T-shirt (15)

**3. You're at a conference. You take notes with:**

- A fountain pen or one that was given to you as a gift (10)
- The pen provided to you from work (5)
- A ballpoint pen you find in your purse, it's your favorite (20)
- A pen with flashing lights, a feather or maybe pink or purple ink (15)

**4. You're in the beauty section of a department store. You buy:**

- Nothing, you purchase makeup at a drugstore or from a friend (10)
- Tinted moisturizer, probably with an SPF (5)
- A lipstick with matching lip liner, you can never have too many lip colors! (20)
- A bottle of sparkling nail polish in the seasons "it" color (15)

**5. You decide to build a wardrobe around a color theme. That palate is:**

- Grey, white, and navy with striped patterns (10)
- Brown, cream, and pink with leopard patterns (5)
- Black, white, and fuchsia with polka dots (20)
- Purple, pink, teal, red, yellow, green....all the colors of the rainbow (15)

**6. You wear jewelry:**

- Typically, only your wedding ring and maybe a simple necklace (5)
- Almost never (10)
- Always, preferably diamonds and other gemstones, you always wear a ring, necklace, and a bracelet (20)
- Always, lots of costume jewelry, you love layers of necklaces and bracelets (15)

**7. It's important that your clothes make you feel:**

- Done for the day, appropriate for the occasion (10)
- Comfortable, if it isn't comfortable, you won't wear it (5)
- Pretty, sexy, you like to feel you are noticed because of the clothes you wear (20)
- Original, not like everyone else (15)

**8. You prefer to buy your clothes from:**

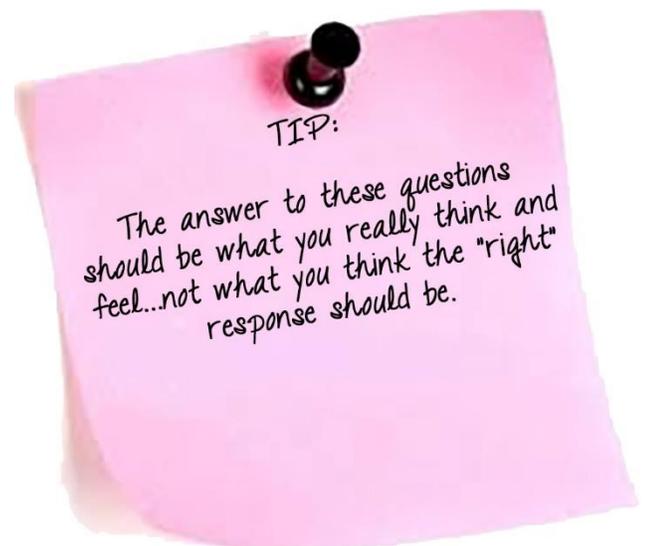
- Places like Kohl's, TJ Maxx, Marshall's, JC Penny (10)
- Department stores at the mall, generally Macy's (5)
- A local boutique or department store like Nordstrom (20)
- Thrift shops, boutiques, online (15)

**9. At work, you would never wear:**

- Jeans (5)
- A satin blouse (10)
- Khakis and a button up blouse (20)
- A suit (trousers with matching jacket) (15)

**10. For you, clothes mean:**

- Fitting in, being seen as 'part of the team' (10)
- Practicality and comfort, a necessity (5)
- An expression of your personality, your personal 'brand' (20)
- Having fun, a way to be creative (15)



**Add up your score:** \_\_\_\_\_



## **TOTAL: 0-75 - Classic**

Spending hours rummaging through clothes shops seems unnecessary, even superficial. You would not call yourself a shopper. You buy things as needed or as things simply wear out. What counts is to easily find simple and practical clothes. Things that don't go out of style. You prefer a more functional style that doesn't bring attention to you and finding pieces that feel comfortable are very important. You prefer stretch fabrics and athletic wear. You wear little or no jewelry and your make-up, when you wear it, is in harmony with your natural look.

You may tend to be task oriented and pragmatic. You typically wear neutral colors such as grey or beige. You don't like to take risks with your style. You tend to buy the same kinds of clothing you've always purchased. It's easy and practical. You don't like to bring attention to yourself through your clothing choices. If you notice someone giving you a second look, it makes you extremely uncomfortable.

## **Total 76-100 - Traditional**

You stick to what you know. At work you prefer suits, blouses, twinsets (sweater sets) and gold jewelry with your understated gemstones are your preference. Your preferred colors are traditional combinations – navy blue, burgundy, beige or grey. Your skin is happy in

cotton, satin, and wool. On the make-up end of things, you've discovered what works for you, and you're sticking to it. You aren't one to embrace change.

You prefer discretion and your style expresses your concern to be taken seriously and win legitimacy within your social group. Professionally, you may be predominantly in a man's world, you may be tempted to imitate and adopt their style codes. Your clothes are a sign of your adhesion to the rules, explicit and implicit.

## **TOTAL 101-150 - Artistic**

Fashion is fun for you and you like to play with it. Your clothes reflect your personality: original, eccentric, and non-conformist. You aren't afraid to try something new, and don't really care if others think you are a little nutty. You are memorable for your clothing, many times a particular piece of clothing. If you see someone else wearing a piece of clothing that you own, you may be likely to never wear it again, or find a new / different way to wear that piece to make it unrecognizable.

You are the queen of mix and match, and you love combining clothes, accessories, and textures of contrary and even opposing styles. You cultivate the unpredictable with zeal. Nothing annoys you more than rules, in fashion or otherwise. You might be a bit rebellious. At work, you fight against conforming to the norm, and you enjoy adding color to all that grey. You like wearing lots of jewelry, and love pieces that come with a story.

## **TOTAL 151-200 - Fashionista**

Your clothes are there to enhance your image and what you project to others. You have a need to feel noticed, looked at, complimented, and loved. Your nightmare? Leaving others indifferent or having others misunderstand you. You are memorable not only in the way you dress, but the way you make others feel.

You prefer skirts and dresses, revealing necklines and high heels. Always high heels. You're comfortable in bright colors, and if you choose black it's primarily to bring out your inner femme fatale. The clothing you are attracted to is light and fluid. You choose clothing that will enhance your figure and follow your movements; you don't care about comfort or practicality. You prefer a full-face of makeup and you don't hesitate to adorn yourself with lots of jewelry, both gold and silver.



**How much do you agree or disagree?**

		Casual	Classic	Glam
I can buy clothes anywhere, thrift shops to boutiques	(no) 1	2	3	4 5 (YES!!)
I buy all designer clothing; brands are important to me	(no) 1	2	3	4 5 (YES!!)
I take advice from whoever is working at the store	(no) 1	2	3	4 5 (YES!!)
I never purchase something based on comfort	(no) 1	2	3	4 5 (YES!!)
I don't seek advice on my style, I don't need it	(no) 1	2	3	4 5 (YES!!)
My friends and family look to me for style advice	(no) 1	2	3	4 5 (YES!!)
Jeans are not a staple in my wardrobe	(no) 1	2	3	4 5 (YES!!)
I am confident in my clothing	(no) 1	2	3	4 5 (YES!!)
I know when something doesn't look good on me	(no) 1	2	3	4 5 (YES!!)
I know what is right and what is wrong with my clothes	(no) 1	2	3	4 5 (YES!!)

***Defining your answers:***

Now, look at your answers, do you have more responses toward the 5's? You might be a glam fashionista. More toward 3's? Might be a classic gal. If your replies are more 1's and 2's, you are probably a casual gal.

***I AM:*** \_\_\_\_\_

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***STILL NOT SURE WHAT YOUR STYLE IS?***

Try this. Go through magazines and catalogs and pull-out pictures of things you like. Don't choose things based on if you think they will look good on you; choose things because you LIKE them. For example, you might choose an outfit because you like the jacket, or the color, or the shoes. You will quickly see a pattern in the things you choose. Look at those outfits and see which categories above they fall into. This exercise can help you to create ideas for new outfits too. Use these magazine tears for inspiration in creating looks and help you to build a shopping list (and add things into your wardrobe that ARE your style!).



*notes*

# The STYLE Clash

*When your true style conflicts with professional work attire*

Have you ever considered how your 2 worlds are so vastly different? Your work world and your LIFE? For over 70% of us, that means we work full-time and have kids. We spend an average of 10 hours a day, every day, working and attending to tasks. In other words, 10 hours a day not sleeping, being with our family and friends; 70 hours a week working.

Now let's think about what most of us sassy working mom's do for a living. What kinds of clothing are we required to wear for work? For most of us that look is a traditional professional style. The disconnect is considering what kinds of clothing we like *that we choose to wear when we are living our lives*, looks much different than the attire we wear to work.

Consider your Style Personality, the clothing you wear is a direct reflection of who you are, your personality. You feel the most beautiful, confident and the most like your **TRUE SELF** when you wear a great outfit that reflects who you are. The conflict comes when we spend 70 hours a week (some weeks more!) in our career wardrobe that doesn't look anything like our real Style Personality.

Think about it this way; it can feel like for 8+ hours a day you are wearing someone else's clothes. They aren't they colors you like or the style you like. You can't wait to get home and change clothes. The instant you can pull on your favorite jeans and that comfy top you feel like you can take a breath. Your mood shifts from subtle annoyance to happy go lucky.

It's all in the clothing.

As a certified Stylist and Image Consultant, I encourage my clients to see their wardrobes as *one complete thing*. I don't believe in creating a "work wardrobe" and a "Life wardrobe". That is an expensive wardrobe plan and as working Moms, we need to get the most out of the budget we set aside for ourselves.

*According to Michelle, a high-level marketing executive for a large bank, "For years I found I was altering the real me at work; I was trying to be who I thought my colleagues and clients wanted me to be. I need to be rather conservative with my attire at work, and I took that general apparel direction to the 'nth degree. With my friends and family, I am the life of the party. At work, I was feeling dull and lifeless. This conflict caused a lot of tension with my career. I noticed it and so did my co-workers and boss. I gave myself permission to infuse some of myself real self into my professional world. One of those steps was with my wardrobe. I began to see I was making professional gains I didn't think was possible. I know this is because my confidence level increased because I was being myself, not trying to be someone else."*

**No More White Blouses and Suits!** Perhaps the most un-creative professional look is the navy (or black) suit with a white blouse. Make a stand against the professional look everyone has. **NO MORE WHITE BLOUSES!** Add color and pattern to the great tailored suit. The blouse you love to wear in the summer with shorts and capris

can work with your power suit. Don't shy away from tucking it in and adding a bold belt (with the skirt, under the jacket).

**Un-Suit your suit.** Who said you *MUST* wear *that* jacket with *that* skirt? Who wrote the fashion law that says, "you can only wear a suit as a suit, you should never ever wear the pieces separately!" No one. Mix things up: khaki suit jacket with black suit pants, a leather suit jacket with the pencil skirt from your power suit, make cardigans your new go-to jacket. If your workplace will allow, infuse some denim with your suiting pieces. What could be more office-chic than a smartly tailored denim shirt with a pin stripe suit? Or perhaps your favorite jean jacket with a pair of trousers and silk blouse.

**Permission to buy new shoes.** Yes, I am giving you permission to go shoe shopping. You are welcome. Adding some of your Style Personality into your professional wardrobe with shoes (or any accessories) can turn a forgettable drab suit into a memorable ensemble. Think about it; a great pin stripe suit with an Ahhh-mazing pair of bright red stilettos with a silver spiked heel. Not your style? What about that suit with a zebra print kitten heel? Get away from being matchy-matchy with your shoes and your outfits. Try new combinations. Start your "what to wear today" internal conversation with "I will wear these shoes today with..."

**Tailoring.** For many of us, it can be hard to get rid of things in our closets we have invested in. Suits can be at the top of the list. If the style is one that was in-vogue years ago it needs a little revamp. Consider shortening the skirt, take the sleeves of the jacket to  $\frac{3}{4}$ , give trousers a new silhouette - a peg leg, add an interesting, gathered detail at the back of the jacket.

**Cocktails at work?** Did I just hear thousands of women yell "yes, PLEASE!" Well...I am not suggesting THAT kind of cocktail, but more the jewelry variety. Bring your favorite party, evening, and cocktail jewelry pieces into your professional wardrobe. Add a sparkly brooch to that boring suit jacket, rhinestone necklace layered with a non-descript chain, a statement cocktail ring as your 'every-day-right-hand'

I'm not suggesting you go against corporate norms. The first impression created by a professional and polished image is critical to overall career success. I am, however, suggesting you infuse your REAL Style Personality into your professional life. After all, you spend a lot of time there. You might as well feel your best!

# gals guide to shopping for your style

# Where to Shop

## CASUAL - SPORTY

Old Navy  
Target  
Land's End  
J Jill  
Eddie Bauer  
Gap  
J Crew  
Lauren by Ralph Lauren  
Eileen Fisher  
Athleta  
Title Nine  
bohme.com  
Evereve  
Everlane  
Target  
uniqlo.com  
itandace.com  
siizu.com  
ofmercer.com  
aella.co  
mpgsport.com

## CREATIVE

Ruby Road  
local vintage shops  
Reba (brand)  
Coldwater Creek  
Simply Vera  
Anthropologie  
Alberto Makali  
Diane von Furstenberg  
Lucky  
Free People  
Chicos  
ASOS  
Misguided  
Dissh  
H&M  
Johnny Was  
Shein.com  
siizu.com  
Target  
ofmercer.com  
Topshop  
CAbi  
Boden  
vettacapsule.com

## CLASSIC / PROFESSIONAL

New York & Company  
Fashion Bug  
Dress Barn  
Local consignment shops  
Talbots  
Banana Republic  
Ann Taylor  
Jones of NY  
Ellen Tracy  
Brooks Brothers  
Doncaster  
Boden  
Stein Mart  
CAbi  
Kate Spade  
Michael Kors  
Karen Kane  
DKNY  
Calvin Klein  
Everlane  
mmlafleur.com  
ministryofsupply.com  
Chadwicks of Boston

## FASHIONISTA

TJ Maxx  
H&M  
thrift and consignment shops  
Antonio Melani  
A'reve  
AKRIA  
Dissh  
Misguided  
Francesca's  
Vince Camuto  
Torrid  
CAbi  
Shein  
Topshop  
Theory  
ASOS  
Mango  
Zara  
siizu.com  
Evereve  
vettacapsule.com  
moderncitizen.com

## EDGY / SEXY

shopmkc.com  
Urban Outfitters  
BCBG  
Nasty Gal  
All Saints  
AKRIA  
Misguided  
River Island  
Gypsy Warrior  
Free People  
tobi  
Poshmark.com  
Venus.com  
Boston Proper  
bebe

### TIP:

This is in no way meant to be an exhaustive list of where to shop. It is simply a place to start - a list where you can start to build some ideas for your goal looks.

# find my Shape

TIP:

Step 2 video can be found here:

<https://youtu.be/gl30FGcs3-E>

Before we determine what you should wear, let's get real about your silhouette. What is your shape? What points of your silhouette do you want to show off? What is your real size?

I know - it all sounds like questions with no answers.

The truth is, when you wear clothing in an unflattering shape, it can change the illusion of your silhouette. Sometimes those eye-tricks are great! And, sometimes those choices can make you appear in a less flattering way.



# Letters from my desk

## What shape am I and what should I wear?

*Hello Kathy, please help me!*

*My bust is about 37 inches, waist 27 and hip 38. My shoulders are average to broad, 37 inches around. I don't consider myself have the shape of an hourglass even though my measurements indicate so. My butt is average, but my hips are quite narrow, and my bra size is 32E/30F.*

*I'm 5.7 and weight around 138 pounds. My biggest issues are finding dresses, shirts and tops that hug my waist and give room to my large bust. What body type do you think I have? What styles fits me and what other tops than tank tops can I wear? I must say that empire cut dresses and tops looks horrible on me, my waist disappears, and I look a little fat. Please give me every opinion you have on my shape and what I can/shouldn't wear :)*

*I'm in great need of some good advice! thanks.*

Hello!

*What body type do you think I have?* You have an hourglass shape, or the 'X' shape. Having said that, we hourglass girls tend to lean either triangle or inverted triangle at times. This (generally) is due to what we put on our shoulders...we're not successfully balancing out our shape.

*What styles fits me and what other tops than tank tops can I wear?* Empire or Baby doll styles are horrible for this shape (for me, I always look pregnant when I wear anything empire). The thing to remember is to always bring attention to the waist, and the center of your torso. Princess seaming, peplum cut - both would be great for you. When you buy tops / jackets, pick them up and look at the shape of the garment from the back. If the piece of clothing looks like it has a waist (shape), then it will look good on you. Something else to think about is remembering to get things that fit the girls. Sometimes, you will need to cinch in your waist. This can be done with fabric (a stretchy knit) or accessories (belts). Look for shirts and blouses that zip rather than button. Button front shirts (generally) are not your friend.

Cami things. If you wear a cami under a blouse, you can unzip/button a little lower (and still be appropriate for a PTA meeting) - allowing a little extra room for your bustline. Be sure to balance your bust with bottom pieces. Flowing legs on pants, A-line shirts that are fitted through the belly area - all good for you. Likewise, some of the slimmer pants in today's fashion world - will look amazing on you when paired with the right kind of top (something hip-length, with a V-neck...bringing the attention to your face). Dresses, wrap will be good for you.

Find a good alteration person. Almost everything in my closet has had an alteration done to it. Many times, a simple \$10 alteration makes the world of difference in how something looks. TOTALLY worth it!

*Kathy*

Body Shape Defining points

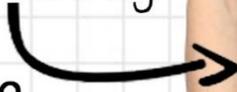
**SHOULDERS**

At the shoulder bone  
(not the bust, not the  
widest part of the arm)



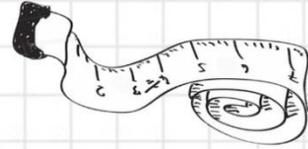
**NATURAL WAIST**

Where the body  
bends (think little tea  
pot). NOT at the belly.

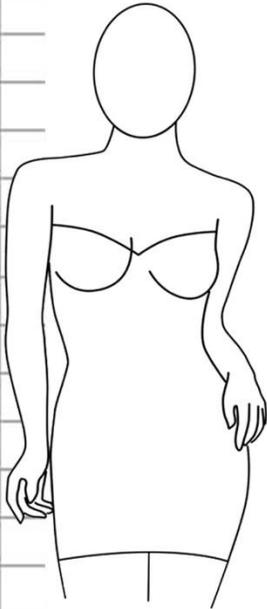


**HIPS**

Widest part of the hip.  
NOTE: may be high hip  
or lower (upper thigh)



# Body Shape



shoulders \_\_\_\_\_

bust \_\_\_\_\_

rib \_\_\_\_\_

sleeve length \_\_\_\_\_

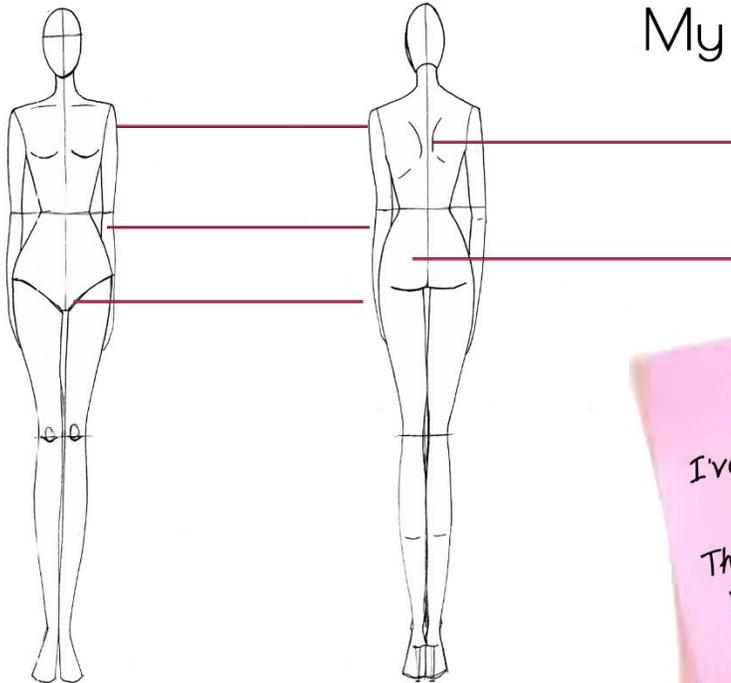
natural waist \_\_\_\_\_

belly waist \_\_\_\_\_

high hip \_\_\_\_\_

low hip \_\_\_\_\_

inseam \_\_\_\_\_

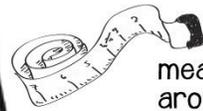


My shape is:

**TIP:**  
I've given you spaces here to record all of your measurements.  
That's so you have what you need if you decide to order things on-line. These measurements are helpful when determining the size against the size chart provided by on-line stores.

# Shape

Do you have one body part that is A LOT wider than another?  
 (HINT: you may need a tape measure to accurately "see" your silhouette)



measure around your shoulder blades around chest.

Then, measure your natural waist (mid-torso) and hips.

what is my



What do you think is the widest part of your silhouette

stomach

Bottom Half

shoulders

Do you have a defined waist?

Large bust line and junk in your trunk

Saddlebags, feel weight gain in hips

Ample bust line AND hold weight in middle

Tall and Slender



yes

Wear a smaller size on top than on bottom

yes

yes

Are you plus-size?

no

yes

Are you thin?

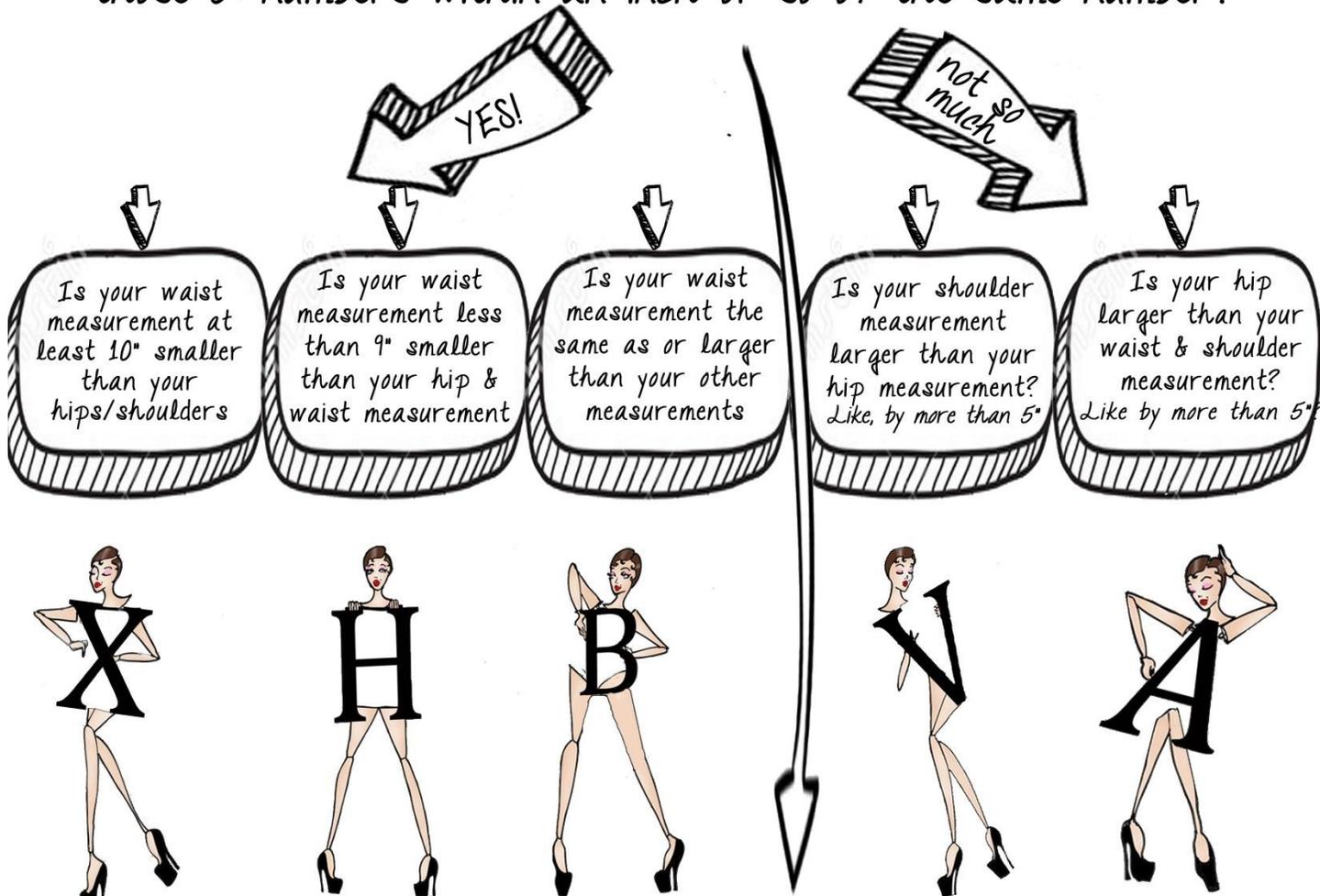
Do you fight cellulite?

nope

# Shape

With your measurements determine your silhouette...  
 use your real measurements, the ones you took with the measuring tape

Look at the measurement around your shoulders and hips. Are those 2 numbers within an inch or so of the same number?



NOTE:  
 Now that you've determined what your shape is, send me an email so I can send you your silhouette book! This guide has all the rules, best cuts of clothing, outfits etc. that will look stunning on you!  
[Kathy@KathyFriend.com](mailto:Kathy@KathyFriend.com)

# Letters from my desk

## Finding clothes that look good on you.

*How do you find clothes that look and feel good for your shape? I swear I've looked everywhere and just get frustrated when I go shopping.*

*-Julie C.*

Dear Julie,

The first step is to figure out what shape you are. This is easy by measuring yourself or checking out the graphic on the previous page. Then, take an honest look at yourself in the mirror. There are countless resources online and books written on this topic - but I have found that women are overwhelmed...and turn to me to solve this problem.

This is the bulk of what my consulting business is. Working with women to define their shape, figuring out the styles and cuts that look best on them, and then auditing their wardrobes accordingly. I've found that designers (many times) design their clothing to look good on specific silhouettes. If you know XYZ brand looks good on you, then seek out other pieces from that designer. Also, in department stores alike fit is typically displayed together.

If you think you are a hard-to-fit lady (and, honestly, aren't we all?) check out the list of brands / stores a few pages to your right. This will help!



do you know if your clothes fit?

# how things should fit

STRAPLESS

SLEEVELESS

CAP SLEEVE

SHORT SLEEVE

3/4 SLEEVE

LONG SLEEVE

MINI SKIRT

ABOVE THE KNEE

KNEE LENGTH

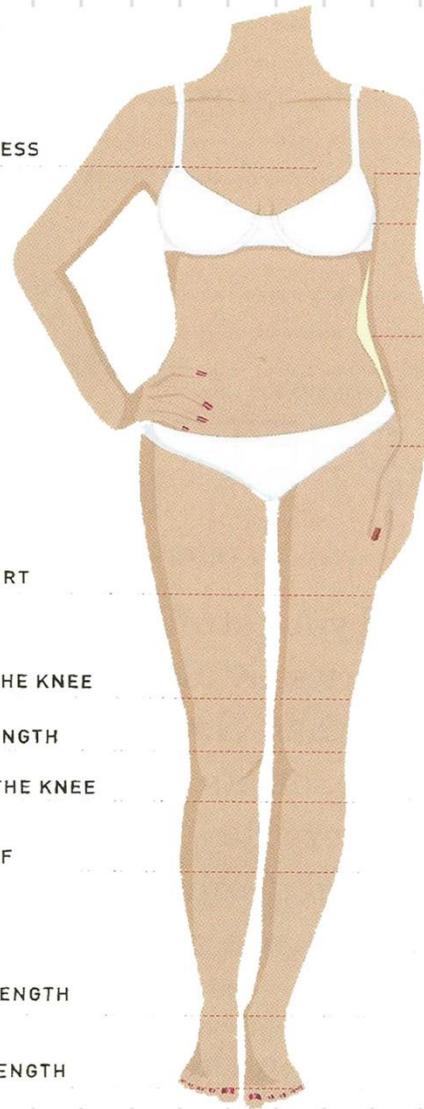
BELOW THE KNEE

MID-CALF

TEA LENGTH

ANKLE LENGTH

FLOOR LENGTH



## TOPS

- Long sleeved garments should hit just below the wrist bone with just a little ease (shouldn't be too tight or loose)
- A button-front blouse should never gap open at the bust-line. If the garment seems to fit, the problem may just be wide-spaced buttons. Attach a snap.

## SKIRTS/ PANTS

- A slim or pencil skirt should fit without bunching or wrinkling up. Do the sit-down test.
- Hemline correction -- skirts should be completely straight all the way around. If that's not the case (because of hips or tummy) have it re-hemmed.
- Tailored pants should fall to the top of your instep.

# Where to Shop

## gals guide to shopping for speciality sizes

### PLUS

- Lane Bryant
- Catherine's
- Woman by Ralph Lauren
- Peter Nygard 9brand)
- Fashion Bug
- CJ Banks
- Avenue
- Ashley Stewart
- Jones New York
- CATO
- Dress Barn
- Kohl's
- Torrid
- boohoo.com
- J Jill
- Macy's
- Dillards
- mmlafleur.com
- ASOS

### TALL

- Banana Republic
- Gap
- Eddie Bauer
- Tallady.com
- The Limited
- J Crew
- J Jill
- JC Penney
- Kika Paprika
- CAbi
- Athleta
- Title Nine
- ASOS
- meganreilley.com/
- aaq.com
- longtallsally.com
- Topshop
- boohoo.com
- Shopbop

### PETITE

- Ann Taylor
- Kasper
- Talbots
- Liz Claiborne
- Jones New York
- Ralph Lauren
- Anne Klein
- Banana Republic
- Loft
- Nordstrom online
- J Crew
- Anthropologie.com
- boohoo.com
- asos.com
- draperjames.com
- eileenfisher.com
- allisonizu.com
- aritzia.com
- bodenusa.com
- bombpetite.com
- brandymelville.com
- dorothyperkins.com
- draperjames.com
- jeetly.com
- thepetiteshop.com
- prettylittlething.com
- theory.com

### SMALL SHOE SIZE

- Cindarellaofbostom.com
- shoesofprey.com
- nordstrom.com
- zappos.com
- shoes.com

### LARGE SHOE SIZE

- zappos.com
- nordstrom.com
- Dillards
- longtallsally.com

### A-AA SMALL CUP

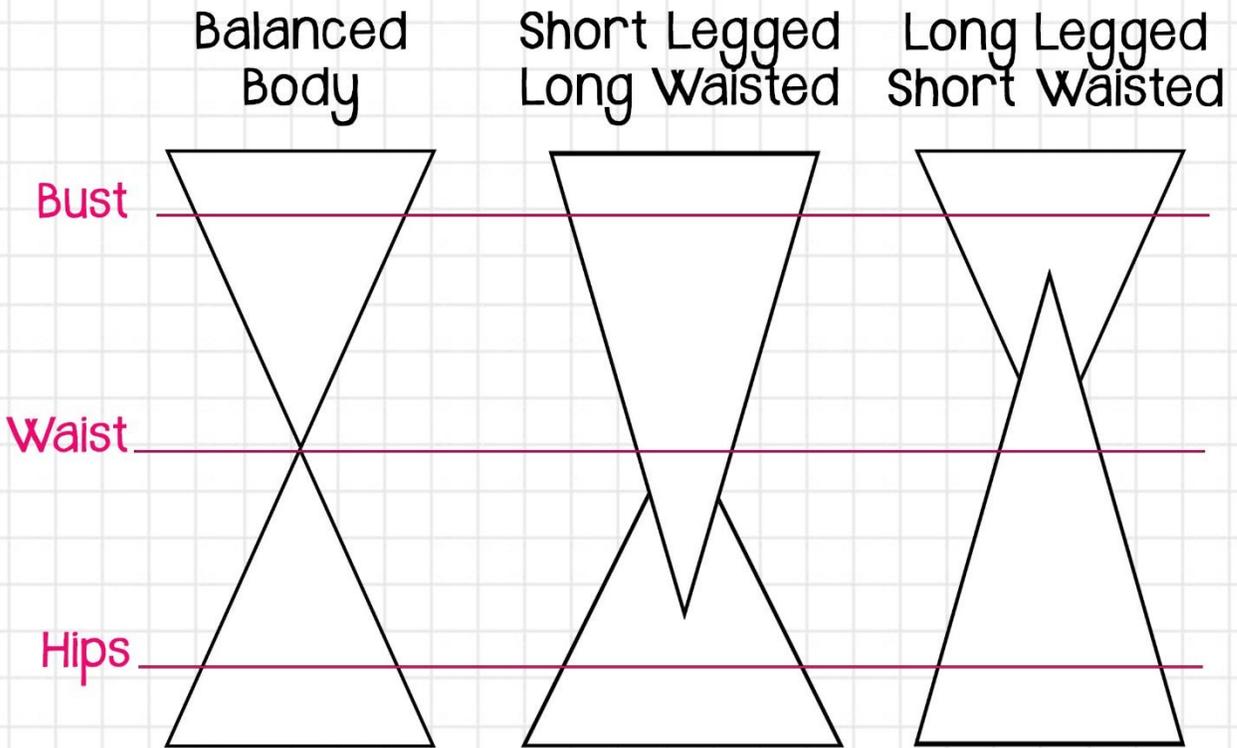
- small and petite Undergarments*
- thirdlove.vom
- Lulalu.com
- barenessities.com
- freshpair.com
- adoreme.com
- thelittlebracompany.com

### DD+ LARGE CUP and PLUS

- herroom.com
- soma.com
- barenessities.com
- Natori
- Wacol
- Vanity Fair
- trueandco.com
- Chantelle

**NOTE:**  
Like the other shopping list, this is not an exhaustive list and is changing all the time.  
If you have any great brands or shops for me to add to this list, please send them my way!

# Body Shape Defining points



GOAL: Create balance

TIP:

When choosing specific styles of clothing, keep in mind where your shape's defining points are. Choose pieces that help create a perfect balance.

Example: short waisted gals shouldn't wear crop tops because that would further throw off balance

about my

# Under things

It is an awkward conversation, I know. But we have to talk about it. It's your underwear. It's probably all wrong. Would you build a house on a weak, sagging foundation? Of course not! Then why aren't you building your outfits on the best foundation?

Now, I've got ya thinking!

That thing we've all heard about most women wearing the wrong bra size is true. You should know what size you currently wear, AND how to measure yourself to know what the right size is.



# Letters from my desk

## Supporting the Girls

*I work in HR. We have a lovely woman in our office who is getting some unwanted attention. From men and women. What is a delicate way to tell someone they need a little 'support'? The V-neck tops she wears really doesn't help.*

*-M.*

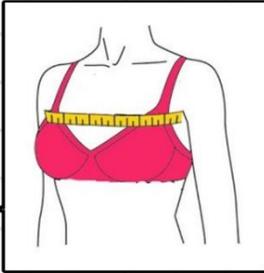
Hey M.,

Well, telling someone they need a better fitting bra can be awkward. If this is in the workplace - it is easy to default to a wardrobe policy. Something I have done that has worked is a lunch time workshop. All the ladies in your office would attend so we wouldn't call someone out and embarrass them.

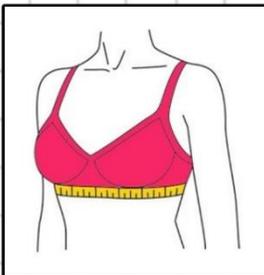
If this isn't an option, simply sit her down in private and tell her that you've noticed men looking and sneering at her in a way that she should know about. Chances are she doesn't realize she's exposing her 'goods', and not being taken seriously because of it. Approach the situation as a friend, and in a way that you would want to be addressed if the shoe was on the other foot. Finally, offer to go with her for a proper bra fitting at a department store.

A handwritten signature in black ink that reads "Kathy". The script is fluid and cursive, with a large initial 'K'.

# Your Bra



**STEP #1 - BAND MEASUREMENT** - Measure under your arms, high on your back (horizontal across your shoulder blades), around the top of your chest.



**Step #2 - DOUBLE CHECK** - Next, take a measurement right under your bust-line, at the top of your rib cage. Take note of that number; now take a deep breath, and record that number too. The measurement you determined in Step #1 should be the same as or in between the numbers you've determined here in Step #2. For example:

Step #1 = 36

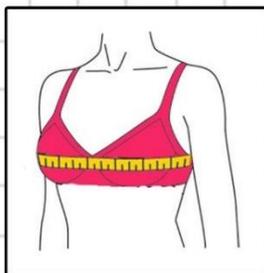
Step #2 = first measurement was a 35" and when you took a deep breath that number was a 37" - your band size would be 36.

Here is another example:

Step #1 = 37

Step #2 = first measurement was a 34" and when you took a deep breath that number was a 37" - your band size would be 36.

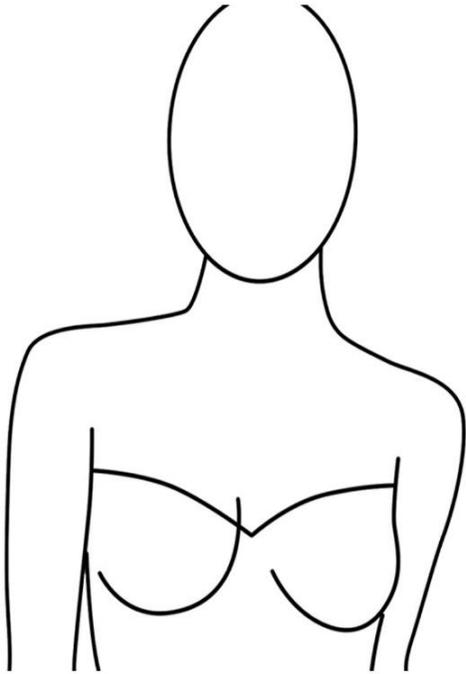
If this measurement is an even number, then this is your band size. If this measurement is an odd number, the general rule of thumb is to add 1 to determine your band size.



**STEP #3 - CUP MEASUREMENT** - While wearing your favorite supportive, comfortable bra\*, measure loosely around the fullest part of your bust - for most, that is at your nipple line. Take note of that number. Note: \*Do not wear a bra if you know you are wearing a bra that is too small. It might be best to measure with a bra on, and with out and compare those numbers.

**STEP #4 - DETERMINE CUP** - Your cup size is simply the inch difference between your band size and cup measurement. Each inch represents a cup. So, if we determine your band size is a 36; and your #3 measurement around your bust-line was a 42, that represents a 6" difference. Use the chart on the next page to determine your cup size.

# Bra Fitting



DATE \_\_\_\_\_

chest \_\_\_\_\_

bust \_\_\_\_\_

rib \_\_\_\_\_

Suggested Bra Size:

Notes:

TIP:  
When you take the measurement of your rib, be sure it is snugly underneath your breast-line, and straight - front to back. Once the tape measure is in place, take a deep breath and allow the tape measure to slide to a larger number.

# Your Bra

According to Susan Nethro of the famed Intimacy Boutiques, the perfect position for your breasts is midway between your shoulders and your elbows. And your bra should be level front to back. Susan says most women wear their bra bands too high on their torsos and throw their measurements off. "Most women," Susan says, "keep going up in the back [increasing their band size] instead of getting a deeper cup. We want to keep the back lean and small so we can lift the bust. [The bra band is] like a bridge, if it's properly planted at the base, it can lift."

Susan says there are obvious clues your bra is the wrong size:

- If your cups runneth over, it's time to go up a cup size.
- If your cups dimple, it's time to go down a cup size.
- If you have the dreaded back fat, you probably think your bra is too tight, but you're wrong your bra is too big. Wearing the bra lower on your back with a smaller band size will completely eliminate the back fat.
- If your strap falls down, that means your bra band is riding up and you probably need to go down a band size.

## How Should it Fit?

A properly fitting bra is not only comfortable- it's flattering. The perfect bra can lift, separate, accentuate, minimize or maximize - all you have to do is find the right one. Your quest for the perfect bra begins with the perfect fit.

There are two important measurements you'll need to know to figure out your correct size - the Band measurement, and the Cup measurement. The Band measurement represents the numeric portion of your bra size - the 36 in a 36c. The cup measurement will be used to determine your cup size - the letter C in the size 36c. When determining this, remember your cup size is all about how small your band size is, NOT how large the cup size is.



You are wearing the wrong size. Try going up a cup and down a band size. This can also be the cause of the dreaded "back fat"



Cup size is too big. The under-wire should be snug under your breast, not in your ribcage.



The cup size is not right, try going up at least 1 (maybe 2) cup sizes.

# Your Bra

## TIPS:

- It is recommended that you be re-fit for a bra every year. Each year, with age, things 'shift'.
- The right fitting bra will still say up if you take the shoulder straps off of your shoulders.
- You shouldn't measure yourself wearing a bra (kind of defeats the purpose)

## According to Rigby & Peller, the leaders in intimate apparel:

- Remember that there's no such thing as a definitive bra size.
- The bra size that fits the best will vary according to the style and fabric.
- The back of your bra should hug the narrowest part of your back and be at the same level as the front.
- Under-wiring should curve snugly around your breasts - it should never cut into them.
- A test you can do to push the wire of the bra when you have it on, if it feels soft, the wire is sitting on your breast tissue and you should try a larger cup size. If it feels hard, it is sitting on the ribcage and this is therefore fitting you correctly.
- To put on a bra, bend over and lower your breasts into the cups. Then stand up and fit yourself more comfortably inside it.
- Make sure that you move around in your new bra. Lift your arms above you head and make sure it does not ride up and is still giving you the desired effect.
- Always fasten a new bra on the loosest hooks. The band should still be very snug. Wear and tear and washing will relax the fit. When this happens use the tighter.
- If you are unsure of the band fit, you should be able to run your finger along the inside of the band. When trying your bra on, try it on under a tight fitting top. Make sure that it gives you the line and the shape you are looking for ind the best band size,

Bust/band difference in inches	US cup size	UK/AU cup size
<1	AA	AA
1	A	A
2	B	B
3	C	C
4	D	D
5	E or DD	DD
6	F or DDD	E
7	G or DDDD	F
8	H	FF
9	I	G
10	J	GG
11	K	H
12	L	HH
13	M	J
14	N	JJ

Nordstrom's top bra fitter Sandra Saffle says to make sure the measuring tape is secured low and snug on the back. Most women secure their bra band too high on the back, causing the band to ride up and the cup to fall forward. Also, make sure to lift the breast tissue up when measuring—that way the tape is snug on the rib cage. If your bra band lies across your shoulder blades, you've got it all wrong, Sandra says. The band should fit around the smallest part of your back.

## What should big-busted women watch out for?

Finding the right size isn't as simple for women with a bountiful bust. Sandra suggests that big-busted women lift their arms up after securing the bra band to make sure they are not dropping out of the bottom of the cup. If you have spillage, then your cup size is too small!

## What bras should petite women wear?

Women with a petite figure and a smaller bust should look for bras with defined cups. Although petites may not need heavy-duty support, Sandra says a structured cup helps accentuate the body's silhouette under clothing.

## How does weight affect your bra's fit?

If your weight goes up or down by as little as five pounds, Sandra says it's time to refit your

# Your Bra

**Back Wings** – Back wings are the strips of fabric, which extend from the outer base of the cups and secure in the back. Important aspects of the back wings are; stretch vs. non-stretch, the measurement at the widest point (which is usually at the base of the cups), measurement at the closure, and type of close including number of hooks and eyes.

**Balconette** – Also known as a shelf bra, Balconettes are a more revealing version of a demi bra. Offering little to no coverage, balconettes create dramatic uplift and cleavage.

**Bralette** – A bralette is an unlined, soft cup bra, which resembles a crop top. Bralettes make the teen bra or sleep bra but they do not offer a significant amount of support.

**Bustier** – A highly structured garment, which extends from bust to hip. Most bustiers have flexible boning throughout the body of the garment for additional shaping, and close in the back with a long row of hooks and eyes. Additional features may include removable or convertible straps or garters. Smooth bustiers are perfect under special occasion wear as they provide both shaping and uplift.

**Comfort Straps** – Comfort Straps are wider than average straps and are usually padded or lined more evenly distributing the weight of the breast, increasing the comfort of the wearer. Comfort straps are an important feature for any woman who has experienced shoulder pain due to her bra.

**Center Gore** – The center gore is the piece of fabric, which connects the cups of a bra at the front center. Important aspects of the center gore include; stretch vs. non-stretch – with the non-stretch offering significantly more support than stretch – and width measurement. Bras with low or plunge fronts have thinner center gores making them a good choice to pair with low cut tops.

**Contour Bra** – A contour bra has shaped cups, which must have all of the following characteristics; Cups are always padded or lined and they have an underwire. Even unfilled - cups mimic the natural shape of a woman's body. Contour bras are similar to a molded bra, except molded bras are generally not as highly structured. Contour bras are a perfect choice for any woman seeking a sculpted silhouette, as they offer a significant amount of coverage and control.

**Cookies** – Cookies are oval shaped, removable demi pads. These are generally used in bras, which are already padded to create dramatic, yet adjustable enhancement.

**Convertible** – Describes any garment which has straps which detach and can be worn in a variety of ways including – criss-cross, halter, strapless or one shouldered. Garments with fully detachable straps are full convertible.

Convertible bras are a flexible option since they can be worn with a variety of tops, including boat neck and asymmetrical necklines.

**Corset** – A corset is a highly structured, form fitted support garment that extends from the bust to the hip. Most corsets have lace up details, flexible boning throughout the body of the garment for additional shaping, and close in the back with a long row of hooks and eyes.

**Demi** – A demi cup bra offers the perfect amount of 'barely there' coverage for petite to average figure women. These bras offer less coverage than a full cup and more than a balconette. Demi bras cover the nipple and approximately half to  $\frac{3}{4}$  of the breast, but if it seems like you're "spilling out" of your demi cup its probably the wrong size.

**Foam Lined** – As opposed to padded bras, foam lined bras have a thinner, lining. This lining does not add size, but provides additional shaping as well as protection against nipple show through.

A key feature to look for in foam lined bras is stretch foam lining. Stretch foam will create a natural looking silhouette and will keep their shape even after repeated washings.

**Full Cup** – A full cup bras completely covers most of the breast, offering both more coverage and more support than a demi cup bra.

**Full Figure Bras** – At Bare Necessities, our selection of full figure bras starts at a size 38C and extends to a 52I. Full figure bras offer comfort and support features designed specifically for voluptuous women.

# Your Bra

**Inner Sling** – Inner slings are a support feature. They are curved strips of fabric, which follow the natural curve of the bra similar to an underwire, except soft. Inner slings follow the curve of the bottom of the cup offering invisible additional coverage.

**Minimizer** – A minimizer bra reduces the appearance of the bust by up to one cup size.

**Molded** – Molded bras have cups, which are machine molded. The cups mirror the natural shape of a woman, for shape and comfort. Molded bras are generally unlined and may be either soft cup or underwire.

**Moisture Wicking** – Moisture wicking fabrics draw moisture away from the skin. This is a great feature to look for in a sports bra.

**Padded** – Padded Bras have some type of padding lining the cups. Graduated padding is thicker at the base of the cups and creates a natural looking silhouette as well as the appearance of increased cleavage.

**Plunge** – Plunge bras create the appearance of increased cleavage because of their deep (plunging) front silhouette, angled cups and thin center gore. Plunge bras differ from push-up bras in that they are not generally as heavily padded.

**Push Up** – Push up bras create the appearance of increased cleavage using angled cups (which generally have underwires), a variety of types of padding including graduated and cookies, and demi cups.

**Racerback** – A back silhouette, which curves in between the shoulder blades. Most convertible bras can be worn racerback, but a true racerback bra is a must-have to pair with racerback tanks.

**Rigid Straps** – Non-stretch straps which are generally adjustable. Rigid straps offer more support than stretch straps. Rigid straps are an important feature for Full Figure silhouettes. Some bras have straps, which are rigid in the front and stretch adjustable in the back for additional, adjustable comfort.

**Seamless** – A bra constructed without seamed cups. There may be seams in other parts of the bra and still be considered seamless.

Seamless bras are a great choice for pairing with clingy knits, and lightweight jerseys since they are virtually invisible under clothing.

**Soft Cup** – Soft Cup bras do not have underwires, but may be padded or lined.

**Sports Bra** – Sports bras are specifically designed to offer the appropriate amount of support during moderate to intense physical activity.

**Triangle** – A triangle bra has triangle shaped cups, which offer the perfect amount of coverage/support for petite to average figures. Triangle bras may be padded or lined but generally do not have underwires, and most have thin straps, center gore and back wings.

**T-Shirt Bra** – Designed to appear invisible under even the thinnest fabrics, t-shirt bras are seamless, generally made of microfiber with contour cups.

A great t-shirt bra is seasonless, since it can double as a sweater bra during the colder months.

**Underwire** – A thin, flexible wire, which offers added support to the cups of bras, bustier and shapewear. Modern bras are constructed with comfortable underwires, which don't poke. For any woman who likes the support of an underwire, but is wary about the comfort level, check out our selection of comfort underwire bras:

*notes*

# find my Colors

The color conversation not only is a chit-chat about what colors look the best on you, but is also a discussion about what prints are best, what combinations of colors you can pull off and what hues you shouldn't wear.

In this section, we'll look at your skin tone and hair color. This will determine your Dominant Color Characteristics and tell us what your best neutral color is and what your best pop color is. I've included some 'helps' in this section for you too. You're Welcome!

TIP:

Step 3 video can be found here:

<https://youtu.be/sTp26qBnce8>



# Letters from my desk

*September 27, 2007*

*Anonymous said...*

*What type of clothing, or colors should one wear to make one look thinner?*

Dear Anonymous, this is probably one of the questions I get asked a lot. Looking thinner more about fit than it is about color. It is amazing how many women are NOT wearing the right size - and how hard it is to convince them to 'try' a different size pant/top/jacket. When I finally convince them - they can see the difference.

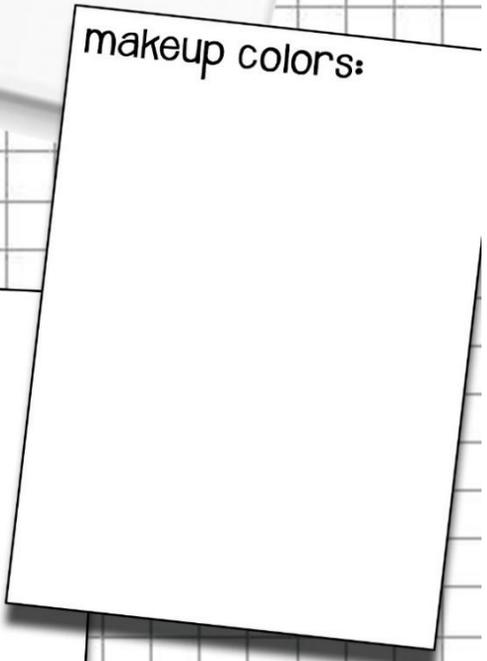
Looking thinner also depends on your body style, and what style clothing you are wearing. For example, if you are busty, you don't want to wear a peasant style top - that style can drape from the bustline - sometimes making ladies look pregnant. Yikes!

On color - until you become a self-educated fashionista, stick to the basics and keep it simple. Tonal dressing is always slimming - no matter what the color is. High heels will lengthen the leg - add inches to your height - and make you look slimmer. No low-cut jeans, or belly-shirts! Unless you are very slim (and very young), this will always date you (not in a good way), and add lbs.

*Kathy*

My best...

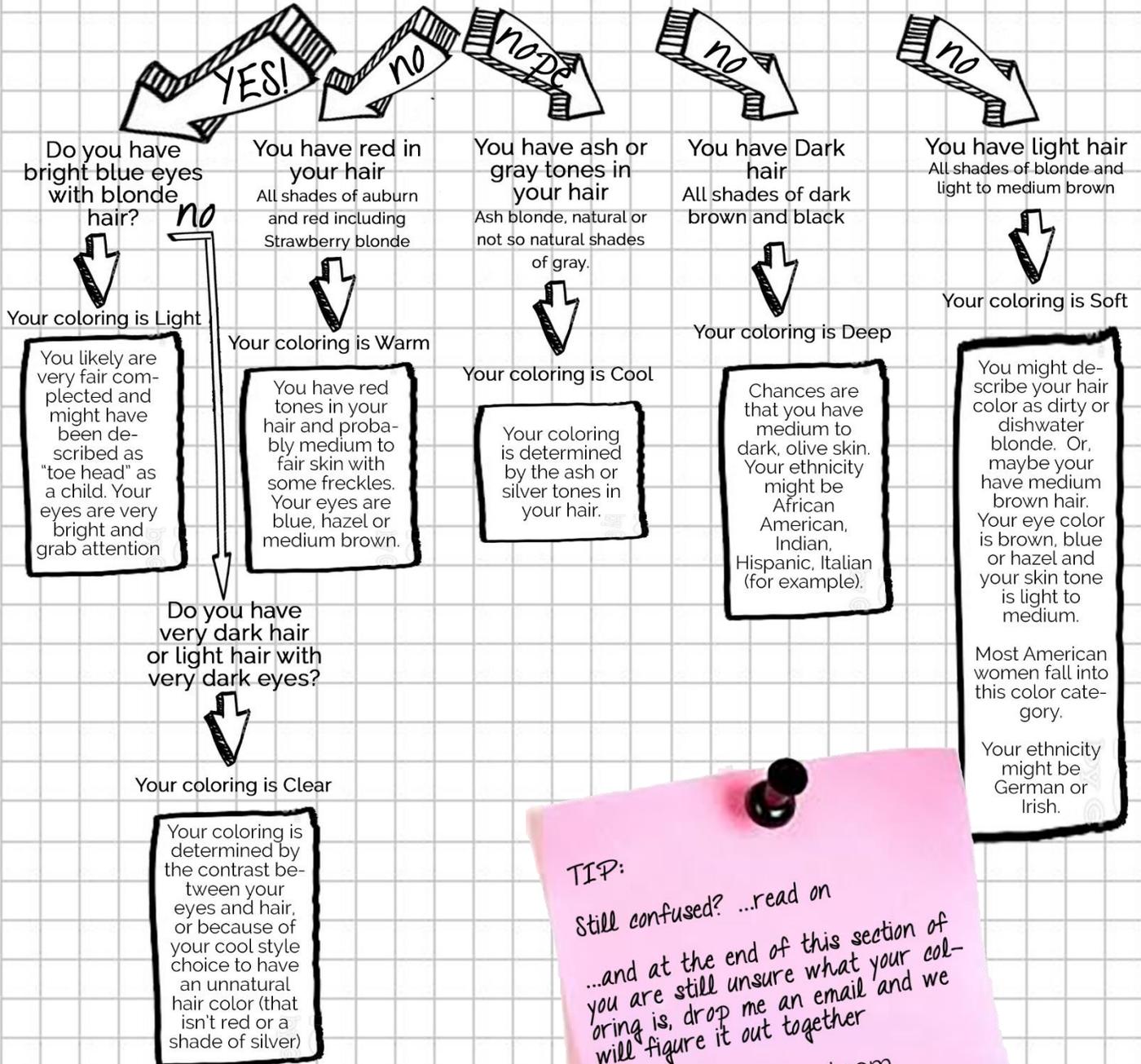
colors



# find my Colors

Are your eyes the dominant feature on your face?

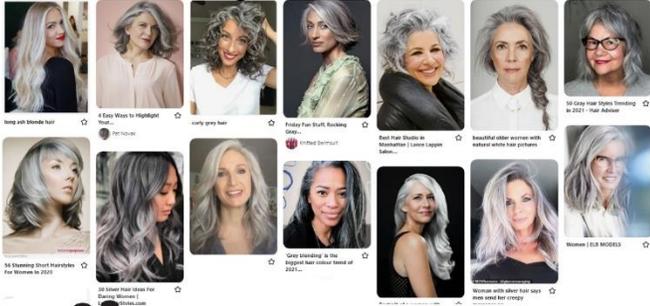
If your eyes are very bright blue or hazel, or if there is a contrast between your eyes and hair (for example, blonde hair and dark brown eyes) - answer yes!



**TIP:**  
 Still confused? ...read on  
 ...and at the end of this section of  
 you are still unsure what your col-  
 oring is, drop me an email and we  
 will figure it out together  
 Kathy@KathyFriend.com

# Cool

if you determined you are 'cool', you resemble the coloring of these ladies



Check out more here:  
[www.pinterest.com/kathyfriend/color-analysis-cool/](http://www.pinterest.com/kathyfriend/color-analysis-cool/)

# Deep

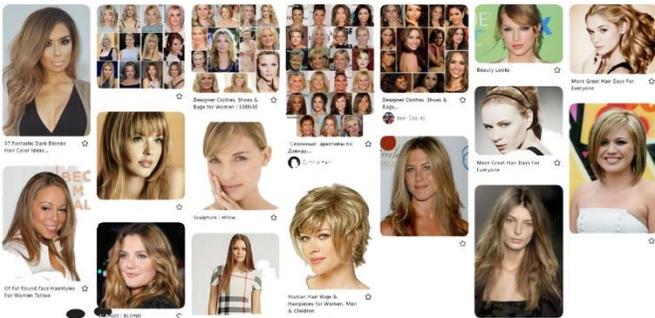
if you determined you are 'deep', you resemble the coloring of these ladies



Check out more here:  
[www.pinterest.com/kathyfriend/color-analysis-deep/](http://www.pinterest.com/kathyfriend/color-analysis-deep/)

# Soft

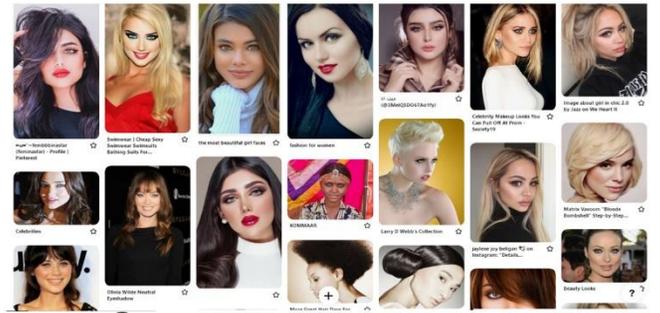
if you determined you are 'soft', you resemble the coloring of these ladies



Check out more here:  
[www.pinterest.com/kathyfriend/color-analysis-soft/](http://www.pinterest.com/kathyfriend/color-analysis-soft/)

# Clear

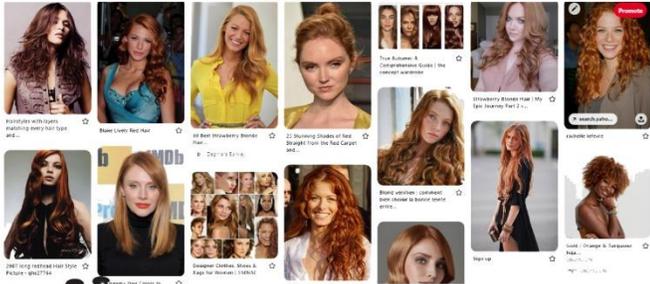
if you determined you are 'clear', you resemble the coloring of these ladies



Check out more here:  
[www.pinterest.com/kathyfriend/color-analysis-clear/](http://www.pinterest.com/kathyfriend/color-analysis-clear/)

# Warm

if you determined you are 'warm', you resemble the coloring of these ladies



Check out more here:  
[www.pinterest.com/kathyfriend/color-analysis-warm/](http://www.pinterest.com/kathyfriend/color-analysis-warm/)

# Light

if you determined you are 'light', you resemble the coloring of these ladies



Check out more here:  
[www.pinterest.com/kathyfriend/color-analysis-light/](http://www.pinterest.com/kathyfriend/color-analysis-light/)

# Think Outside Your Color Box

TIP:  
Try outfit combinations with these color palates...and wait for all the compliments!



**Nemo's World**  
Mauve  
Lime  
Turquoise  
Baby Blue  
Pale Turquoise



**Rainy Day**  
Tobacco  
Charcoal  
Eau de Nil  
Dark Blue Plum  
Dark Denim



**Camouflage**  
Avocado  
Dark Khaki Green  
Khaki  
Olive Green  
Khaki Olive



**Pebble Beach**  
Camel  
Sand  
Light Grey  
Eau de Nil or Sage  
Light Denim



**Smoke**  
Charcoal  
Denim  
Dark Grey  
Light Denim  
Aubergine



**Herbs and Spices**  
Buttercup  
Pale Mauve  
Pale Rust  
Grass Green  
Pistachio



**Wild Berries**  
Burgundy  
Dark Blue Plum  
Fuchsia  
Aubergine  
Amethyst



**Sage**  
Camel  
Sage  
Sand  
Eau de Nil  
Linen



**Cappuccino**  
Charcoal Brown  
Dark Brick  
Sand  
Chocolate  
Camel



**Underwater**  
Navy  
Lichen  
Sea Green  
Deep Turquoise  
Pale Green



**Strawberry Shortcake**  
Sand  
Peach  
Dusky Pink  
Camel  
Baby Pink



**Highland Heather**  
Amethyst  
Pale Jacaranda  
Heather  
Jacaranda  
Pale Mauve or Mauve



**Tuscan Terracotta**  
Dark Rust  
Rust  
Pale Rust  
Tobacco  
Dark Brick



**Shakespeare**  
Aubergine  
Dark Blue Plum  
Pineview  
Tomato  
Green Potion



**Shifting Sands**  
Dark Camel  
Natural  
Linen  
Sand  
Oyster



**Rosewood**  
Dark Brick  
Burgundy  
Rose  
Burnt Red  
Mahogany



**Perfect Pinks**  
Bright Pink  
Hyacinth  
Baby Pink  
Heather  
Fuchsia



**Autumn Avenue**  
Copper  
Burnt Orange  
Pale Rust  
Wheat  
Avocado



**Desert Moon**  
Dark Camel  
Aubergine  
Jacaranda  
Copper  
Sunshine



**Dana's Choice**  
Mink  
Dark Camel  
Charcoal Brown  
Dark Grey  
Rose



**Bollywood**  
Fuchsia  
Orange  
Red  
Acid Green  
Royal Blue



**Forest Fruits**  
Amethyst  
Green Potion  
Dark Blue Plum  
Lichen  
Dark Turquoise



**By the Beach**  
Saffron  
Pale Green  
Natural  
Heather  
Acid Green



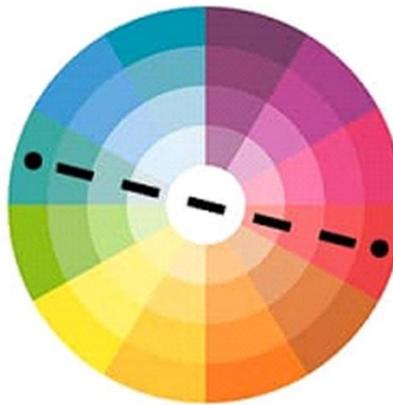
**Tudor Rose**  
Light Grey  
Sage or Eau de Nil  
Pale Amethyst  
Denim  
Dusky Pink

# what matches help!

Colors that are next to each other (or adjacent) on the color wheel are similar, meaning they possess similar tones. Colors opposite to one another are complementary. Finally, colors that are three sections away from other colors are contrasting.



ADJACENT COLOURS



COMPLEMENTARY COLOURS



CONTRASTING COLOURS

Complementary colors need to be paired thoughtfully, as they can be more difficult to team together – don't match these colors in bolder tones, the look will be overpowering. This look is best done in varying hues; for example, a light peach shirt with a dark teal tie.

# Outfit Ideas

for gals

IF YOUR **MAIN** COLOUR IS:

CREATE EASY **COMPLIMENTARY** OUTFIT PAIRINGS WITH:

OR GO FOR A **TONAL** OUTFIT



PINK



RED



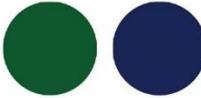
ORANGE



BEIGE



YELLOW



GREEN



LIGHT BLUE



DARK BLUE



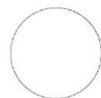
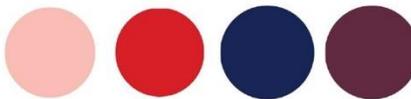
PURPLE



BROWN



GREY



WHITE

*Pairable with all colours*



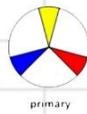
BLACK

*Pairable with all colours*

# Color Combos

for gals

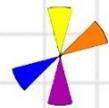
TIP:  
Colors that are across from one another on the color wheel always look nice together.



primary



secondary



complementary



how to match colors

# A Word on Shoes...

Wonder what color shoes to wear with various pant colors? Here is a guide...and when all else fails, choose a shoe color that is close to your hair color to create balance.

Pant Color	Shoe Color									
	White	Gray	Black	Light Brown	Dark Brown	Purple	Navy Blue	Green	Burgundy	
White			NO							
Light Gray										
Charcoal										
Black	NO			NO	NO					
Cream			NO							
Tan		NO	NO							
Dark Brown		NO	NO			NO			NO	
Blue										
Navy Blue										
Olive Green								NO		
Burgundy					NO	NO				

TheFineYoungGentleman.com

# notes

TIP:

Still confused?

Book a virtual color analysis with me and we will figure it out together.

[www.kathyfriend.com/virtual-color-analysis.html#/](http://www.kathyfriend.com/virtual-color-analysis.html#/)

TIP:

Video: the thing about prints

<https://youtu.be/hwr4NgP5XN8>

TIP:

Video: the color everyone can wear

<https://youtu.be/thmAVRXsrrc>

TIP:

Video: what you need to know about wearing black

<https://youtu.be/mvmjWl4uz-w>

about my

# Makeup

Now, let's talk makeup. You don't have to slop a ton on your face to look great. The key is to take care of your skin.

In this section we'll make some suggestions to help with any skin frustrations you might have, and offer tips and tricks for the best makeup application.



# please don't See Me ^ the real

I have been giving a lot of thought recently to the reason behind things. For example, why would someone complain about EVERYTHING on Facebook? Or, why would someone yell at a cashier at Target for seemingly no reason at all?

I will admit, there are days when my patience has worn thin from some incident in the morning with my daughter that will filter to an interaction with someone at the grocery store or in traffic. ...and I hate that.

This got me to thinking about the ladies I've met over the years and the difference between when I first meet them and how they present themselves several months later. I've met some ladies who I am sure have more style than I do, yet they attend my workshops. Why? Why do we dress the way we do? Is it a costume? A way to cover something up or distract attention? Do we want to be known as the one that always wears red lipstick? Or are we the one who purposely doesn't wear anything memorable in the hopes that we can fade away and not be noticed?

I met a woman recently who shared the following story. I would like to share it with you and ask you to consider what are you doing to hide.

*For years I dressed to impress. You would never see me outside of my bedroom without full makeup, hair done and 3" heels. Never. Even on family vacations when 'biking' was on the agenda, I would don my most precious jewels and do my best to not sweat off my lipstick and face powder.*

*It was my "thing". I felt like that is what I became known for. I was the lady who was always 'done'. Dressed to a 'T'. It became how I defined myself. I loved the compliments I would get at luncheons on my shoes, my handbag, or my outfits. I would get into lengthy conversations with people about where I shopped, how I pulled together various outfits. The conversations at the time seemed very meaningful and I referred to those I had these interactions with as my friends. But in truth, they knew nothing about me. They didn't know where I went to school, the names of my children or really what I did for a living. All they knew was that I wore Chanel lipstick and where I purchased whatever I was wearing that day. And that was OK with me. I didn't want them to see the real me.*

*Through a series of life detours, I was forced to change. The change in my life led me to be in a situation where I could no longer afford to shop. I could no longer afford to buy the best makeup, have my hair and nails done monthly or pay for the best skin care regimen. My new "normal" wasn't comfortable at all to me. There were days when I would literally sit in my apartment and sob because I had to go to a business meeting wearing something that didn't fit properly with hair that was about 4 weeks past needing to be "done".*

*This annoyed me. Why was I so hooked up on those things that I thought defined me? Was I really a red Chanel lipstick? A pair of pearls and 3" heels? And if THAT wasn't me, who was I?*

*So, I became OK with being seen without the full face of makeup. I didn't need to have my harsh black eyeliner on at the gym, and no more red lipstick. I had to be OK with it. I didn't have a choice. In photos taken of me in this new phase of life, I looked different, better. The look on my face looked genuine, not staged like I was taking the perfect selfie. I was receiving compliments; complete strangers would stop me on the street and tell me how beautiful I was. This was remarkable to me given it would be on days when I was wearing no makeup and my hair was in a ponytail.*

*How strange. People complimenting me on ME and not my things.*

*Could it be for so many years I was hiding behind the clothes, makeup, and accessories? Trying to cover up and mask an ugly truth I didn't want anyone to, see? **Yes, that is exactly what I did.** I was horribly unhappy for many years. Extremely sick, an illness no one knew about. I was in an abusive marriage that no one knew about. There was a lot about me that no one knew about. I was covering the truth about myself with all the makeup, clothes, and jewelry. Looking back on it, I probably looked ridiculous. More like a Christmas tree than a businesswoman.*

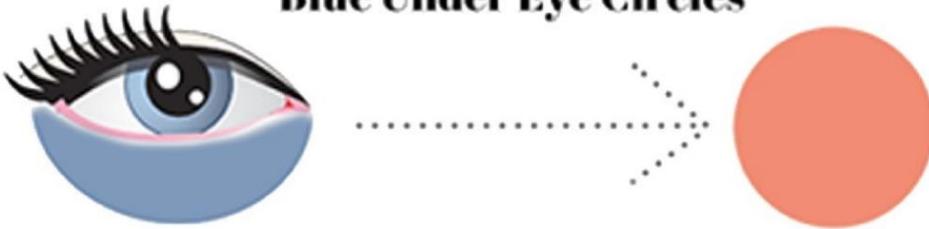
*Although I was forced to rid myself of those 'things', I can say (now that I am on the other side of it), it was the best forced life-change that has ever happened to me. **Now people see me. The real me.** Yes, I still love to get dressed up and appreciate great makeup. But people see me through all the decorations and distractions. They don't get hung up on all my stuff and forget there is a woman behind it all.*

Conceal tired eyes

*for gals*

TIP:  
If you want to look more awake and cover the darkness under your eyes, first...you **MUST** color correct **BEFORE** you conceal.

**Blue Under Eye Circles**



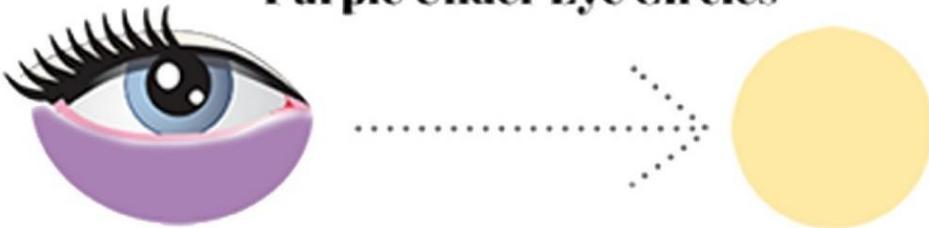
Under eye circles with blue tones need an orange-based concealer

**Blue/Purple Under Eye Circles**



Under eye circles with both blue & purple tones need a combination of orange & yellow to create a salmon/peach concealer

**Purple Under Eye Circles**



Under eye circles with purple tones need a yellow-based concealer

color correction

*for gals*

TIP:  
Does your skin color need help? Find a primer with a tint. This graphic helps you choose the right color



*green*

CANCELS REDNESS



*purple*

CANCELS YELLOW



*pink*

CANCELS BROWN



*orange*

CANCELS BLUE



*peach*

CANCELS BLUE

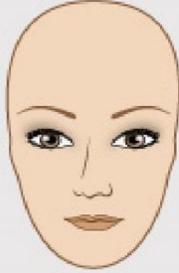
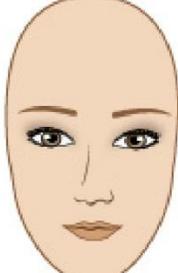
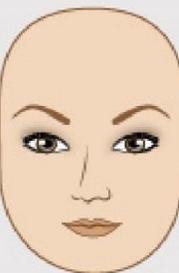
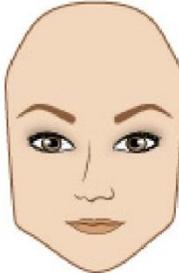
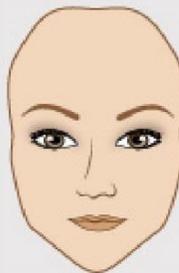
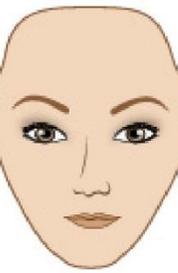


*yellow*

CANCELS REDNESS

# Best Brows

## Face Shapes

					
<b>Oval</b>	<b>Long</b>	<b>Round</b>	<b>Square</b>	<b>Heart</b>	<b>Diamond</b>
Face gently tapers to the chin Slightly wider forehead prominent cheekbones Very well balanced	Face gently tapers to chin Elongated features from forehead to chin Prominent chin	Face width and length the same widest at cheek Forehead may appear short	Forehead and cheekbones and jaw almost the same width Prominent jawline	Face has a strong taper to the chin Chin appears pointy Forehead may also seem prominent	Very angular Widest at temples Uncommon shape

## Brow Goal

<b>GOAL:</b> maintain the ideal shape <b>HOW:</b> soft angled brow is best. Arch should be directly above the center of the eye.	<b>GOAL:</b> make longer face appear shorter <b>HOW:</b> a flat eyebrow will stop the visual elongated line of the face	<b>GOAL:</b> make round face appear longer <b>HOW:</b> a high arch brow is perfect. The line will draw the eye to focus on length. Avoid rounded brows	<b>GOAL:</b> to soften then angular lines and balance strong jawline <b>HOW:</b> start with a curved brow, and then add more angles to create balance.  The stronger the jawline, the more angled your brow should be.	<b>GOAL:</b> soften and balance strong chin and forehead <b>HOW:</b> start with a simple arch. If forehead is prominent, arch should be lower. Key is to add volume (length) to brow	<b>GOAL:</b> soften angles <b>HOW:</b> curved brow is best
-------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------

*for gals*



### **BASIC STEPS IN HOW TO CONTOUR**

Sweep your contour colour under your cheekbone using a soft, angled brush. You can find your cheekbone easily using your fingers - the colour should go in the hollow just beneath it. At this point the colour will look quite strong, but don't panic! This is where we blend; using your fingers, blend the line upwards. If you blend down, you will lose the height of your cheekbone and your face will just look muddy.

Blend the contour colour into the hairline. This will help give your skin a healthy glow and disguise a large or flat forehead.

To make your nose look straighter, use your fingers to rub a little contour powder along the sides of your nose. Blend well. Don't go right to the tip of your nose or it will end up looking too thin. If you want your nose to appear shorter, run a little contour along the nostrils.

If your chin is starting to droop a little, just sweep a touch of contour powder under the jaw line to instantly hide any saggy bits and look years younger.

A top tip when contouring: to get that celebrity look, brush a little bit of the contour powder above the inner corner of your eye up to the brow - you'll instantly see your eyes look more defined and really pop!

### **BASIC STEPS IN HOW TO HIGHLIGHT**

Highlighter reflects the light well, so only apply it to the places you want to draw attention to.

Sweep it above the cheekbone, along the brow bone and down the centre of your nose to give the impression of a rounded surface.

As a finishing touch, dab a little bit of highlighter onto your cupid's bow (the little dip in your upper lip).

**TOP TIP:** to make your cheekbones really stand out, using a large powder brush, sweep a loose face powder like my **INVISIBLE VEIL POWDER** along the lower jaw, under where we've applied the contour for the cheekbone.

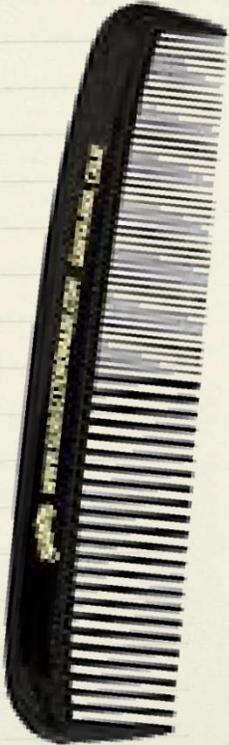
A spiral-bound notebook with a silver metal spiral binding at the top. The page is white with light blue horizontal ruling. The word "notes" is written in a black, cursive font in the upper left corner. The bottom right corner of the page is curled up, revealing the back of the page. The notebook is shown at a slight angle, giving it a three-dimensional appearance.

*notes*

# about my *Hair*

Let's talk about your hair style. Is it current? Is it the best for your face shape? Is your hair healthy?

In this section we'll look at these things and more. First, we'll start with your face shape. The best hairstyle for you is based on the shape of your face. Since we already know about your skin tone (from the color section), we can also determine the best hair color for you.



# too many Bad Hair Days

**Having issues with your hair? I've been there!**

**Girl, it's time for you to rev up your look!** According to master stylist Kerri Spencer in Granger, IN, "One thing that can quickly date your look is your hairstyle. You can easily look 10 years younger with an updated cut and color. That's why I tell my clients to change your style, even slightly, every year."

It's important to be realistic about what your hair type is. Kerri suggests, "the worst thing to do is fall in love with a hairstyle for very thick long hair when you have short, fine hair." She also shared that there are so many new products these days, don't be discouraged if your hair isn't doing what you want it to do.

Changing the color drastically or getting extensions is a great way to completely update your look. But Kerri cautions, "anything that is very different from your current length or color will require maintenance and upkeep. Be sure you are willing to commit to that."

When choosing the best haircut, consider your face shape. Kerri says, "The most important thing about your hair cut is to make sure it fits your face, draws attention to your best features, and minimizes flaws."

**ROUND FACE:** If you have a round face, consider a hairstyle with varying lengths and angles. Straight styles also work very nicely for you. Try something with a side part and a side-swept bang. Remember to keep some fullness on the top to create balance.

**Best cut:** a shaggy or angled bob

**Avoid:** Center parts, Fullness on the sides

**OVAL FACE:** If you have an oval face, most hairstyles will look good on you. Bangs are a must. Depending on your style and age, try a side swept bang or a blunt bang. Soft waves can work nicely for you to add volume at the sides.

**Best cut:** shoulder length (or longer) bob with slight bang and fullness on the sides

**Avoid:** No bangs, Straight severe styles

**SQUARE FACE:** If you have a square face, the goal with your hair is to create some softness with curls and waves. You will want to pay attention to the crown to be sure you are adding volume. This will create a nice balance. Short and medium length hair styles are the best for you.

**Best cut:** a shoulder length tousled shag

**Avoid:** Styles that end at your chin, Super straight hair

**HEART FACE:** If you have a heart shaped face, styles that hit at the neck/chin add volume to the bottom portion of your face creating a beautiful balance. Long styles are also great for you. Choose a style that will have varying layers around your face, with one layer hitting near your ears / nose, and the other at your chin.

**Best cut:** longer styles with multi layers around the face

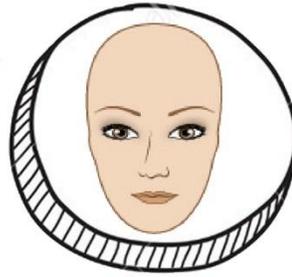
**Avoid:** Styles that have a lot of height at the crown, Straight styles with no layers

For more information about how to update your hair or change your hair, please visit her website at:

[www.kerrimspencer.com](http://www.kerrimspencer.com)

# Hair Styles

*for gals*



## OVAL

Characterized by:

- The length should be 1 1/2 times the width
- Forehead slightly wider than chin
- Curved jawline

Celeb Look Alike:

Jessica Alba, Tina Fey, Kate Middleton

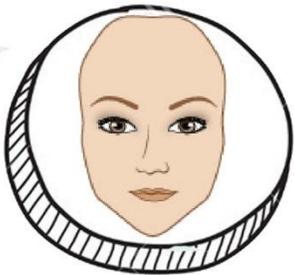
**Best**



**Avoid**

None! Most all hairstyles will look good on you

## HEART



Characterized by:

- Wide at forehead and temple
- High cheekbones
- Narrow pointy jawline

Celeb Look Alike:

Reese Witherspoon, Zoey Deschanel, Katy Perry

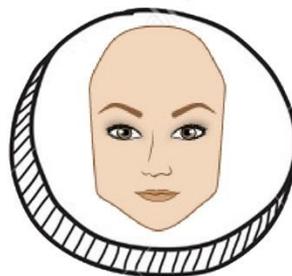
**Best**



**Avoid**

Short blunt cut bangs, choppy layers

## ROUND



Characterized by:

- Length and width are equal
- Wide forehead and round chin
- Full cheeks

Celeb Look Alikes:

Michelle Williams, Kelly Clarkson, Emma Stone

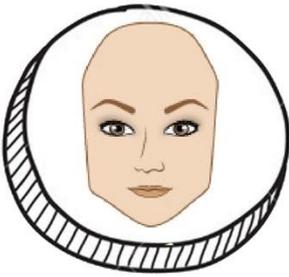
**Best**



**Avoid**

One-length blunt cuts curly short hair

## SQUARE



- Characterized by:
- Same width as length
  - Strong jawline and square chin
  - Forehead and jaw about equal

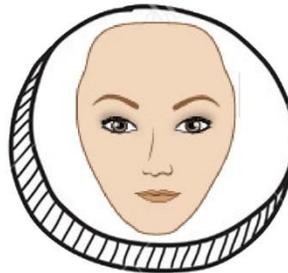
**Best**

Celeb Look Alike:  
Lily James, Rhianna, Demi Moore



**Avoid** One-length bob styles, wide blunt bangs

## DIAMOND



- Characterized by:
- Wide Cheekbones and narrow forehead
  - Angular jawline
  - Pointy chin

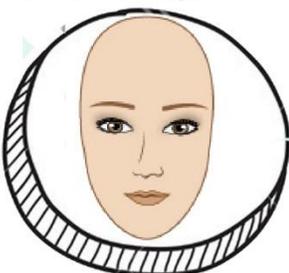
**Best**

Celeb Look Alike:  
Jennifer Lopez, Madonna, Victoria Beckham



**Avoid** Severe ponytails, one length bob with blunt fringe

## LONG



- Characterized by:
- Long and less wide than oval
  - Forehead, cheek and chin same width
  - Narrow, thin face

**Best**

Celeb Look Alike:  
Sarah Jessica Parker, Liv Tyler, Meryl Streep



**Avoid** Super long hair, angular styles, very short hair

Many thanks to Master Stylist Kerri Spencer for her wisdom and expertise on the hair advice in this book! Visit her website at [www.KerriMSpencer.com](http://www.KerriMSpencer.com)

best hair color for your skin tone

# Hair Color

**TIP:**  
You figured out your coloring in a previous section. Go back and see what your coloring is in order to determine the best hair color.



**Cool Tones**



**Neutral Tones**



**Warm Tones**



Deep Light Clear Soft Warm Cool Warm/Dark Deep

Depending on your coloring, the best hair color will have a cool, neutral or warm tone. For example, if you are a deep - the best hair color will have a cool tone to it. If you are a Soft, something with a neutral undertone will be best.



**Fair Skin Tones**



**Pink Skin Tones**



**Tanned Skin Tones**



**Dark Skin Tones**

*notes*

# building my *Wardrobe*

There are 2 kinds of people in the world: those who walk into their closets and love to see tons of options. The other kind of person walks into their closet and options paralyze them. They'd rather have fewer pieces to choose from.

Which kind of person are you?

In this section we will simplify life for you...regardless which kind of wardrobe person you are!

So far in this book, we've determined:

1. What you like (style)
2. What looks good on you (shape)
3. What colors look good on you

Now, let's see what you've got!

Go through your closet and remove things that you know aren't the right cut or color for you. Soon you'll be on your way to a perfectly functional closet with no junk! Can you imagine walking into your wardrobe and knowing everything looks great on you? Say goodbye to stress!

TIP:

Step 4 video can be found here:

<https://youtu.be/DT9em3ZSGj8>

# 50 pieces you need



## 50 pieces you need in your wardrobe.

Over the years, I have helped hundreds of women transform their wardrobes into perfectly functional, fabulous collections of outfit options. There is a common thread to all great wardrobes: a balance between basics and statement pieces.

After trying to remember all the things (and reasons why) that make up a great wardrobe, I have compiled a list. This list isn't intended to be a "run out to the mall now and buy all these things", but rather it should be viewed as a "work-in-progress checklist". If this seems overwhelming, check out the checklist on page 59. Use that as a starting point.

### PANTS

1. Jeans – something a little sassy, boot cut or flared. I suggest finding something with a bold contrast stitch on the inside of the leg.
2. Dark basic skinny jeans – these are an essential regardless of your age or personal style. The perfect skinny jean will do double duty as leggings and can be dressed up with a great jacket and heels.
3. Leggings – need I say more? I honestly think you should have several pairs of basic black leggings in your wardrobe: ankle length thicker fabric, knee length and one with something different (like leather or embellishment).
4. Trouser – call this your basic pant. Even for those of us who don't wear pants very often, there is always an occasion we need a good pant that isn't a jean. I suggest something in black.

### TOPS

5. Denim Shirt – the denim shirt has made a strong comeback in fashion, and I am thrilled! The denim shirt should be a thinner fabric, and a long sleeve you can easily roll up. The denim shirt can dress down a very dressed up skirt and is simply something that looks good on everyone.
6. White Blouse – another basic and something I searched a long time for. It is a good idea to have two white blouses: one that is a little longer (tunic length) that you can wear with leggings, and one that is a slimmer fit that would be perfect under a jacket or sweater.
7. White tee – when the white blouse is too much, try the white tee! Find something that is made of a good fabric (spend a little money on this) that fits you well (i.e., don't buy it oversized).
8. Embellished Tee – for some this might be a striped tee, for others it might be something with sparkle on the front. Whatever your style personality, the embellished tee will be a favorite in your closet.
9. Cardigan – what color do you know looks amazing on you? Blue? Pink? THAT is the color you will need to find in a cardigan. Use as a layering piece to break up monochromatic looks.
10. Tunic – the tunic is something that you might be able to wear with leggings and flats, or with tights and boots. In the summer months, your tunic might be a great bathing suit cover up!
11. Chunky Sweater – You know those cold weekends when a warm sweater, boots and skinny jeans are perfect? THAT is the sweater you need in your closet.

12. Cami – If I am being honest, you probably need several camis. I wear one just about every day. Wear under those tops with plunging necklines (that might be a bit much for work) and of course, use as a layering piece.

## **JACKETS**

13. Jean jacket – basic, no embellishment, looks chic with a pencil skirt and a crisp white blouse (of course with oodles of jewelry)
14. Basic Jacket – the basic jacket should be in your signature neutral color (brown, black or navy for example), and about hip length.
15. Leather Jacket – the great thing about leather is it has become very affordable. The faux-leather options are plentiful! Find a jacket that has some rugged details, maybe in a motorcycle style.
16. Chanel-esque Jacket – You know the style. This is something you could add in as an afterthought to your wardrobe or be a key signature piece in your closet. It can be the thing that you wear when you need to look like a million bucks (with a pencil skirt) or be something you wear with jeans when your mood is a little sophisticated sassy.
17. Spa jacket – This is the thing I see missing from most wardrobes. A sporty jacket that you can wear when everything else seems to be too formal.

## **DRESSES**

18. LBD – or LRD or LBD (you get the picture). A basic no frills dress that looks amazing on you. Something in a color that is perfect for your skin tone, which is easily dressed up or down.
19. Day Dress – I suggest a wrap dress. This style looks great on everyone and is extremely easy to find.
20. “Look At Me” Dress – A party dress (that isn’t black) with some kind of glitz and shine on it. This might be the thing you wear to a cocktail party or holiday party.

## **SKIRTS**

21. Pencil Skirt – the workhorse of your wardrobe. I suggest black. If a pencil skirt isn’t a style, you are fond of, try an A-Line style
22. Patterned Skirt – maybe a tweed or floral, whatever your style dictates this is a skirt you love to live in.
23. Little Knit Skirt – or 2, or 3! This is the little black skirt you pull on with a tee and flip flops in the summer, or pair with tights and a sweater in the winter. It is what you want to wear when it is in the laundry.

## **UNDER THINGS**

24. Bra wardrobe – A wise investment is to have a few great fitting bras. Skip the white ones (really...no need for them). Be sure you have at least 2 nude and 1 black bra. Convertible straps are a must!
25. Undies wardrobe – Everyone needs some undies that will eliminate panty lines...need I say more?
26. Compression garment – This is a fancy word for Spanx.

## **ACCESSORIES**

27. Black skinny belt – Make sure this key piece in your accessory arsenal has a buckle that can be worn over things.
28. Brown braided thick belt – I love wearing my braided belt buckled and looped through (looks like I tied it around my waist).
29. Trendy Sunglasses – In today’s sunglass world, that might be the aviator or the Jackie-O
30. Scarf (or pashmina) – I suggest you have 2 of these in your treasure chest. One in a pop color, and a basic neutral (like black)

31. Dark opaque tights – They key is opaque, a thick tight that you can't see your skin through. I like the Spanx version (serves double duty!)

## **JEWELRY**

32. Statement necklace – Something that is neutral, but 'wow' enough that people notice. Look for something that is a 'collar' style.
33. Long necklace – I like one that has a few charms.
34. Bangle bracelets – Stack them on your wrist, and your outfit gets at least 5 style points!
35. Everyday pendant necklace – This is the necklace you wear just about every day, that you can layer with other things.
36. Right Hand ring – Something big, bold that tells your style story. It might be a big flower, or a cluster of diamonds.
37. Stud earrings – Diamond, yes, I am giving you permission to get a pair of diamond earrings (or glass that just looks like diamond studs). When you have no idea what earrings to wear, pull these out of your jewelry box. Trust me. I wear mine every single day (even to the gym).
38. Hoop earrings – When you want to make your outfit a little more casual, or you feel like your look just need a little something more, in walks the hoop earring.
39. Signet ring – I believe that this classic 'initial ring' is something every woman should have...and if you don't, it would make a great gift. (hint, hint.)

## **HANDBAGS**

40. Basic everyday handbag – Something that is big enough that you can shove a bottle of water and a snack inside, but not so big that it could be mistaken for a gym bag.
41. Weekend clutch – This is something you can use with your LBD or jeans, white tee and sassy heels.
42. Power color purse – What is the dominant color in your wardrobe? Red? Blue? This is the color you need in a handbag. When you are in one of those "I am wearing all black" moods, use this to perk up your mood.

## **SHOES**

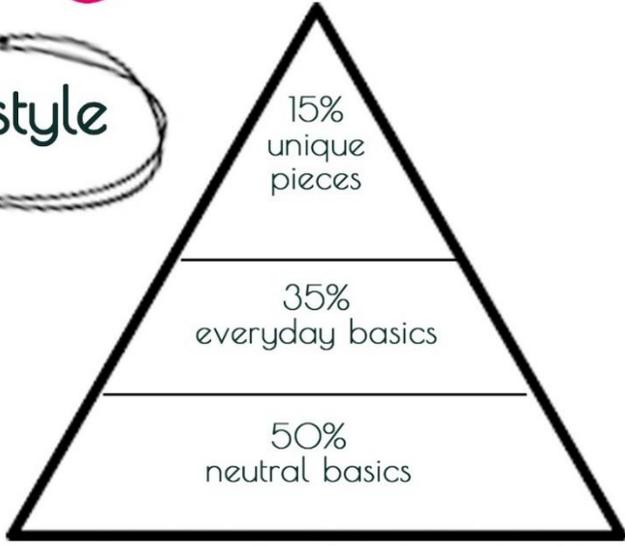
43. Black pump – basic, timeless.
44. Boot in your signature neutral – Riding boots are something you will wear time and time again.
45. Non-athletic tennis shoe – Ya know those cute little flats that kind of look like tennis shoes but they really are more of a ballet flat? That is what you need.
46. Sassy heel – Something that makes you feel sexy and alive. And it's OK if you can only stand for 10 minutes and take 15 steps in them. You should be sitting in these shoes to show them off (wink!).
47. Stiletto with sparkle – I will admit I am a sparkly shoe addict. I have far too many. But I do wear them with everything! Wear with your sassy jeans and a basic tee on the weekend, and of course with your 'Look At Me' dress.
48. Neutral wedge – When you don't know what shoes to wear, go for the neutral wedge!
49. Shoe-Bootie – This shoe is one of the season's biggest style stories. Wear with everything, yes EVERYTHING (including skirts!)
50. Flip Flop – Make sure your flips are of a grown-up variety, something you can wear all day without worrying about the damage they might cause your feet.

# wardrobe stress

# Avoid



in style



Unique Pieces: memorable prints, statement blouses / jackets / dresses with a print

Everyday Basics: my color top, pop color shoe, stripe jacket, pieces I love to wear and wear frequently

Neutral basics - jeans, black pants (leggings), white top, black shoe bootie / heel / sandal. Pieces I can wear multiple times a week in several ways. All in my neutral colors (dark neutral and light neutral)

*HINT: most of the clothing in your closet should be neutral basics. Sass up your wardrobe with interesting jewelry, accessories and shoes. Keep the colors you see in your closet to less than 5...this way, everything mixes and matches together.*

in piece

EXAMPLE:  
25 pants  
65 tops  
10 dresses  
  
16 pants  
42 tops  
7 dresses



10% dresses  
65% tops  
(shirts, blouses, sweaters)

25% bottoms  
(pants / skirts)

how?

Put everything in your closet to the test:

-  Does it fit?
-  Right color for me?
-  Do I love it?
-  Have I worn it in last year?

If the answer is yes to ALL of the above, you may consider keeping it. Be ruthless. Pieces you aren't ready to get rid of, put aside (packed away in a tote. In 3 months, decide if you are keeping those things.

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# wardrobe stress

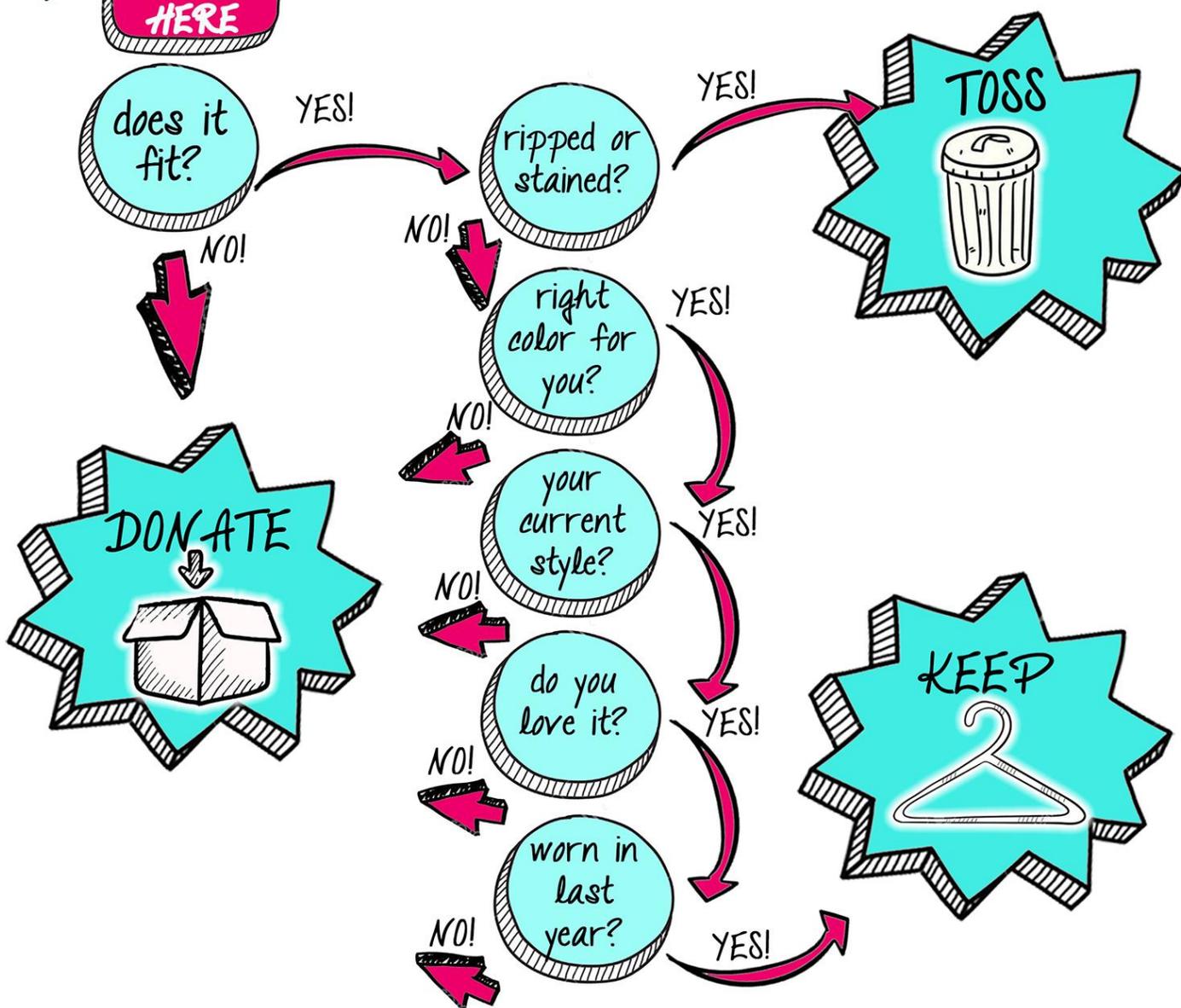
## Clear Out the Clutter!

Tip:

Feeling overwhelmed with this step? Totally Normal! Break this project down into small pieces. Do just your pants one day, and your shirts the next.

With EVERY piece in your closet, ask these questions to determine if it stays or goes

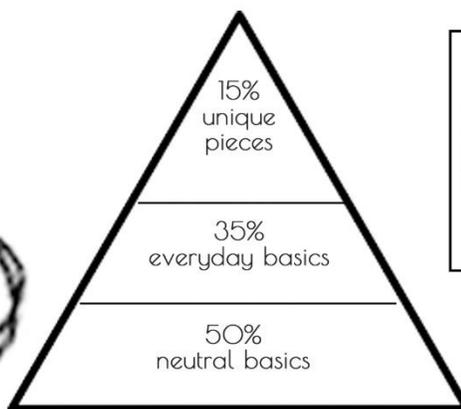
START HERE



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# wardrobe checklist

80-85% of your wardrobe should be things on this list



## TOPS

- White blouse
- Denim (chambry) blouse
- Silk shell / blouse
- tshirt - light neutral
- tshirt - dark neutral
- tank - light neutral
- tank - dark neutral
- \_\_\_\_\_



## BOTTOMS

- Trouser (suiting) - dark neutral
- Pencil skirt (suiting) dark neutral
- Leggings
- A-line skirt
- Leather (legging / pant)
- Jogger style
- \_\_\_\_\_
- \_\_\_\_\_



## SHOES

- Black heel
- Flat
- Neutral heel
- Boot (leather)
- non-athletic tennis shoe
- Sandals casual
- Wedge sandal
- Statement shoe



## DRESS

- Little black dress
- Sheath
- Cocktail dress
- Casual (knit) day dress
- \_\_\_\_\_
- \_\_\_\_\_



## JACKETS

- Suiting jacket - dark neutral
- Jean jacket
- Leather jacket
- Blazer
- \_\_\_\_\_
- \_\_\_\_\_



## KNITS

- Cardigan for layering
- Crew neck sweater
- Favorite color sweater
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## OUTWEAR

- Puffer (winter) coat
- Car Coat (mid-thigh length)
- Dressy coat (fur or faux)

## OTHER

- Bathingsuit with coverup
- Everyday handbag
- Evening (dressy) clutch



## JEWELRY

- Stud earrings
- Hoop earrings
- Dangle / chandelier earrings
- Everyday necklace
- Long layering necklace
- cuff bracelet
- Statement (right hand) ring



## DENIM

- Skinny jean
- light denim
- dark denim
- Boyfriend denim
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

stuff you should have in your business wardrobe

# Wardrobe Basics

What I Have

What I Need

**TIP:**

These are things you need to start your wardrobe. Basics. The skeleton. Keep in mind, not these exact pieces are necessary. If you have something that functions as a white collar blouse (for example), then check "have" on this list.

## TOPS:

1. White collar blouse
2. Top in signature color or print

## BOTTOMS:

3. Classic neutral skirt
4. Classic neutral trouser
5. Jeans - nice enough to dress up for evening out

## DRESSES:

6. Classic Little Black Dress (or neutral)
7. Dressy Day-Dress

## LAYERS:

8. Cardigan in signature color
9. Classic neutral jacket

## ACCESSORIES:

10. Neutral pump
11. Neutral flat
12. Dressy pump or sandal

# Wardrobe Audit

## remove the clutter

At this point in the style renewal process, things get interesting. Most women have a really hard time getting rid of junk in their closets. Even if that junk is crap, they haven't looked at or worn in YEARS. So- I am giving you permission. Permission NOT to throw anything away.

Feel better?

Good.

There are 2 goals for your wardrobe:

1. ONLY have pieces in your closet that you wear.
2. Remove everything that is the wrong color for you, that doesn't fit, that you don't like.

This means as you go through things in your closet, you are going to be making some piles. Remember I said you don't have to throw anything away. Maybe when you see the piles, you'll change your mind!

### Step 1

1. Put all shirts / jackets in one section of your closet.
2. Put all pants in one section.
3. Put all skirts together.
4. Put all dresses together.

As you are rearranging things, look at each piece and determine if it fits, if it's the right color and if you like it. Bottom line, is a piece that is worth your time figuring out what section it goes in and re-hanging it?

\*note: if this method of organizing doesn't work for you in the long run, don't stress out! That's OK!

### Step 2

Once you have everything organized into sections, we are going to organize those sections into color. Let's start with shirts. Within the shirt section, find all the white ones. Hang those pieces together (it's helpful to organize by sleeve length – so tanks, t-shirts, blouses, sweaters, jackets). Then, on to cream. And yellow, green, blue, purple, pink, red, gray and black (or however you see the rainbow). Now, repeat the process with your pants, skirts, and dresses.

That's it! **YOU ARE DONE!** Step back and admire your organized closet! This will make it so much easier for you to find things, and really take inventory of what you have. Expert tip: purchase alike hangers so everything hangs at the same level. Then your closet will look like a boutique!

Now go back to the wardrobe checklists at the beginning of this section and see if anything has changed.

Get the most out of your wardrobe

# Career Capsule Wardrobe

TIP:

Use this guide to build a career (work) wardrobe. Be sure to keep all purchases for this capsule in the same color / hue category. This makes mixing and matching super easy.

## CAPSULE WARDROBE for beginners

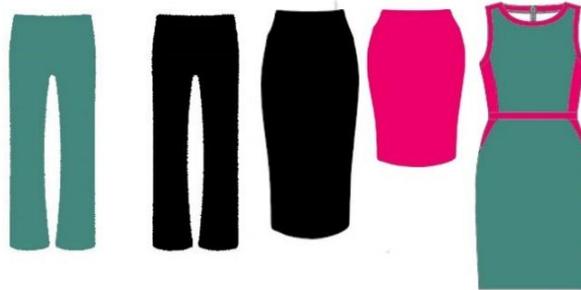
9 TOPS



5 SHOES



5 BOTTOMS



Jackets



Blouses & Tops



Dresses



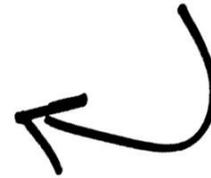
Pants & Skirts



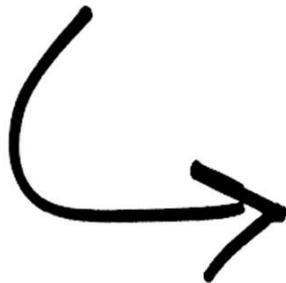
TIP:

This is how a smart capsule and well planned career wardrobe can look.

with



you have at least this many options



create great  
*Outfits*

Whew! Got all that?

I know, it's overwhelming...in this section, I am going to share with you some secrets. These are things that Stylists use to create amazing outfits, time after time.

...shhhh! Because these are secrets, don't tell anyone! Wink!



# Letters from my desk

*Hey Kathy,*

*The other day I was wearing a black belt and brown shoes. Someone mentioned this is a horrible fashion mistake. Are your shoes supposed to match your belt?*

*-Mixing Leathers*

Dear Mixing Leathers,

Accessories can be a hard thing for a lot of ladies. But accessories are the easiest and cheapest way to take a very basic functional wardrobe from drab to fab. Simply put - no. Your belt does not need to match your shoes. I hope not! I wore a red belt today and black shoes!

If you are wearing your belt to keep your pants in place, then your belt should match your pants. In this case, use your shoes as a statement to your outfit. However, if your belt is more of an accessory consider an animal print or bright contrast color. Little pops of color or interest with your shoes and/or belt are very fashionable.

A handwritten signature in black ink that reads "Kathy". The signature is written in a cursive, flowing style with a large initial 'K'.

# the rule of thirds

TIP:

When an outfit doesn't look right, check the porportion of each piece and be sure they all play nicely together. Many times this "rule" should be applied.

Remember the rule of thirds...break up the body into uneven proportions (in thirds). You can see the two outside pictures are in 1/3 to 2/3 ratios, the two middle pictures are splitting the body into halves and isn't as flattering.



**YES!**

2/3 cream  
1/3 black



**NO**

1/2 cream  
1/2 blue



**NO**

1/2 cream  
1/2 pattern



**YES!**

2/3 peach  
1/3 cream

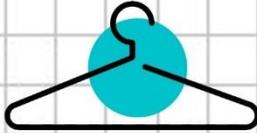
# Necklace cheat sheet

TIP:

Your necklace should follow your neckline (generally). So, with a plunging v-neck top...v-shaped necklace (like a Y necklace or pendant).



# 16 point accessory checklist



**Tip:**  
This is the 'secret sauce'...knowing how to use accessories will instantly take your outfits from OK to WOWZ-A!

Determine a few pieces you wear every day. A right hand and left hand ring, earrings, and a necklace...right there you've got 5 points!

	POSSIBLE POINTS	MY POINTS
<b>CLOTHES</b>		
SHOES - in good condition	2	
SHOES - scuffed, dirty, outdated style	-2	
BOTTOMS - skirt, pants, shorts	1	
TOPS - t-shirt, blouse, sweater	1	
TOPS - tank / cami (if we can see it)	1	
LAYER PIECE - jacket, cardigan	1	
DRESS	1	
<b>MY CLOTHING TOTAL</b>		



	POSSIBLE POINTS	MY POINTS
<b>HAIR AND MAKEUP</b>		
HAIR DONE - is your hair styled?	1	
compliment on hair recently? Get a point is yes, and lose one if no	1	
HAIR STYLE? If you haven't changed your hairstyle, cur or color in over 10 years, lose a point.	-1	
MAKEUP DONE - do you at least have a little makeup on? of your makeup, or purchased new makeup in the past year? If no, lose a point	1	
MANICURE? Are your nails clean and tidy	1	
NO MANICURE? Are your nails a mess? Chipped polish etc.?	-1	
PEDICURE? If we can see your toes (wearing sandals) are your toed neatly groomed?	1	
NO PEDI? If we can see your toes, and your feet aren't exactly "sandal ready", lose a point	-1	
<b>MY HAIR AND MAKEUP TOTAL</b>		

	POSSIBLE POINTS	MY POINTS
<b>ACCESSORIES</b>		
BOLD PRINT? Are you wearing a bold print in your outfit?	1	
NECKLACE? Point for each necklace, so if layered 3 necklace, 3 points	1-3	
BRACELETS? Point for each unless you are wearing a stack of bangle, then just 1 point	1-2	
RINGS - point for each ring, only 1 point for engagement and wedding band worn together	1-4	
EARRINGS? One for each earrings, if 1 in each ear, 2 points	2-6	
GLASSES? Get a point for eyeglasses	1	
NEW STYLE GLASSES? Haven't updated your eyeglasses since the 90's? Lose a point	-1	
SCARF?	1	
HANDBAG? Did you choose your handbag to specifically match what you are wearing today?	1	
HAT? Wearing a hat that is a part of your overall look?	1	
WATCH?	1	
BELT? Is your bely a current style and intended to be a part of your overall look?	1	
BELT? Is your bely strictly utilitarian to hold your pants up? Is the style old, leather cracked?	-1	
<b>MY ACCESSORY TOTAL</b>		



<b>ADD UP YOUR POINTS! <i>The goal is to get as close to 16 as you can!</i></b>	
Under 10	You need to up your accessory game! Finish your outfits, start simple: add a layer. Get a manicure, wear a simple necklace.
11 - 15 points	You are almost there! Add a necklace for a layered look. Find a right hand ring, something that is meaningful. Go treat yourself to a manicure. Break out of your monochromatic look and try a pattern. Put on a bright lipstick.
16 points	You did it! You are perfectly DONE! Your accessories compliment your overall look without being too much.
Over 16 points	Time to edit! You are in danger of your things over taking your look. You don't want people to see what you are wearing before they see you. Don't hide behind all the makeup, jewelry and pattern - Let the world see the beautiful YOU!

# My Best Looks

Every now and then you put together a great outfit. People are complimenting you, and you feel GREAT! You think to yourself, "I will always remember this outfit, I LOVE it!".

Bad news - you will not remember this outfit.

At the end of that amazing day, write down what the outfit is here. Then when you aren't feeling inspired or need an outfit for an important event...your wardrobe is already preplanned for you! Soon you will have a weeks worth of great outfits.

	S	M	T	W	Th	F	S
top							
bottom							
layer							
shoe							
jewelry							
other							

# Pack for a trip

## stop the over packing!

I will admit, I am a horrible packer. As much as I try to organize and think ahead I always over pack. I mean, what if I am not in the mood to wear what I packed? What if my feet just don't want to wear those shoes one day?

...truth is, when I travel, I never wear most of what I take.

Well, my years of over-packing came to a screeching halt when I began to travel overseas in my quest to adopt my daughter. I needed room in my suitcases for food (emergency food), gifts, toys, clothes for our little girl and souvenirs. Maybe it was my maternal instincts that kicked in, but it became more important that I travel with new clothes for Anya than how stylish I appeared to people 1/2 way around the world.

This line of thinking led me to a plan...

The perfect vacation comes from a perfect plan. Planning your itinerary, your flights, ground transportation...and should also include planning your wardrobe. Who wants to spend time on vacation stressing over what to wear, or wasting time being uncomfortable in something that doesn't fit - or worse...hurts your feet? NO ONE!

The smartest packer should create a capsule wardrobe for their vacation. A capsule wardrobe takes the 'less is more' philosophy into action. To create a wardrobe capsule:

FIRST: choose 3 complimentary colors – for example, red, white, and blue (or blue, khaki, and red).

SECOND: choose 9-12 pieces of clothing. One rule-of-thumb says  $2 + 2 + 5 = 30$ . 2 jackets/sweaters, 2 bottoms (shorts, pants, or skirts) and 5 tops. If you consider each of these items falls within your color scheme, you can create at least 30 different outfits using these pieces. Adding in pieces might include a dress, bathing suit, caftan, or tunic (that can be worn as a bathing suit cover up or a dress) or another specific wardrobe item.

Add in 2 bags (small handbag and a larger tote), 3 shoes (heels, something comfortable for walking and a sandal for the beach or pool) and key accessories – and you are packed!

If this all seems a little overwhelming, chart it out. Yes, I use this tool when I am packing – and it leaves me confident I haven't forgotten anything. In each box, write day or night. This will show you what you are wearing each day.

Here are the steps to take when planning your vacation wardrobe:

1. Chart what days you are going to be gone.
2. Remember travel days count on your vacation packing plan. You can re-wear what you travel in!
3. Create a color palate to your travel wardrobe so that you can create different outfits from a few pieces.
4. Don't forget a Tide stick or easy packable stain remover.
5. Pack this list in your carryon bag. It will remind you of what you planned on wearing, and if your bag gets lost by the airline, you will have an excellent record of what you had in the bag.

# Travel Plan

	Travel Departure	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Travel Return
	Outerwear (jacket / sweater)								
Top									
Bottom									
Shoe									
Underwear									
Accessories									
Belt									
Jewelry									
Tote / Handbag									
Other (sunscreen, camera)									

When you are packing for a trip, you will likely need 2 outfits per day: one for day, and one for the evening. Versatility is the name of the game here. Re-wearing things, using pieces in multiple ways, sticking to neutral pieces.

Let's see how this could play out in real life. Let's pretend you have only a few hours to pack for a 6-day vacation. Could you do it?

For a beachy vaca start with the basics:

1. Walking shorts
2. Leggings
3. Maxi skirt (one that can be worn as a skirt or a dress)
4. Long sleeve top (or layering piece)
5. Tank
6. Tunic
7. Sun dress
8. Sweater
9. Shirt skirt
10. Bathing suit

Then add in some shoes:

1. A flat that is comfortable for long days of walking
2. A wedge
3. A dressy heel

Finally, a few accessories:

1. A tote (shopper) style bag
2. A clutch
3. Some sunglasses
4. A belt
5. Cool necklaces and other jewelry pieces

Yes, those 10 pieces of clothing will in fact get you through a travel day to your vacation destination, 6 days of sun and fun, and a travel day home.

Here is how it looks in pictures:

First day sightseeing

travel day



Day at beach



Night dinner and dancing



Day shopping



Night casual dinner



Day at the spa and lounge by pool



Night dinner on the beach



Day shopping



Night dinner at a pub



Day at the beach



Night dinner out



### 3 KEYS TO A VACATION WARDROBE:

- Pick a neutral. Choose brown, blue, black, or grey. This will be your neutral. Everything of color in your travel bag will match all these neutral pieces.
- Choose different shirts that can do double duty. Sleeves, sleeveless, unstructured, layering pieces, sweater. All different but can also work together.
- One area where you can add more is with accessories. Changing up your necklace or belt can give an all-new look to the basics in your suitcase.

### BASIC PACKING TIPS

- Don't forget the Shout Wipes (or Tide stick) and Wrinkle Release! A Tide stick or Shout wipe will save your vacation wardrobe in case of a tragic margarita spill. Wrinkle release isn't just for wrinkles - it can also freshen up already worn clothing.
- Be sure everything you bring is comfortable and something you feel great in! A vacation isn't the time to test out a new style. Also be sure to bring a nice variety of body conscious pieces and things that are less form fitting. We all know that sometimes on vacations we can hold extra water and we might eat more and exercise less. You want to feel great in your vacation clothing, not be uncomfortable with something that feels too tight.
- No new shoes. It seems no matter how great new shoes are, there is a breaking-them-I period (can you say aching feet for a vaca? No thanks!). Nothing can wreck a vacation quicker than blisters and achy feet!



let's go

# Shopping

TIP:

Step 5 video can be found here:

<https://youtu.be/msNc0YS1OGg>

Whew! We've covered A LOT of information!

Now let's put all of your knowledge to the test! Let's go shopping!

Before you jump in the car (or on-line) make a shopping list. Use your "goal" look guide as a starting point. Then look through the "wardrobe basics" check sheet. This will help you shop intentionally and not buy on impulse or emotion. Speaking of emotion - I want you to FEEL something when you try things on and look in the mirror. The feeling I want you to have is "I LOVE IT". I don't want you to purchase anything you feel ehhhh about. It's not worth it. Invest in things you love (that love you back!).



# stylist Secrets

## Challenge

Go to your closet and pull out everything that...

1. You haven't worn in the past 12 months.
2. That doesn't fit.
3. That you don't like and can't understand why it's in your closet

Now, add up how much you spent on that pile of clothes you're not wearing. *Shocking*, isn't it?

## What to Buy

Women tend to shop out of habit. We shop for the same kinds of things we've always shopped for. I have numerous clients at retirement age who are still shopping for suits. When I ask them why they are investing in something they will rarely wear, the answer is always the same: "Because I don't know how to buy casual clothes." I am sure your story is similar.

There are many choices in the marketplace: where to shop, what to buy, how much to spend. I understand why people don't like to shop; it can be confusing and overwhelming, not to mention the crowds. That's why we shop out of habit. We look for the things we've *always* looked for. Many times, smart shopping is as simple as breaking an old habit.

## Shop Smarter

Smart shopping comes down to lifestyle and one's personal fashion. The first step is to think about your lifestyle. Are you a mom on the go? Career woman? Somewhere in between? Make a list of the three most frequent "events" you have on your calendar. My list looks like this:

1. Client appointments / fashion shows (work)
2. In-office work
3. Family time (daughter activities / church)

Now, think about what kinds of outfits you need for those three activities. Where do you see the gaps?

## The Style File

Next comes your personal fashion style. This comes down to your taste in clothes. *Believe it or not, your style changes over time.* Start a Style File. This is a file of pages from magazines you've torn out that display items you like. These might not be actual outfits you would wear but represent things your eye is drawn to. It won't take too long before you see a theme coming from all the magazine and catalog clippings.

Let's go back to your closet. Ask yourself, "Do I have outfits for the activities in my life? Do I see my style in this closet?"

Now you know what to look for when you shop.

# Secrets

Fashion is not something that exists in dresses only. Fashion is in the sky, in the street; fashion has to do with ideas, the way we live, what is happening.  
--Coco Chanel

## On Color

Black (or dark neutrals) minimizes any figure shape  
White (or light neutral) will maximize a shape  
One color head to tow creates length  
One color on top and contrast on bottom will make a shape appear shorter (it cuts the shape in half)

## On Print

Small prints emphasize large shapes  
Large prints emphasize small shapes

## On Size

Too tight or too loose visually adds weight to the shape  
Wearing junior sizing or styles (from the juniors department) past the age of 25 will emphasize your age (making you appear older)

## On Creating an Outfit

Basic components of an outfit:  
Main - a jacket or key statement piece  
Neutral - the 'other' thing that will make the outfit (i.e. pant, skirt)  
Accent - a layering piece (blouse, tunic, tank, cami)  
Accessory - finishing pieces that get the look to "16 points"

Keep Adding Layers  
Layers is what takes a look from drab to fab. Layer with jackets, sweaters. Layer necklaces. Key: stay with a theme in color or print.

# Secrets

## DO YOU

look in the mirror and instantly think "yes!"?

...if not leave it at the store

TIP:

The number 1 tip for shopping is stop buying what you already have! It is very important to go through a style and shape assessment and wardrobe audit before heading to the store.



1. **HAVE A LIST** - know what you have and what you need before you go to the mall. Go to your *Style Inspiration* folder (the one where I asked you to pull looks out of magazines you liked) and see what key pieces are missing from your closet. Shop for those.

2. **COLORS!** - when you walk into a store, notice **FIRST** the colors that will look good on you. Keep your color swatches handy for you to reference specific hue. Notice the cut of things **second**.

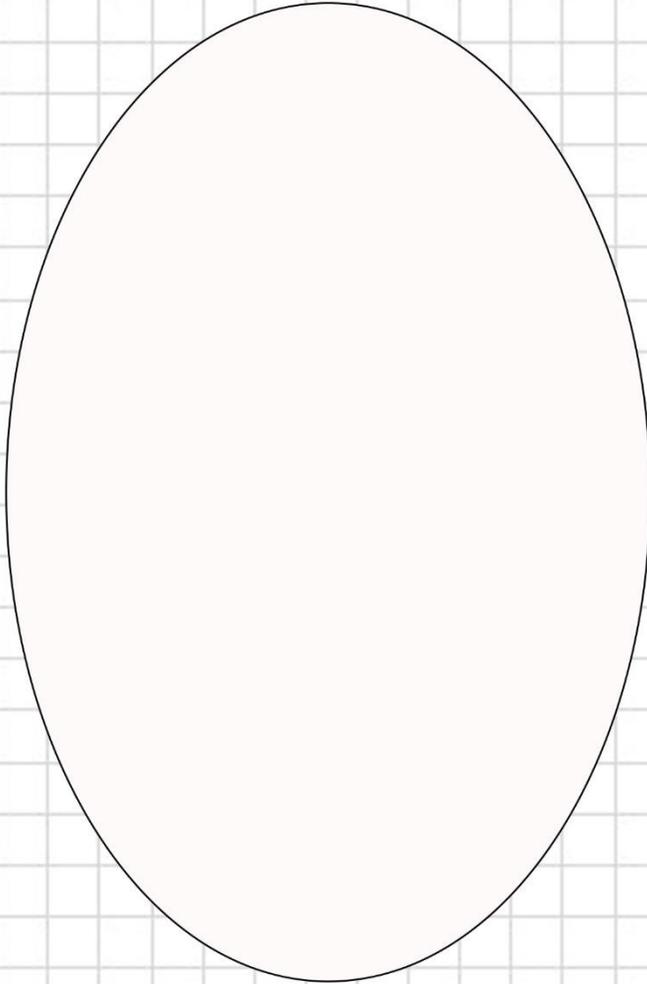
3. **STYLE** - have we defined key words that describe **your unique style?** Write them on a card and keep those words with you. As you pick up things to try on, refer to the list. Does this item reflect the descriptive words that is **YOUR STYLE?**

4. **TRY ON A LOT** - it's OK to bring more than one size with you to the dressing room...and trying things on is not a commitment to purchase! Try on more than you think you need and styles you've never tried. If we've defined the cuts of clothing that will give you your best silhouette, **stick to what will work best**. This is the way to start building a wardrobe full of things you love.

5. **REALISTIC EXPECTATIONS** - not everything is going to look amazing on you - and that's OK. Now you know! That's a win in and of itself. You can only try on and purchase what is available in the store; **don't give up**. Go back to the store in a few weeks or search Online.

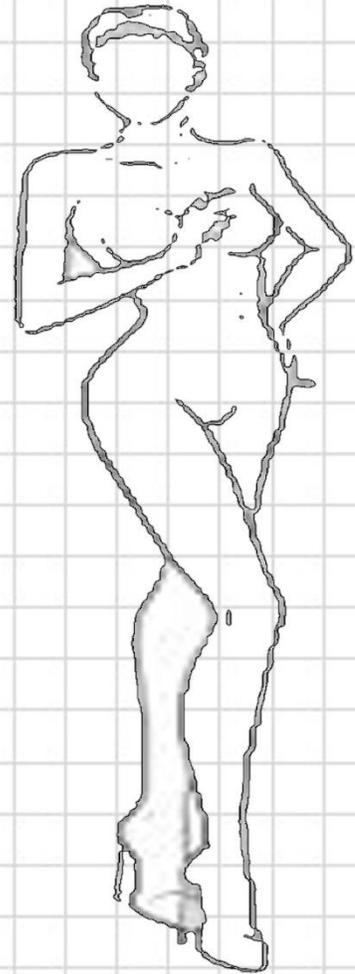


# Style Board



## GOAL LOOK

What does that PERFECT outfit look like?  
What details?



## YOUR SILHOUETTE

What do you love about your silhouette? What do you like to show off?

Before you head to the mall, go through all those pages of magazines you saved. You remember, the outfits you like. Now, choose a few that you LOVE! Keep that here as your goal look.

Then, let's consider that outfit and your shape. What about your silhouette do you like to show off? What does your body shape style rules say about cuts of clothing that are best for you? Do all of these things fit into what that Goal Look represents? If not, what needs to be shifted so you get your best look?



*notes*

and, finally

# Tips & Tricks

Feel like you need more?

I can ALWAYS give more!

Here are some final tips and tricks for you to look and feel your best.

Now - go out into the world looking and feeling your fashionable best!

“ On those days you just aren't feeling your best, put on your favorite heels and brightest lipstick. I promise it will brighten your mood!

-Kathy Friend

# to look thinner

## tips

I thought about making a New Year's Resolution to lose this weight – but really...would I? Is this weight a matter of something to be “lost” or something to simply deal with once and for all. I mean, I am over 50...who am I kidding. It seems that losing something implies you will find it again. No, thank you!

Can I get an ‘amen’?!

Looking the best you can at whatever weight will do more for your psyche than anything else you can possibly do for yourself. The last thing any of us want to happen is to fall into a steeper and wake up a year from now with more weight in our midsections, and no motivation to do anything about it.

Step 1: make sure we feel like we look the best we can...every single day!

This means brushing up on “hiding weight” tricks.

### **PATTERN**

When you are trying to disguise a little extra weight, pattern can help you or really hurt you. Pay attention to where pattern and detail lies on your outfit. For example, if you don't want people to notice your midsection and hips, then don't put any detail (pattern, belts, color contrast) in that section.

However, some pattern can act as camouflage. For example, an all over pattern on a wrap dress. This option is a very slimming and is forgiving of bumps and bulges. If the pattern thing seems too complicated, and if you are worried about making a mistake – for the time being, skip it and go with outfits that are monochromatic.

### **COLOR**

I would be lying if I said monochromatic (all black) wasn't a good option...especially since I live in this community, and see so many of you out and about – you'd bust me (since I seem to wear all black a lot). In our quest to keep attention away from trouble areas, let's strategically wear pops of color, for example, a colorful scarf or a bright red shoe. This will bring the attention to your face or bring it down to your feet. That tactic is one of my favorites, if you don't notice lumps and bumps in the middle, I am OK with face and foot attention!

## **STYLE**

When ladies put on a few pounds, we seem to hibernate into muumuu like clothing. This is a mistake. It is even more important when you've added a few pounds that you wear the right style for your shape. Concentrate on defining your waist, be sure the cut of clothing you wear is flattering to your shape rather than hiding it. Choose clothing that creates an hourglass silhouette...rather than a bowling ball silhouette.

## **FABRIC**

When you feel a little thick in the middle, be conscious about what kinds of fabrics you wear. Avoid overly heavy fabrics, and likewise, avoid very thin fabrics. Heavy fabrics (like tweed) can add extra weight to your look. Thin fabrics tend to cling...in all the wrong places. Thin fabrics are OK, if you are using them as first layer pieces...but not as the statement to your outfit.

## **SIZE**

Confession time: I own jeans in 4 different sizes. There is nothing that is more uncomfortable than wearing a pair of jeans that are just a smidgen too small, and really, there is nothing more unflattering than poorly fitting clothing.

When you put on a few pounds, many of us instantly start looking at the biggest size available at the store (or in our closets) and wear those pieces. Remember – extra fabric will translate (visually) to more weight. It seems to me, this is the opposite of what our goal is (to look thinner!).

On the other end of the spectrum is wearing something that is too small will cling and bind your body in places that will bring unwanted attention to those bumps and bulges we want to hide; again, the opposite of the goal of looking thinner.

## **FINALLY**

The simple fact is the key to looking your best lies in your attitude and the presence you have in your clothing. Embracing WHO you are under the jackets and jeans will make those jackets and jeans look amazing on you...the you today, and the you of tomorrow!

# fashion mistakes

## 1. Relying too heavily on the fashion media.

You buy all the fashion magazines religiously, watch awards shows, follow bloggers, subscribe to all the outfit subscription services...how could that be a mistake? By relying too heavily on the media to guide your wardrobe you run the risk of being a fashion victim. Remember: most magazines and TV programs about fashion produce an "aspirational" effect. Bloggers are typically paid. Subscription services or those on-line boutiques have something to sell you. They present you with fabulous clothes you'll want to buy on fabulous models you'll want to look like.

### Solution:

1. Use your signature style to camouflage flaws or draw attention to your best features.
2. Try not to cross the fine line between signature style and affectation.
3. A signature look can be something as sentimental as a charm bracelet or as breezy as brightly colored tights: just make sure it feels like you and fits your personality and lifestyle.

## 2. Buying clothes that don't fit.

You probably already know you should NEVER buy something too small, thinking you'll lose weight -- even if it is a \$10 Gucci dress you picked up off eBay. But did you know that little details like the length of your jacket sleeves or the place your pant hem rests can make or break an outfit? The best way to get perfect fit is to have a tailor alter the garment. Remember, you're probably not a fit model, so why should clothing off the rack fit you perfectly?

### Solution:

- Long sleeved garments should hit just below the wrist bone with a little ease
- A button-front blouse should never gap open at the bust line.
- A slim or pencil skirt should fit without bunching or wrinkling up. Do the sit-down test.
- Hemline correction -- skirts should be completely straight all the way around.
- Tailored pants should fall to the top of your instep.

## 3. Creating a mish-mash wardrobe by buying odds and ends.

Buying random pieces on sale may seem to make sense. After all, the easy availability of off-price merchandise has lulled us into thinking that minor purchases won't blow our wardrobe concept or budget. Actually, it's the little things that kill your wardrobe and create a closet full of things you don't wear. Stick to your plan.

### Solution:

1. Ignore advice about buying "the best" of everything. Never choose between a mortgage payment and a cashmere sweater. Especially if you'd never wear a cashmere sweater.
2. Plan your wardrobe around your best dark and light neutrals.
3. Buy more solids than prints - you won't get tired of them as quickly and you can wear in more ways

## 4. Getting stuck in a style rut.

Sticking with classics has been conventional style wisdom for ages, and for women with full lives and limited resources this is still a good plan. The problem is as we grow older, we sometimes become a little too comfortable wearing our old standbys. Sometimes all it takes to keep our look current are a few tweaks of the basics you already own.

### Solution:

1. Pick up a women's magazine you normally wouldn't buy (hint: should have more fashion than recipes on the cover). Elle, Vogue, Harper's Bazaar and W are good starters.
2. Go to a different store (on-line or physical) and try on new labels, even if the style is similar to what you already own. You may be surprised what you're missing if you rely on certain set merchants and brands.
3. Try a new pop color. Every season there's a trendy color palette, and it's usually not too hard to figure out what it is. Use color as accent pieces -- a bright scarf, a camisole under a suit.
4. Accessories are the easiest ways to update a look. Choose a new handbag, sexy sandals or a new necklace.
5. Don't try to radically change your look -- no one in real life ever emerges looking like the "After" picture in a fashion makeover Make subtle changes over a period of time.

# fashion no-nos

- Underwear that you see above your waist band
- VPL - visible panty lines (think about all the people that see you walk away)
- Lumps and bumps (there are inexpensive ways to correct this - i.e. Spanx!)
- Pleated miniskirts (unless you are wearing a school-girl uniform)
- Pleats period! (they add volume...and no one wants volume)
- All black (or all white) athletic socks with trousers
- Colored pantyhose (note: this says pantyhose, not tights)
- Mom jeans
- Pigtails - Plastic surgery, not pigtails, is the only way to go if you successfully want to shave 20 years off your face. A single ponytail, on the other hand, is considered almost universally flattering on women of all ages.
- Knee socks - Oh, you can wear knee socks, just as long as you keep them up at your knees
- Rabbit Fur - If you must wear fur, please at least stick with a mammal that's not likely to wind up as the family pet. And nothing is more ridiculous than brightly colored rabbit fur. A better bet is something wonderful and faux.
- Mixing logos - while I appreciate brand names, please don't wear a designer logos head to toe. It looks ridiculous. That is, unless you are a paid spokesperson - then yes...you are in fact being paid as a walking billboard.

# Look 5 lbs thinner

Why choose liposuction when you can hide a few extra pounds with easy fashion tricks? You can still wear the latest trends and look great. Just follow our easy, flattering tips.

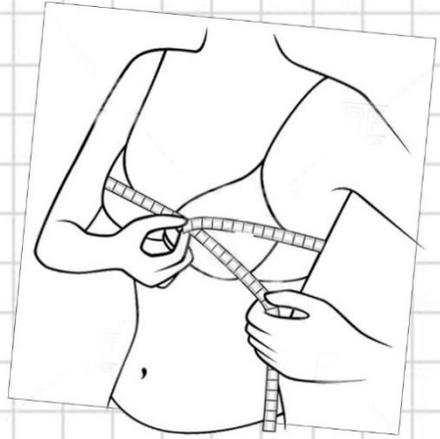
- 1) **Body Slip** - A "must" under today's body-conscious looks. This one-piece body slimmer from Nancy Ganz can even go strapless, or try something from Spanx or Assetts.
- 2) **Soft layers** - Keep your layering pieces lightweight whether you choose two tank tops, an open blouse over a tank top or other combo.
- 3) **Stilettoes** - High heels give you amazing length and sleekness in your legs. Sandals and pumps with 2 1/2 to more than 3-inch heels will do the trick. For every ince you can get under your feet, you will look a few lbs. thinner. I promise.
- 4) **Pantsuit** - Dressing in all one color is a sure-fire flatterer. Choose longer jackets to hide fluff in your back-side; add a sexier cami or blouse to soften the look and draw attention to the face. The same look can be achieved with a dark wash jean and long sweater.
- 5) **Oversized handbag** - Sounds too good to be true, but proportion can play tricks on the eye. Choose a shape that flatters (square shapes complement a rounder figure) and a strap length that doesn't land in a problem area (don't let the bottom of the purse rest on full hips). Be careful of proportion here...if you are petite, don't let your handbag get too big - it will look like a duffle bag!

Last, but not least, everyone has a feature they know works for her. Instead of always focusing on covering up what you don't like, learn to flaunt what you do like. For example, a sleeveless dress will make everyone notice awesome arms; a shorter-length skirt will draw attention to a great pair of gams; a deep v-neck top will show off a beautiful long neck.

You will feel so much better about how you look if you spend as much time focusing on the positive thing about your body - as you do hiding your figure flaws!

# Large bust-line

First and foremost, know your bra size and be sure you are wearing a good, supportive bra in your size.



V-neckline, cowl neckline, or halter style tops.

You can minimize your bust-line area with crossover, wrap style tops.

Scarves that are draped as an accessory,

An unzipped hoodie or open cardigan creates a vertical line, lengthening the neckline and torso.

Large pendant style necklaces that hit at your lower chest-wall.  
Or chunky necklaces.

Thick strap tank tops.

Smart prints can act as camouflage.



# Slimming Tips

- Pulling your hair up and away from your shoulders will peel away pounds you might see in your face. Try sweeping your hair into a high ponytail and you'll be surprised at how much slimmer your face looks.
- Not only are vertical (pin stripes) slimming, but asymmetrical stripes such as miter stripe blouses and tunics also work. They have a lengthening effect on your upper body.
- A sheer blouse over a matching opaque tank skims the body so your entire silhouette looks slimmer. Look for lace tees, transparent tunics. Wear this look with jeans, with skirts, under suits - it is awesome!
- If you worry about your waistline, try some jeans or pants that sit right at your belly button. Slacks that have a waist that hit just at or just below your navel will make your midriff seem longer and slimmer. Also, skip belts.
- If you're burdened with a belly bulge, choose relaxed fit jeans (note, this doesn't mean the more pleats the better!). Pleat-fronted pants will balloon your middle, so they're a definite don't. Flat front styles are a do.
- Always remember that oversized clothes don't help camouflage problem areas. Excess fabric only makes you look bulkier i.e. bigger. Don't try to hide under your clothes! Likewise, clothes that fit tight do not make you look slimmer.
- Wispy bangs make a round face seem less so. Loose curls and waves can also have a slimming effect, so consider a body wave. Chunky highlights on the sides of your face will elongate it.
- When fit correctly, a straight skirt is flattering to many figure types. Details make the difference in straight skirt fit for varying body types, and many of these same details translate to other skirt styles as well.

# Extra mid-section ruffles



A monotone outfit with a nipped waist is ideal for a thick middle.

Long cardigans, jackets, vests with either the top/jacket same hue or jacket/pant same color.

Keep tops longer - to at least the bottom of your booty

Bring attention to the "poles" (your face and your feet).

Asymmetric style tops / dresses

Tops with slight draping from the natural waist will bring focus to the bust and away from a noticeable belly. Look for open necklines with a wrap / surplice style.

Shift dresses slim your waistline

Skirts and dresses cut on the bias are great for taming the tummy area.

Boat neck necklines, 3/4 sleeve tops, have a slimming effect on the upper body.

Statement, larger accessories (necklace, handbag)

No belts



# Letters from my desk

*I have a body type question - you have addressed quite a few "big on top" questions, but I have the opposite concern...I am bigger on the bottom than the top. What styles look the best, proportion wise? Also, what style tops look the best to balance out a smaller upper body? I do not like empire styles, because I also think they make me look pregnant...thanks!*

*Alli*

Well, Alli, sound to me like you are the typical pear shape. But you know (of course) it is no longer politically correct to call you a piece of fruit, so you are now a Triangle. YAHOO!

The key to getting the right look is searching out those pieces that bring your silhouette back into an hourglass shape. It's all about balance and proportion. For you – we need to bring all the attention to the top portion of your body. First, let's talk about the bottom half:

## **BOTTOM**

- No pattern - keep everything amazingly simple with clean floating lines. The A-line skirt is your best bet.
- No pattern on the bottom (i.e., detail on skirts), it will bring the eye down to the bottom ½ of your shape.
- Heels, heels slim hips...sounds crazy, but it works (which is why I wear 3" heels every day of my life)
- No pleats at your midsection...keep everything around your middle flat. This might mean that you need to cut out and seam shut the pockets of some pants.
- Watch out for any distressing or striping of jeans. No flap back pockets.

## **TOP**

- Puffy sleeves, anything to bring a “bigger” “fuller” look to your shoulder.
- Embellishments on the chest (things like ribbon, pin tucking, ruffles)
- Peplum cuts – anything that already has a waist in it (also princess cuts)
- Boat neck styles would be good for you – it elongates the line of the shoulder and balances the hips.
- When dressing or choosing tops, think “to the center and up and out” ...in other words, we want people to see your well-defined waist (Center) (I have an advantage, I know you and know you have a tiny waist!) – and then we want the eye to go to our neckline (up), and then we want attention to be drawn out to your shoulders. In other words, we don't want the eye of the onlooker to notice hips.
- A mistake with your shape is to wear those flouncy tops (like the empire waist you mentioned), this will add unnecessary bulk (material) to your midsection and hide your tiniest features (your waist).

*Katny*

# Extra hip and thigh ruffles



If you have wide hips, choose a wide collar coat, sweater or blouse, as it will draw the eye up from the hip area.

Shoulder pads (ala 1980's) will balance hips.

A jacket that flares slightly and skims past the hips and thighs, concealing bumps and bulges.

If you're skirt shopping, check out styles with ruffled hems or that flare slightly at the bottom (A-line skirts are a "do").

Dresses with shirring at the bodice area can also slenderize hips.

A-line (think 1950's housewife) style dresses and skirts are perfect. Accentuate your small waist with a bright colored belt.

Lighter weight fabrics are best for pants and skirts. Skip stiff or thick fabrics (like some denim). Make sure the fabric has some movement

Keep all the color and details in your outfit on top. The bottom should be a darker hue than the top with no details.

Wide leg trousers with a body skimming top.





# Thank You

You made it! You've gone through a complete Style Makeover! GOOD FOR YOU!

How do you feel? Overwhelmed? Empowered? Tired?

Just want to remind you that your Body Shape Book is available for you to go with this Style book. If you did not get this add-in when you purchased this book (and want the add-in), please contact me at [Kathy@kathyfriend.com](mailto:Kathy@kathyfriend.com).

This is one of the first printings of this book. It has been a labor of love over the past few years. Because I am constantly making improvements, finding errors each printing is very small. If you see errors (typos or if something isn't clear), please PLEASE let me know.

Finally, thank you for placing your trust in me. I know your style is a very personal thing. I sincerely hope the tips and guides in this book are helpful to you. You deserve to look and feel your most beautiful sassy best...every single day!

*Kathy*

me and my daughter...whose  
fashion sense rivals her  
basketball talent



# Kathy Friend



## Hello Beautiful!

Congratulations on taking the first step to looking and feeling your best! Before we dive in, here is a little background about me:

I am a nationally known Wardrobe Stylist Image Consultant and the President of the Style & Image Institute. I have styled looks for celebrities in Hollywood, looks for red carpet events, big advertising campaigns, and political candidates; my resume includes commercial projects for Redbook Magazine, Wal-Mart and Kenmore, being a part of several reality and talk TV shows, being asked to train with Stacy London from the famed television show "What Not To Wear." But, the core and heartbeat of my business is helping moms, business leaders and entrepreneurs reclaim their inner beauty.

I pride myself as a "fashion therapist" and am convinced the right pair of shoes can change your life! I also believe that women feel most confident and powerful when they feel like they look good. Dare I say...women tap into their true power when they feel pretty! There, I said it! This book is all about my years of experience, working with thousands of women...just like you. One common thread I found is when a woman puts on an outfit that fits and looks amazing on her - something happens. She changes. She stands up taller, her smile is brighter, her inner beauty overflows. That is my hope for you - for your inner beauty to overflow!

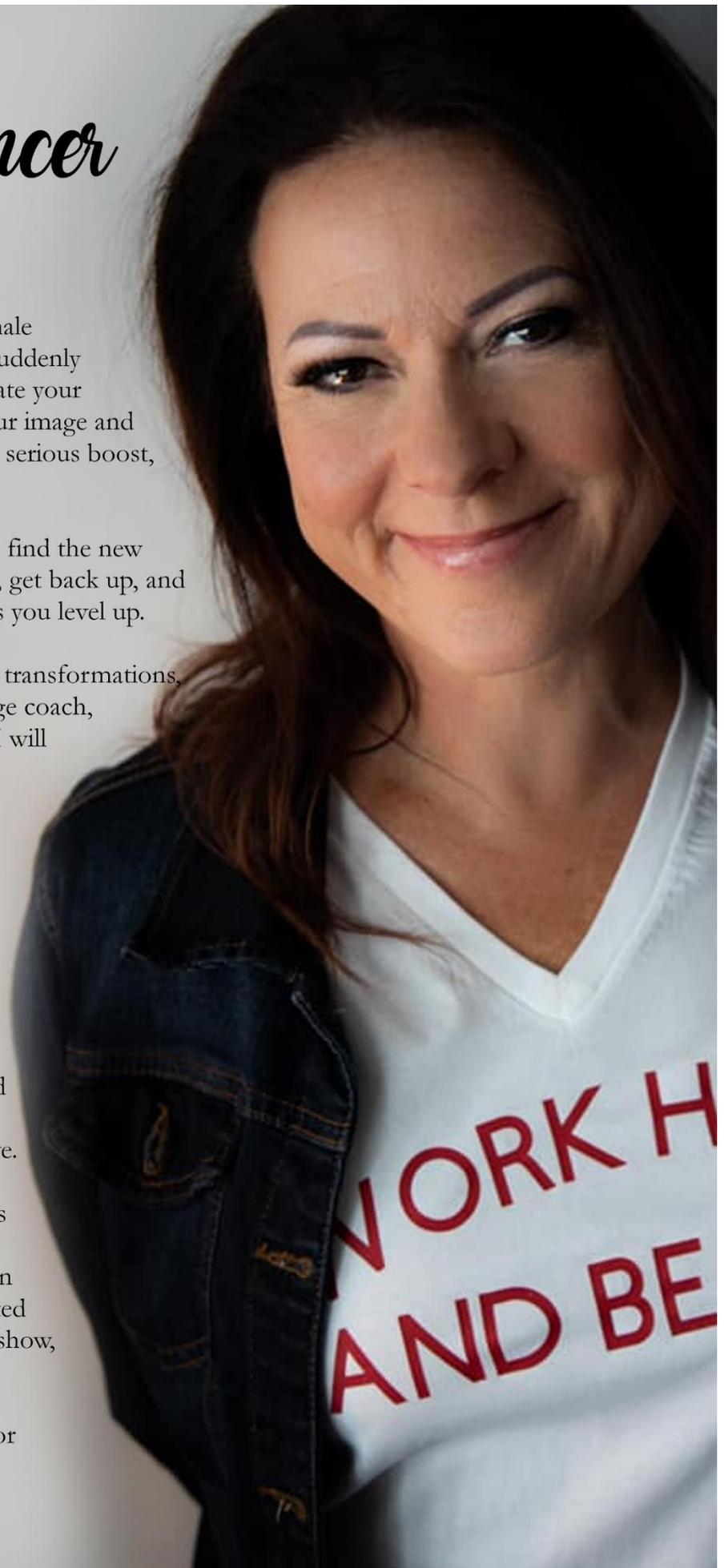
# Kerri Spencer

I feel like I already know you! You're a female entrepreneur or a corporate climber, and suddenly you find yourself wanting to not only update your resume, but your entire personal style. Your image and personal self-care regimen are in need of a serious boost, and you know it.

Somewhere you got lost, and you desire to find the new you or get back the old you. Take a breath, get back up, and envision the possibilities for your future, as you level up.

I'm Kerri Spencer, and I help women with transformations, inside and out. I am a confidence and image coach, master stylist, and encourager of women. I will guide you through a complete anti-aging, head to toe, personal style and image makeover. With your updated look, mindset, and renewed confidence nothing will stop you from living and pursuing the life of your dreams.

Since 1985, I have been at the center of the hair stylist world in my community. First, helping with my family's business (a beauty school), then as an instructor and Academic Director of the beauty school. In 2008 I opened my first salon, Kerri's Ave. Salon. Since that time, I have been a national educator for various hair-care lines including Italy, and a senior level educator for Babe Hair Extensions. I have served on numerous Boards in the Michiana area, acted as the emcee of an annual charity fashion show, and have been a part of the Style & Image Institute Senior management team since 2016. In 2017 I was named the Lead Senior Hair Stylist of the Institute.





# Angie Catron

*Life isn't perfect,  
but your outfit can be!*

This is my passion! Helping women learn, through simple tweaks and shifts in thinking, feel her most beautiful self. My gift is to do this through uplifting women with a renewed confidence. *...a confidence found in how she dresses, accessories, personalizes her look, and her makeup/hair choices.* I have a deep desire to enlighten and encourage each other to become a women of purpose. When we tap into that purpose, we impact those around us, and the world we live in. .

After over 20 years in the beauty and cosmetic industry, I joined the Style & Image Institute. In 2018 I earned the distinction of Senior Wardrobe Stylist and in 2019, I was given the title Assistant Fashion Director. My experience is with individuals and fashion show production. I have served on the Board for the YWCA in Lafayette, IN, am a member of the advisory board for Empowerment Suits You, and the Persimmon Boutique. Currently, I am the Director at Dress For Success Lafayette.