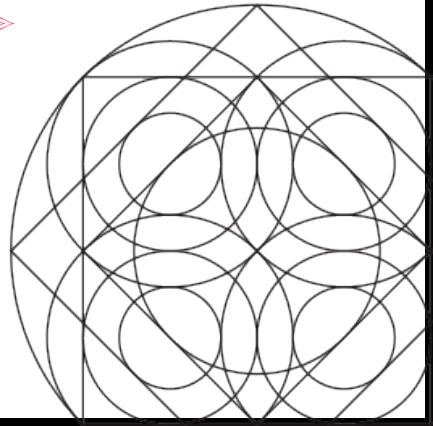
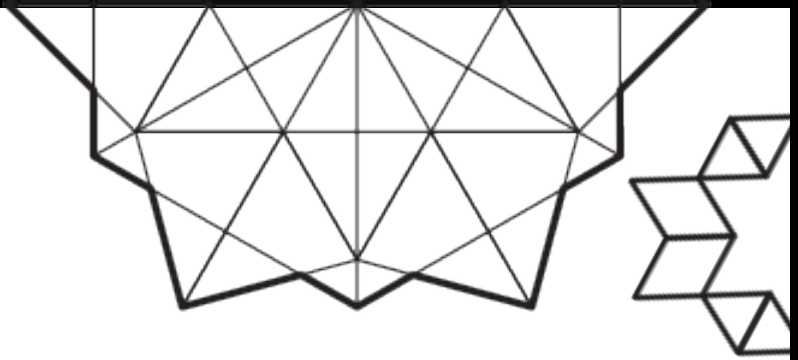
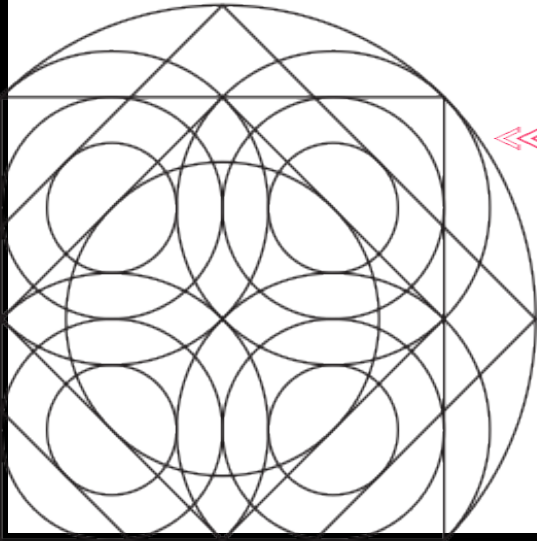


Body shapes



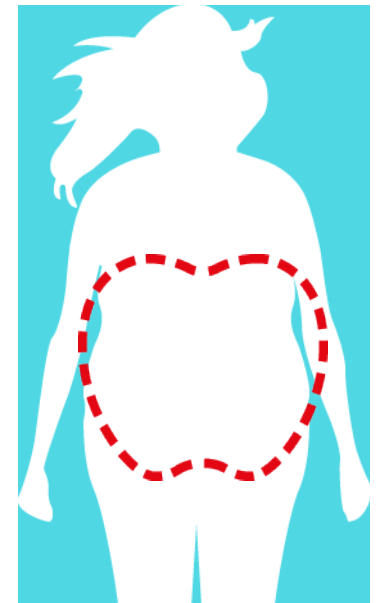
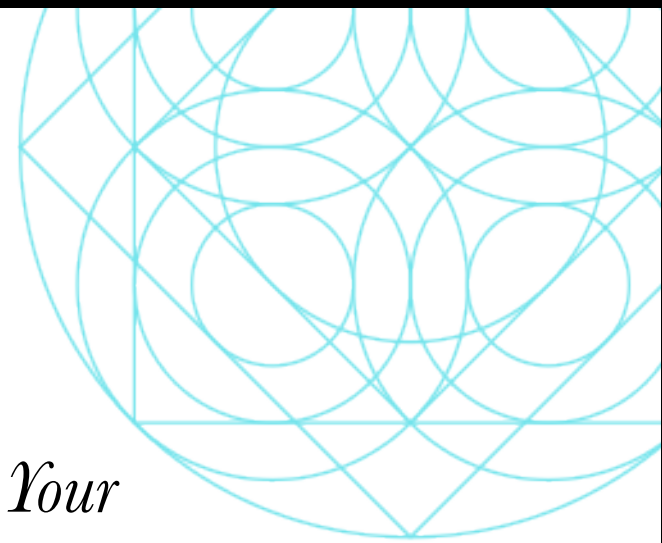
Apple

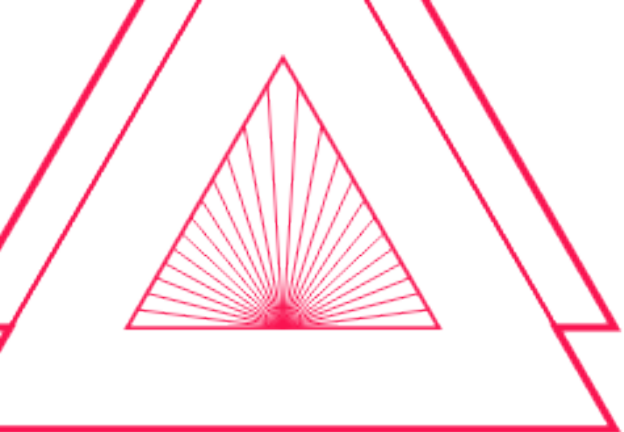
BODY TRAITS: *Most of your weight accumulates above the hips, which are narrow. Your back, ribs and shoulders are broad, and you may feel wider than other body types.*

YOUR BEST ASSET: *Those legs!*

YOUR FASHION GOALS:

Elongate the torso, show off your legs and use fashion to create the illusion of a waist.



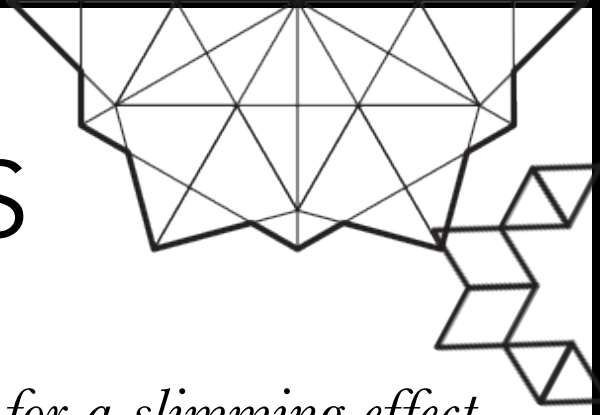


Apple

CELEBRITY EXAMPLES



Apple TIPS AND TRICKS



- Only wear skinny trousers with a longer tunic over it for a slimming effect.*
- Do draw focus to your legs with skirts and dresses that end on, or just above the knee but avoid slim miniskirts.*
- Don't hide under baggy clothes as they will make you look bigger than you are.*
- Don't go for anything that is pleated at the waist as it will add bulk to the tummy. Instead look for styles that have a flat wide waistband.*
- Bring colour and bold patterns to your lower half.*

TIPS AND TRICKS *Apple*

-Try out a floaty tee such as a tunic style top. It will skim around the waist.

-Choose a top with a slightly lower V-neckline to keep the eyes moving upwards, and Pair that with a statement necklace for maximum effect.

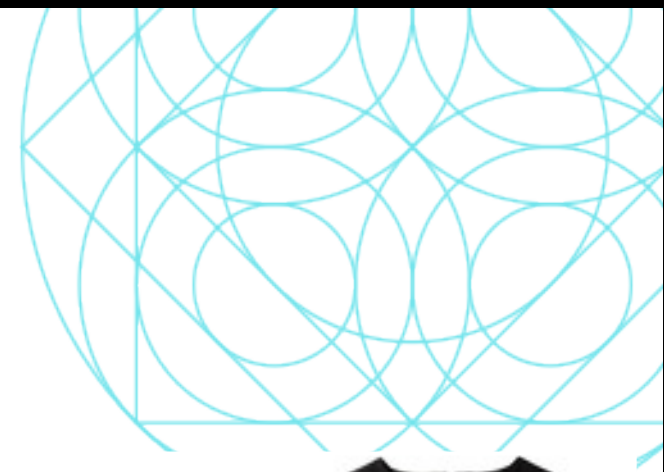
-Try an empire waist style that falls from under the bust to draw attention away from the stomach.

-Steer clear of spaghetti straps, which can make the chest and shoulders look much larger.

-Jackets and tops should be long line to hit at minimum hip area, but preferably thigh area to balance out proportions.

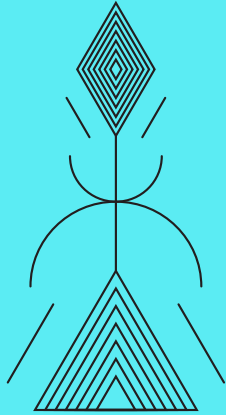


Apple

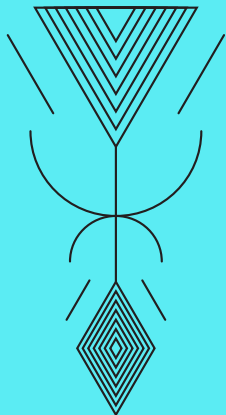


*Here are some selected styles that suit your shape.
Obviously you will need to tailor the concept of these styles to suit your Industry.*

Brick



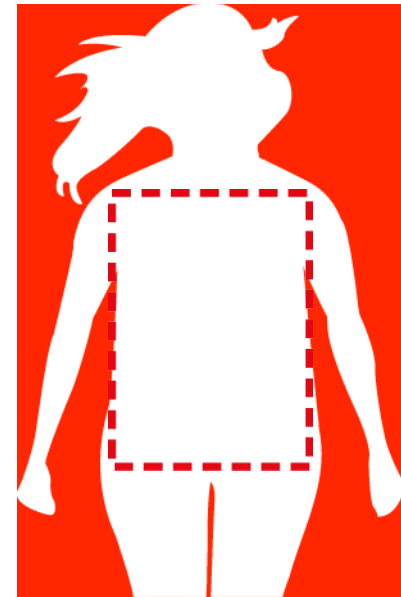
BODY TRAITS: *Broad shoulders, no defined waist or bottom and rather thick thighs and calves which can lead to a square masculine look.*



YOUR BEST ASSET: *Décolletage.*

YOUR FASHION GOALS:

Try to reduce the masculine elements in your shape as much as possible by introducing curves.



Brick

CELEBRITY EXAMPLES





Brick

TIPS AND TRICKS

-Look for tops with wide open necklines that plunge down into a deep v, these will open up your chest and give the illusion of curves.

-Go for drapey fabrics with clever gathers and knots and lots of draped movement to help create curves.

-Anything that creates a waist, such as belted jackets, or Empire line coats and tops are great.

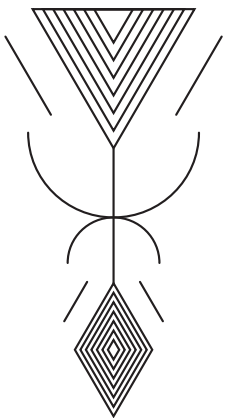
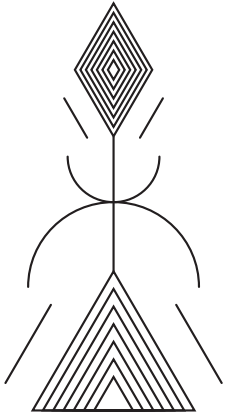
TIPS AND TRICKS *Brick*

-Trousers should be straight to taper in at the ankle, anything too wide-legged will make you appear boxier than you are.

-Asymmetrical skirts that drape nicely over your hips and finish below the knee are flattering.

-Avoid masculine styles such as boxy or broad shouldered jackets or anything that emphasises the width of your upper body.

-Don't hide under baggy clothes as they will make you look bigger than you are.

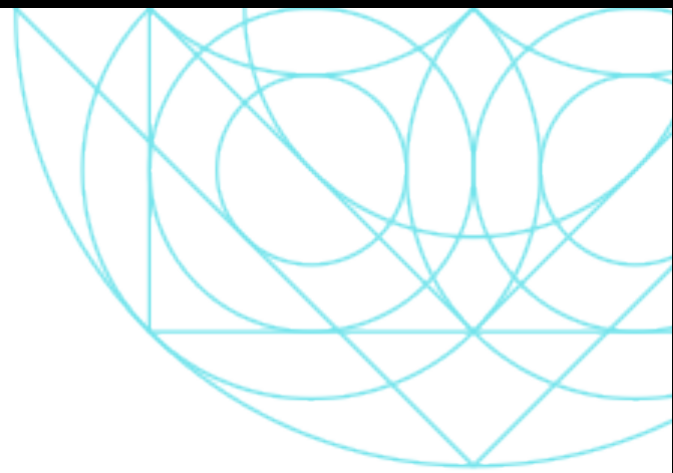


Brick



*Here are some selected styles that suit your shape.
Obviously you will need to tailor the concept of these styles to suit your Industry*

Column

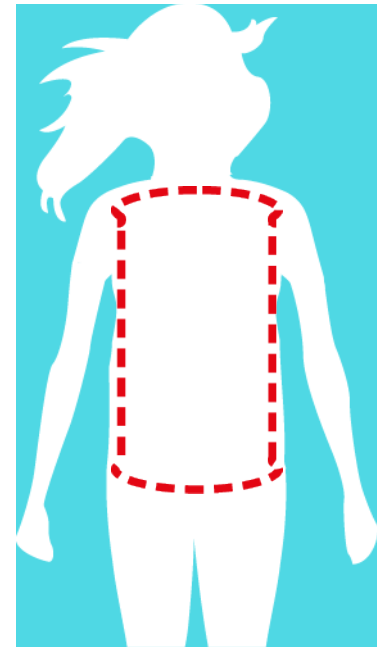


BODY TRAITS: *The waist, hip and shoulder widths are similar and are usually on the slim side. Slender rectangles have an athletic look about them.*

YOUR BEST ASSET: *Your arms and legs — and you don't have to minimize any body features.*

YOUR FASHION GOALS:

Create the illusion of curves by adding volume at the shoulders and hips and cinching the waist in while showing off slender legs and arms.



Column

CELEBRITY EXAMPLES

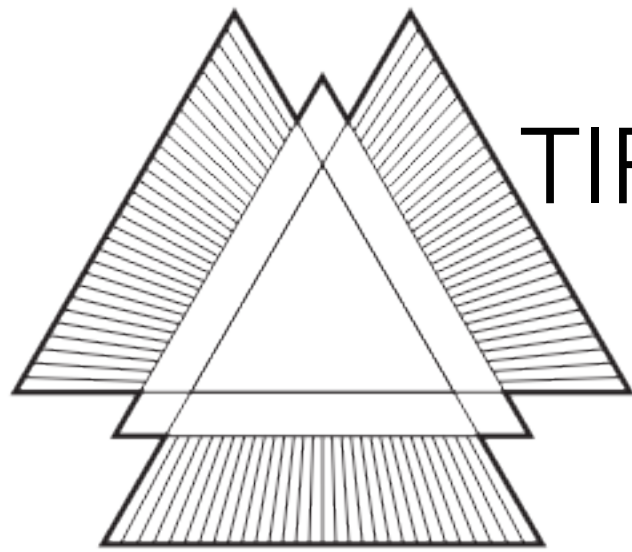


TIPS AND TRICKS *Column*

- Create curves with draping, asymmetric shapes and flouncy hemlines.*
- Wear tops with ruffles and details to flatter your chest, and scoop and sweetheart necklines to create curves.*
- Skirts should finish above the knee and can handle extra detailing like a peplum or draped fabric really flatter the torso and give the whole look more feminine appeal.*
- Skinny pants are also great to show off the muscular legs.*
- Layer to add more dimensions.*



TIPS AND TRICKS *Column*



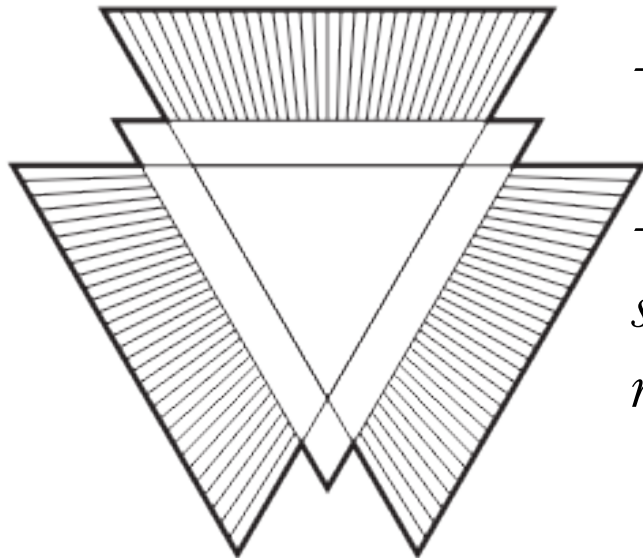
-Wear dresses with ruching or a wrap style that give the illusion of a waistline.

-Have fun with colorful bottoms.



-DON'T wear overwhelming styles or patterns.

-Don't go for anything masculine, boxy or formless.



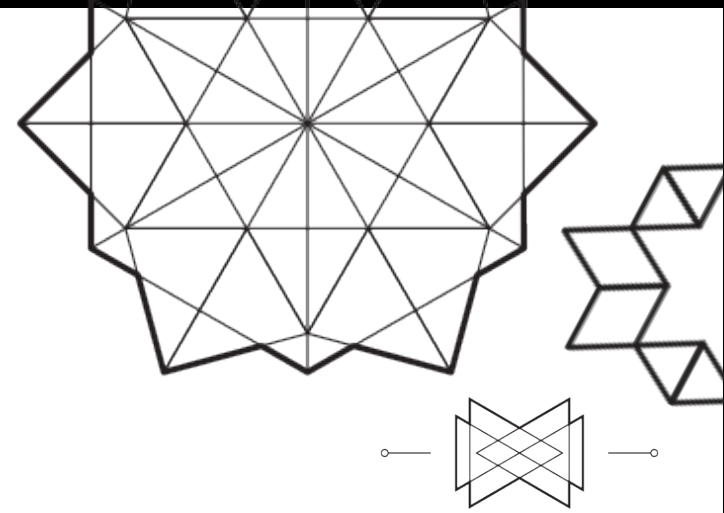
-Avoid strapless style as they will emphasise your square shoulders. Instead choose rounded necklines which are much more flattering on you.

Column



*Here are some selected styles that suit your shape.
Obviously you will need to tailor the concept of these styles to suit your Industry*

Hourglass

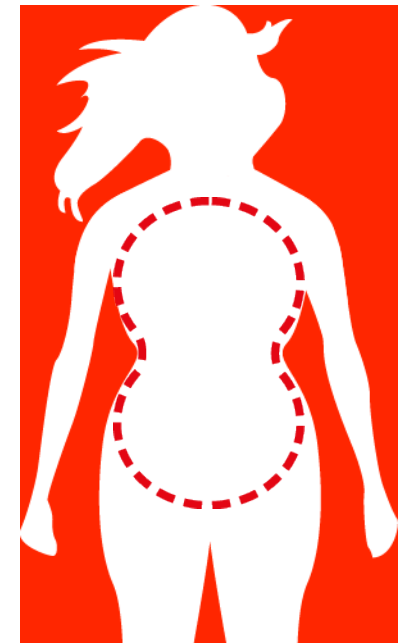


BODY TRAITS: *Your shoulders and hips are similar in proportion and set off by a tiny waist.*

YOUR BEST ASSET: *Curves, curves, curves!*

YOUR FASHION GOALS:

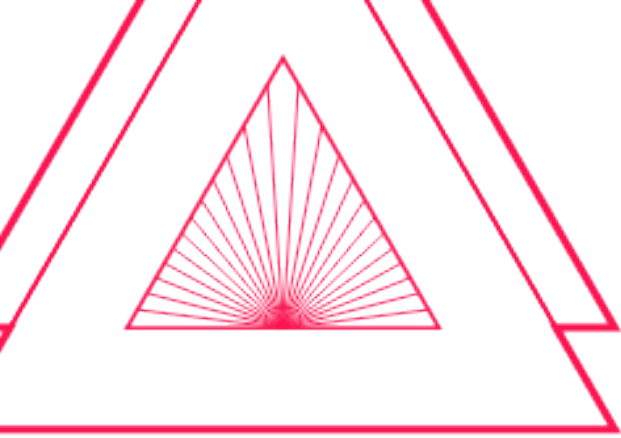
Show off your curves... Without going overboard.



Hourglass

CELEBRITY EXAMPLES





Hourglass

TIPS AND TRICKS

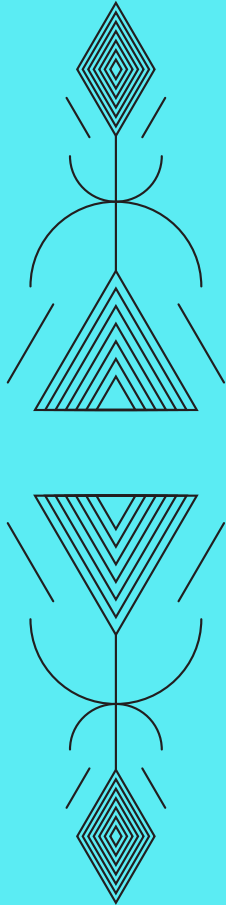
-Shirts with a v-neck or u-neckline make the bust look a little higher and more proportional. Go for wide open and deep v necklines that will separate and define your bust line.

-Always use the waist as focal point.

-Anything that can slightly "expand" the width of the shoulder for example boat necks, cropped jacket, light colored and detailed tops.

-Wrap tops and dresses are great.

TIPS AND TRICKS *Hourglass*



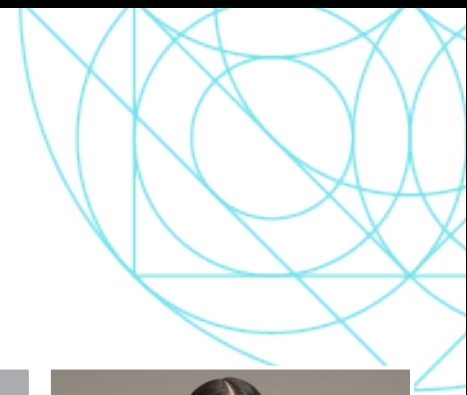
-Wear jackets buttoned to nip in at the waist.

-Almost all type of skirts suit. Such as pencil, A-line, circle, tiered. When wearing pencil skirt tuck in your blouse and accentuate your waist with a skinny belt. DO go for high-waisted skirts to show off your hips.

-All types of jeans and pants suit. However skinnys will enhance your curves.

-Don't hide your curves under ill fitting or loose clothing.

Hourglass



*Here are some selected styles that suit your shape.
Obviously you will need to tailor the concept of these styles to suit your Industry*

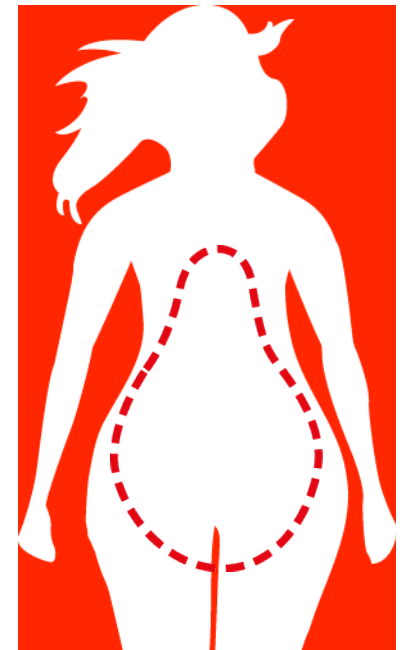


BODY TRAITS: *Your lower body is wider than your upper body — in other words, your hips are wider than your shoulders. Your bottom is rounded and your waist is well-defined.*

YOUR BEST ASSET: *Shoulders, décolletage, torso and flat stomach.*

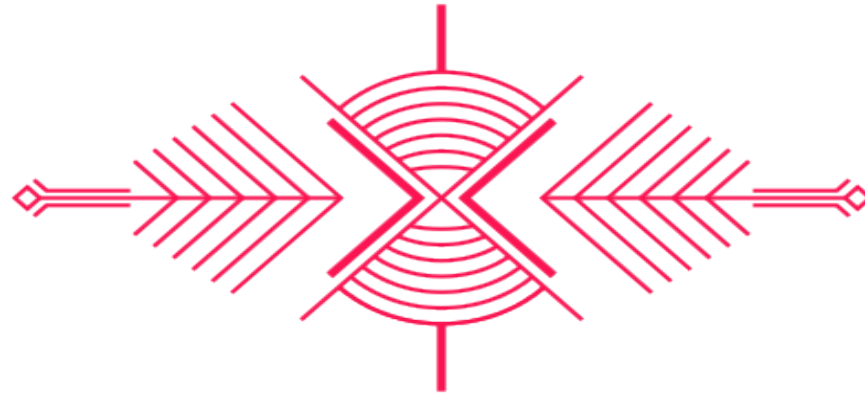
YOUR FASHION GOALS:
Emphasize your waist and arms, add volume to your shoulders and upper body and minimize your hips.

Pear



Pear

CELEBRITY EXAMPLES





Pear

TIPS AND TRICKS

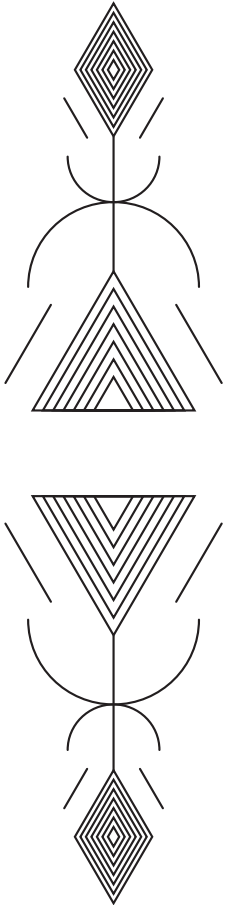
- Broaden your top half with puff sleeves, slashed necklines and shoulder pads. And draw attention with sequins, colours and ruffles. Look for boat neck tops, square and cowl necklines that act to widen the shoulders and balance your bottom half.*
- Look for waist-defining details in tops, such as belted or cinched styles that show off your defined waist.*
- Statement necklaces and earrings are perfect for drawing the attention to your top half while also creating that all important balance.*
- Avoid wearing a top or jacket that hits the widest point of the hips. Find one that hits slightly above or at waist level.*

TIPS AND TRICKS *Pear*

-Look for a waistline on your skirt or trousers that hits slightly below the natural waistline. Without extra layers close to the smallest part of your waist, you can make it look smaller and your torso a little longer.

-Get skirts with a slight a-line cut. They will skim over problem areas and smooth the hip and thigh. Don't go for bulky pockets on trousers and skirts.

-A chunky, wedge or platform shoe will finish off the balance of your proportions beautifully and opt for pointy-toed shoes to elongate your legs. Avoid shoes with ankle straps as they will cut your leg off and make them appear shorter.



Pear



*Here are some selected styles that suit your shape.
Obviously you will need to tailor the concept of these styles to suit your Industry*

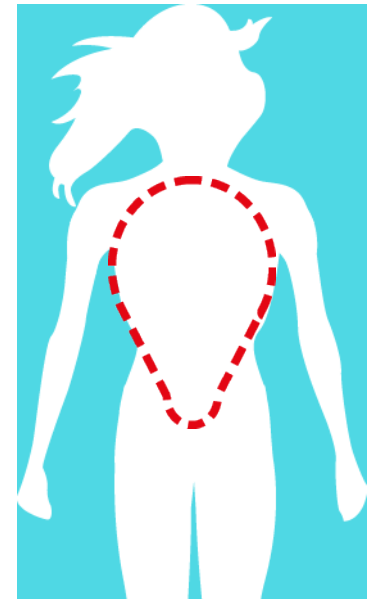
Strawberry

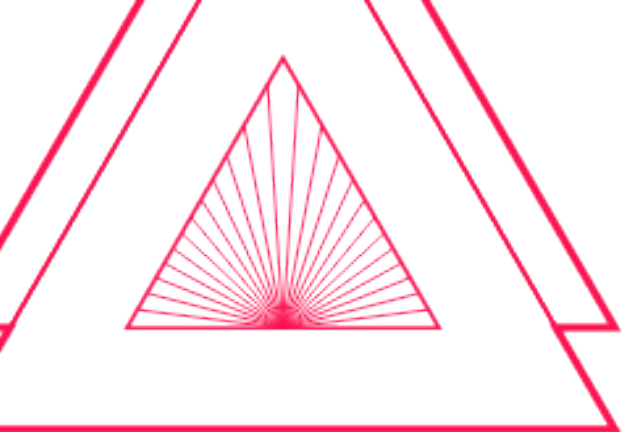


BODY TRAITS: *You have broad shoulders, large bust, and narrow hips, with little weight comparatively around your tum.*

YOUR BEST ASSET: *Fab legs and décolletage.*

YOUR FASHION GOALS: *Elongate and minimise the torso, while emphasizing the great legs.*





Bodyshapes

CELEBRITY EXAMPLES



Strawberry TIPS AND TRICKS

-Jackets should finish at your natural waist, and should be minimalist and clean, nothing too boxy or wide shouldered.

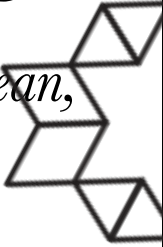
-Opt for tops with a v-neck that have a built-in waist feature to give the illusion of curves.

-Keep the top half simple with neutral colours while playing up the bottom half with brights, prints and patterns.

-You have great legs and you need to show off the shape of them, so keep trousers slim fitted.

-Fitted skirt with fluted hemlines are great for showing off the legs as well as making your hips look more curvaceous.

-Chose a round shoe that echos your curves with a thicker, but not chunky heel.



Strawberry



*Here are some selected styles that suit your shape.
Obviously you will need to tailor the concept of these styles to suit your Industry*