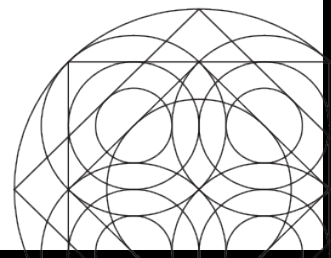
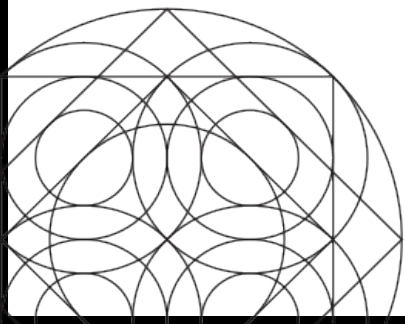


DEVELOP  
YOUR

*Signature  
style*



# Signature style

## DEVELOP YOUR STYLE

*Your signature style is how you'll be remembered.*

*You want people to believe that you're competent in your field, and to dress in a way that attracts your ideal audience.*

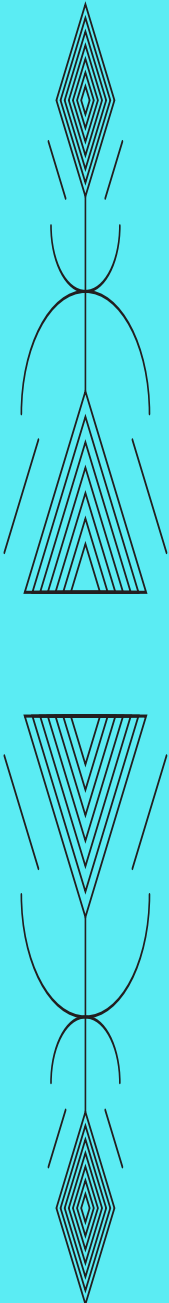
*Your message should match your image.*

*Remember, your audience is your temporary tribe, so dress in a way that makes you part of that tribe*

***Q. How do I want to be seen in my Industry?***

***Q. What is my role in the performance?***

***Q. What is the purpose of the performance?***



# Signature style

## PINTEREST MOOD BOARDS

*Lets create our Pinterest mood boards so that we have a visual cues of what inspires us.*

*Once you start mapping out all the things you love, you'll quickly be able to determine the trends and define your signature style based on the guidelines you've already learned.*

*Here's some inspiration of what you could be pinning:*



### PEOPLE

*Celebrities  
Influencers  
Icons  
Who is your muse?*



### COLOURS

*Add in the colours you're drawn too, and determine are they mainly brights or pastels or jewel tones or primary shades – look for the overall theme, rather than at the individual colours*



### PATTERNS & PIECES

*Add in any extra patterns, elements, accessories, pieces and trinkets – anything that you find that you're really drawn too.*



### REFINE & REVIEW

*Now lets take an objective look at the themes on your board. And you many need to do a little gentle deleting once you start looking.*

*Firstly, apply your skin tone and body shape rules, to narrow down your selection. I would just un-pin anything that doesn't fit in with your best colours and shape guidelines.*

*Next review your chosen brand adjectives and see how these adjectives are being communicated through the images on your board. Are there certain images that really sync up with your chosen adjective?*

*Finally determine an overarching theme to this board and analyse how this would fit in with your industry. What elements of this board can you incorporate into your Industry's trends?.*

*Ensure that everything is communicating the same message.*



### PINTEREST INSPO

*Click the pics to be taken to the Audrey Hepburn and Katy Perry inspired style boards*

<https://au.pinterest.com/amberrenaephins/katy-perry-style-board/>

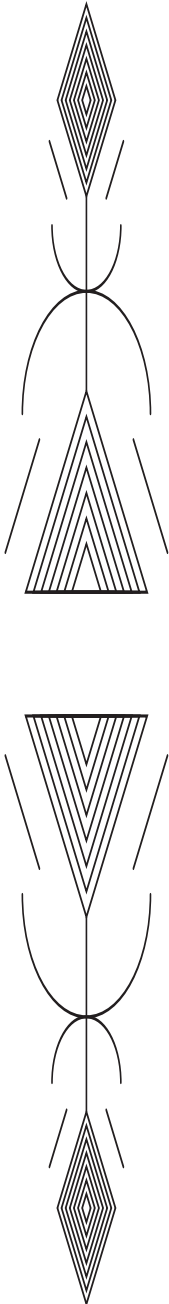
<https://au.pinterest.com/amberrenaephins/audrey-hepburn-style-board/>

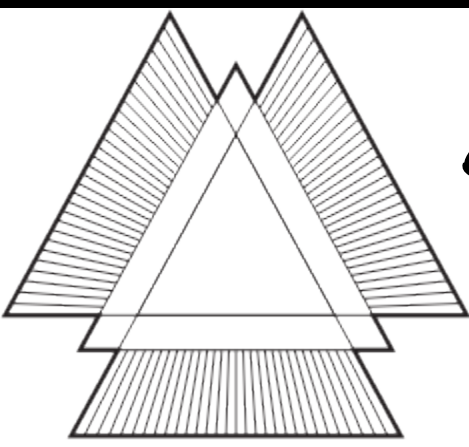


KATY PERRY



AUDREY HEPBURN





# Signature style

## YOUR UNIQUE STYLE FORMULA

*Now it's time to develop your unique style formula.*

*Firstly, go through old Facebook pics to find outfits you really loved.*

*Then look through your wardrobe and pull out the pieces that made you feel amazing when you were wearing them.*

*Look at these pieces through the lens of your skintone and bodyshape knowledge and ask yourself questions like:*

- Q What is it about these styles that made me feel so good?*
- Q Was it the colour? If it was the colour, was this because it was a particular shade or a certain brightness?*
- Q Was it the style that you loved so much? If so, what is it about that style that really works for you? Is it a certain neckline, is it a certain length, is it a certain shape?*

*Answering these questions and narrowing down what really works for you will give you a formula and a guideline to stick too, so that you can start to develop a signature look that you wear throughout all of your public appearances.*

*Developing your unique style formula will also help you make purchases in the future, as every purchase will fit in with your guidelines.*

**MY UNIQUE STYLE FORMULA:**

*(Make notes about what really works for you, referencing colour, styles, shapes, lengths, patterns etc)*



# Signature style

## YOUR SIGNATURE STYLE WARDROBE

*Now lets develop your signature style wardrobe, and it's important to remember that your signature style is your brand style and public persona.*

*Be realistic, you don't have to incorporate this into your personal life, only your personal brand.*

*Be selective with what the public sees on your social media to ensure it is cohesive with your personal brand.*

*Is this on brand? Is this what I want to be known for?*

*Start with your wardrobe and be critical.*

*Give yourself permission to be different.*

*Give yourself permission to wear your most treasured items!*

*As your personal stylist and mentor, I Amber Renae, hereby give you permission, to be the best dressed person in every room! The best dressed person in the room commands trust, and is given credibility, authority and respect that no one else in the room is granted.*

## WHERE TO GET YOUR LOOKS FROM

*It's important to get 3-5 looks together now, so that you'll have them on hand for when Oprah calls (or when you get the motivation to jump on camera)*

- + *Start with your own wardrobe*
- + *Purchase new items using your newfound Bodyshape and Skintone knowledge*
- + *Hire a stylist to help with new purchases that display your signature style*
- + *Reach out to PR showrooms, or brands to borrow products, in return for mentioning them on social media*

*Things to avoid to ensure your content has longevity*

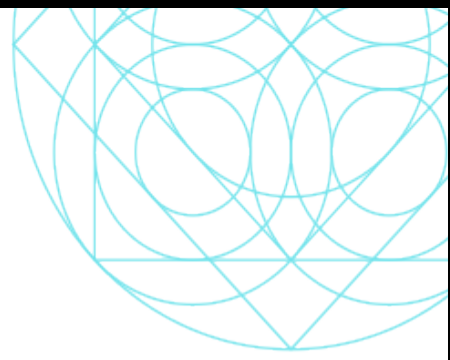
- *Anything with Logos*
- *Anything too fashion forward, or a huge season trend*



NAOMI SIMSON, [WWW.REDBALLOON.COM](http://WWW.REDBALLOON.COM)

# Signature style

## MY SIGNATURE STYLE



*Here's a little inspiration to show you my personal signature style.*

*Sure it's very 'fashion' and 'glam', but if you look closely, you'll see it's the exact same look every single time!*

*I've found a style that works for me, and I stick to it. This makes life really easy when I'm choosing outfits for performance.*

*Looking forward to seeing you Signature style!*

