

The Harmonious Stylist

ISEJ

THE STYLE FRIEND



16 Style Types

The psychology of style

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PURPOSE OF THIS STYLE REPORT

Many women understand that style is more than skin deep, and that assumptions and judgement are made, whether we like it or not, on the way we look and the impression we make.

As a woman on your unique style journey, you are looking for intelligent style answers that go beyond the surface, that speak to the **essence** of who you are. You're looking for a style solution that assumes you are a talented, intelligent and curious woman and a multi-faceted human being. You know that your personality is an integral part of your style, and you want a style solution that acknowledges and honors who you are, your unique self.

We want you to get the most from this Style Report and to find it confirming and inspirational. We will not be telling you the exact colors, silhouettes, hemlines, fabrics, brands/labels or shapes to wear - there are already many resources available in that sphere (and some are listed on the last page of this Style Report). Instead, we have created a meaningful style system that cuts through the style hype and gets to **the essence of what style is – for you.**



This is an 'inside out' approach to finding and expressing your style: simply revolutionary.



4 WAYS TO GET THE MOST FROM YOUR STYLE REPORT

- 1 Consider what keeps you from being satisfied with your style, your closet and your clothing: Mistakes and mismatches? Doubt, fear, distrust – an overall lack of confidence in your choices? **As you read, look for ways that women with your personality have solved these problems.**
- 2 Consider what you could or should do more of when it comes to your style. What you are doing well can be just as motivating as what you need to change or improve. What are you already doing that compliments and uplifts women of your personality? What's already working well about your style, that you can identify, acknowledge and honor? **As you read, take note of your 'aha moments'.**
- 3 Consider where you need help. Just as you might ask experts in other areas of your life, seeking out and employing style advice might be just what you need to put style in the right place in your life. What ideas, inspiration, tools and strategies should you seek out and action when it comes to your style? **As you read, note the input, advice, support and/or resources you need now to continue your style journey.**
- 4 Consider the actions you can take – right now and longer-term. There may be simple, quick (and inexpensive) steps you can take to turn your style around or nuance it in an important way. And there may be a longer-term action plan to put in place for bigger or more significant steps that will take you further down your chosen style path. **As you read, identify the actions you wish to (and will) take.**

ISFJ

**Precise, Sensitive, Literal, Sympathetic,
Planful, Accommodating, Decisive,
Private, Efficient, Reserved**

YOUR MOST STYLISH SELF

Warm, patient, loyal, and exceptionally kind, you take great pleasure in helping others in concrete, practical ways. For you, style is a useful, quiet, and visual way to present yourself. When meeting new acquaintances, you hope to make an accurate first impression. For friends, colleagues, and family members, your manner of dress often expresses the inner core of your personality without your having to say a word. You know that presenting yourself well leads others to conclude that you are organized, efficient, and cordial. You want to be certain that you are appropriately dressed for the situation.

You may take a rather conventional approach to style, wearing classic pieces or adopting a look similar to friends, relatives or role models. Often this is an almost unconscious way of saving time and being appropriate. You will employ your fine eye for detail to become acutely aware of the colors, fabrics, and shapes that best fit your skin tones and body shape.

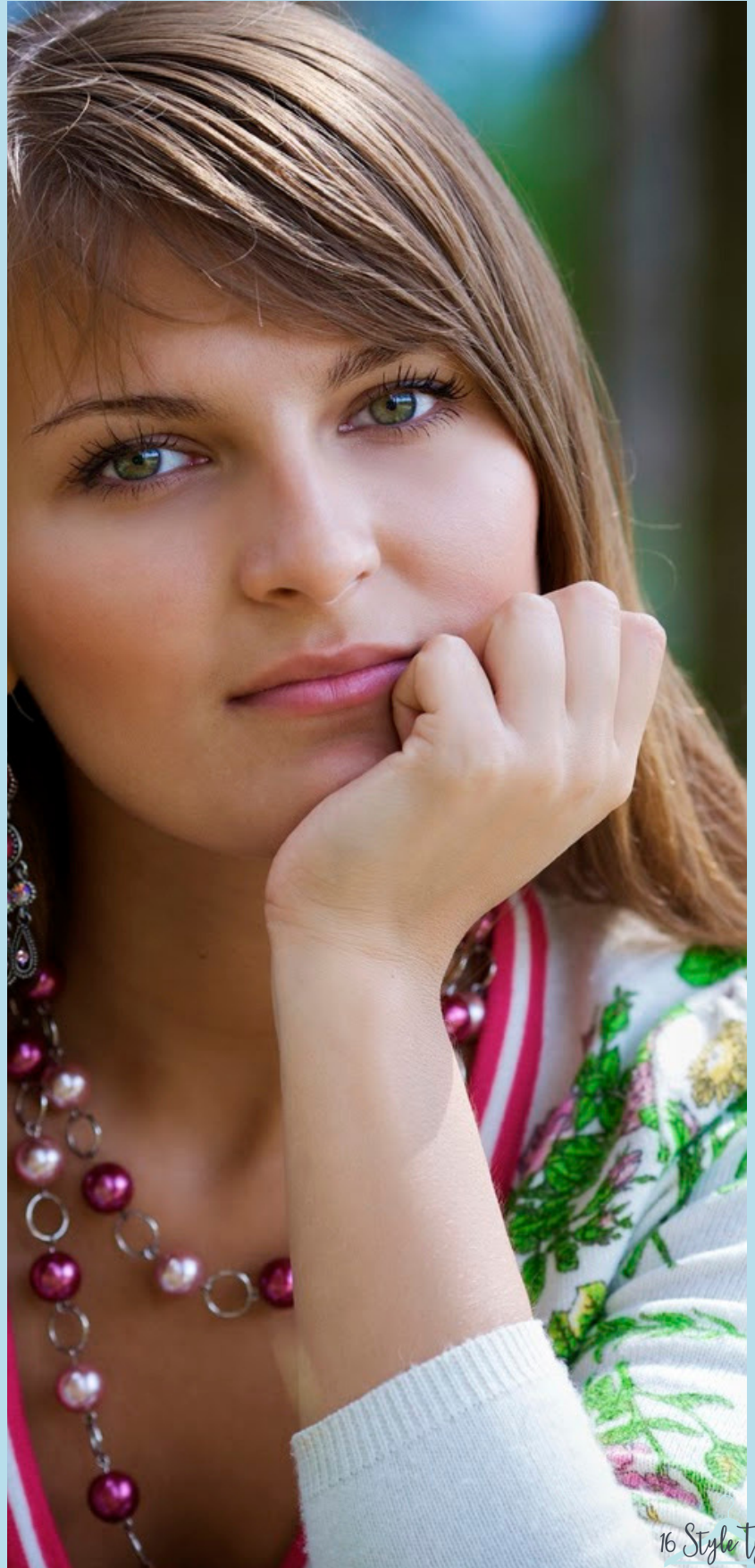
You integrate key information and your own aesthetic senses to devise your own style rules and approach, clothing sources, and well-coordinated outfits that make the most of your best features.

THE HARMONIOUS STYLIST, ISFJ: THE STYLE FRIEND

Your style type name is designed to be both aspirational and affirming. You will hopefully recognize something of yourself in at least one part of the name, reinforcing the essence of ISFJ. You will hopefully be interested in developing your most stylish self, too, with at least part of the name inspiring and motivating you as a woman of this style type. By identifying with and claiming your unique style type name, you will find your style journey illuminated.

The Harmonious Stylist refers to your tendency to use your style rules to create a harmonious impression, always appropriate, and allowing you to fit in seamlessly with any situation.

As a Style Friend, you need your wardrobe to support your desire to gently connect to the people you care about – following some fashion trends as a means of being 'alike' and blending into your social circles.



THE HARMONIOUS STYLIST, ISFJ: THE STYLE FRIEND

A DETAILED EYE FOR STYLE

You are highly observant, precise and detail-oriented. These strengths shine through your ability to assemble well-coordinated ensembles. With the right information and practice, you have the confidence to experiment with combining colors, garment styles, jewelry, shoes, and little accent additions that transform outfits from good into great. Shopping and fashion may not be favorite hobbies because of the noise and crowds involved, so you often wear the same combinations repeatedly. You'll want enough choices to avoid being bored, but don't want to waste time each morning creating the perfect ensemble.

BUYERS, NOT SHOPPERS

You would rather browse in a library or tour a museum than go shopping, so you generally head to stores for a specific item or special occasion, rather than for general browsing. You are more likely to go seasonally rather than more frequently, making several purchases in one trip to set you up for the season ahead. You know the stores you like and may watch for sales so that when you know you need new outfits, you can accomplish that mission and avoid spending more than you are comfortable with. Or you may prefer buying online. However you buy, you usually end up with the right accessories as well as the outfits, avoiding return trips.

CREATIVITY IN SERVICE TO HARMONY

For all your precise planning, you are also highly creative and often have a strong interest in color, art, and other aesthetic pursuits. You also highly value security, traditions, rules, and protocols, and seek harmony in your interactions in the world. More than other Style Types, you value what has worked well in the past and find comfort in the tried and true. You crave structure, routine, and planning, and that includes both shopping and dressing. Not a big fan of surprises or 'winging it,' you determine what works for you and the outfits you need for a given day, all as early as possible. With well-defined style rules combined with support, practice, and encouragement, you can narrow down choices and action them.

FITTING IN, NOT STANDING OUT

Often coming across as reserved and private, you are unlikely to want to draw unnecessary attention to yourself in most circumstances. You don't seek the limelight and your inclination for fitting in will mean outfit choices don't draw attention to yourself unnecessarily. You won't fight for the floor or draw focus to yourself with striking outfit choices, although you will enjoy compliments that acknowledge and appreciate the thought and creativity that went into your ensemble.

ISFJs THRIVE WHEN YOUR STYLE DECISIONS...

- Get every detail right, coordinating each piece of the ensemble, balancing jewelry and fabric textures, checking color nuances, and more
- Let you present yourself well with a minimum amount of fuss (and the maximum amount of gentle efficiency) each day
- Result in an overall sense of confidence that your clothing expresses who you are
- Convey your personality—organized, conscientious, planned, friendly, and trustworthy—accurately, yet quietly
- Allow you to truly enjoy your clothing, the creativity that goes into assembling your outfit (or outfits), and the way you look
- Subtly make the most of your best features.

If an ISFJ lacks confidence in her style tastes, she may hesitate to deviate from classic outfits or from what family members or other women she admires are wearing.

ISFJs ARE THE STYLE TYPE MOST LIKELY TO...

- Seek and take style advice from others to avoid mistakes
- Want to fit in and avoid embarrassment because of style choices
- Be extremely neat in appearance
- Purchase updated versions of your favorite styles—a twist on polka dots or pleats or polo shirts or dark denim jeans, for example
- Take a conservative approach to style, spending, clothing, cut, and color
- Dress to please those you care about

TOP SEVEN ISFJ TIPS FOR PRESENTING YOUR STYLISH SELF



1. Make sure you've identified the colors that are truly best for you. With your eye for detail, you'll make great use of an analysis beyond a 'Four Seasons' or other oversimplified way of working with color and style.
2. If you tend to stick to very classic clothing, make sure you've found the versions that are most flattering to your body shape. For example, try several styles of jackets with the same pair of pants. Everyone has features to enhance and de-emphasize. Seek professional, trusted advice if you aren't sure, because once you've seen what works, you'll make it work time and again. Ensure that these classic styles don't become dated! Even classics need to be updated.
3. Take care not to overprioritize watching your budget in ways that have you settle for makeup, haircuts, sensible shoes, or other aspects of style that don't feel quite right. Ask around: Whose hair looks great every day with minimum fuss? Who has found a line of stylish shoes that also work for long walks? What other style dilemmas can be solved with a little bit more investment?
4. Coordinate your clothing no matter what you're doing. While some women enjoy 'dressing down,' you feel better about yourself when tops and bottoms match, even if it's an old gardening shirt and capris.
5. Aim for confidence. Your modest and unassuming nature may lead to underestimating how easily you can develop your own personal approach to style. Ask for feedback from someone you trust until you develop fuller confidence in your great eye for color and detail. Be careful about who you seek advice from so you don't allow the desire to please to overpower an assessment of whether the advice is applicable, useful, and most flattering for you.
6. Use your creativity. You often spend so much time keeping everyone and everything organized that you neglect your artistic strengths. Many ISFJs learn to sew, knit, make jewelry, trim hats, or engage in another form of aesthetic creativity. Give time and space to those pursuits so you can add those unique details that keep your favorite looks from ever getting stale.
7. Love your bargains. One of the most fiscally responsible types, you feel much more comfortable spending money on clothing when you know you are spending wisely. Identify the best sales online or in your area and get them on your calendar.

TOP FIVE POTENTIAL ISFJ STYLE STRENGTHS

Creative attention to details

You note when colors, cuts, fabrics, accessories, etc., are 'right' or 'wrong.' You enjoy the creative process of assembling flattering outfits and may invest in tailoring or learning to sew so that every detail can be perfect.

Using your rules

Talented at setting up processes and procedures at work and home, you often take a similar approach to establishing your own set of style rules to make shopping and dressing efficient and easy.

Updating classic

Use your eye for detail to update your favorite looks. You know how to take the look you love, be it classic Grace Kelly or a classic suit, and make it work with current trends.

Mastering matching

You pick up on nuances in colors and silhouettes/shapes that others might miss. You understand the jewelry that harmonizes with various necklines or other garment details. You prefer outfits that harmonize even on your days off, knowing that you'll enjoy gardening or yoga or television time more if not distracted by clashing tops and bottoms.

Wardrobe logistics

You want an organized closet, filled with easy-to-access clothing that you enjoy wearing. You often like to lay out ensembles in advance—it helps to get all the components in place when you're thinking about them. Otherwise, you face a 'reinvent the wheel' situation in the morning or before an event.



TOP FIVE POTENTIAL ISFJ STYLE CHALLENGE AREAS

Adding variety

You may find that you've narrowed your approach to style too much and everything has the same look. Do you need a new clothing source? Would your style benefit from a knowledgeable friend's advice, an updated color analysis, or other input to revise a few rules?

Updating

Think about how each stage of life or key transition (such as job, relationship, or geographical change) might require an adjustment to your style rules. Do you need a reappraisal of what brings out your best features, the colors that light up your face, and whether an outfit makes a classic statement or borders on dowdy?

Self-promotion

Modest and often preferring a behind-the-scenes or collaborative approach to work, you may view too much attention on style as flagrant self-promotion. Remind yourself that style manages first impressions in ways that build others' confidence in your abilities.

Tapping creativity

You have a beautifully creative side, but your sense of responsibility and duty may lead you to downplay it. Reawaken your creativity by experimenting in your own closet, trying a new store, identifying unusual items that still satisfy your style sense, upstyling or revamping favorite but out-of-date pieces, and assembling a different yet comfortable look for yourself. It might be time for your style to evolve.

Prioritizing yourself

You may see taking time to update your wardrobe as time taken from your duties or the many ways you hope to be of help to others. Remember that time invested in getting the right choices into your wardrobe leads to day-to-day good use of time.

THE SEVEN DRESSING STYLES

The seven Dressing Styles are an important aspect of each Style Type Report. This section of the Style Report describes ways in which that Style Type expresses and demonstrates their style in a physical, tangible way. In this section, each of the seven Dressing Styles is identified and described in a general way. Then on the next page, an explanation of how your Style Type may choose to interpret and use them. Following this is a composite image which shows the essence of that Style Type based on expert assessment of how these Dressing Styles commonly show up for your Style Type.

In each Style Type Report, the Dressing Styles are presented with more information on the common styles chosen for your Style Type, although you are free to choose for yourself how and when you choose to dip into any of the seven Dressing Styles. Do not limit yourself to using elements of only one Dressing Style as we all use a combination of them in every outfit.

General Overview of the Dressing Styles

Classic:

Fashion is conservative and formal. Hair is always neat, straight, and under control.

Makeup is light but always worn to look 'finished.' Clothes are structured and made of high-quality woven fabrics. All hems are finished. Patterns are minimal, limited to pinstripes, small houndstooth or fine tweeds. Fabrics are fine and smooth with structure. Jewelry is always real gems and high-quality metals in discreet proportions and traditional settings. Colors are the classic professional neutrals of black, white, navy and gray.

Relaxed:

Fashion is comfortable, affordable, casual, and in natural fiber fabrics, or non-iron synthetics. Clothing has less structure and shoes are usually flat and practical. Hair is low-maintenance and makeup is rarely worn as this style has a low-maintenance attitude to grooming. Patterns are minimal, limited to horizontal stripes, checks, and tweeds. Fabrics are textured and knits are favored as they offer comfort and ease of movement. Jewelry is minimal or made of natural materials. Colors are those found in nature such as oatmeal, rust, olive, sky blue, soft greens, and browns.

Feminine:

Fashion is flowing, curved, silky, and luxurious with delicate detail. Laces, florals, sequins, and satins are frequently seen. Jewelry is often intricate and beaded and has sparkle. The female shape is all important and clothing always emphasizes this. Makeup is light but feminine. Hair is often longer and curly or free flowing. Colors are lighter and softer; pastels and shades of pinks are common.

Dramatic:

Fashion is forward, bold, and even severe. Geometric or large-scale patterns are common. Jewelry is oversized, as are other accessories such as bags. Shoes are often focal points and likely to be pointy and high heeled. Hair is precision cut in sharp styles. Colors are brightly bold or strong or often head-to-toe black).

Creative:

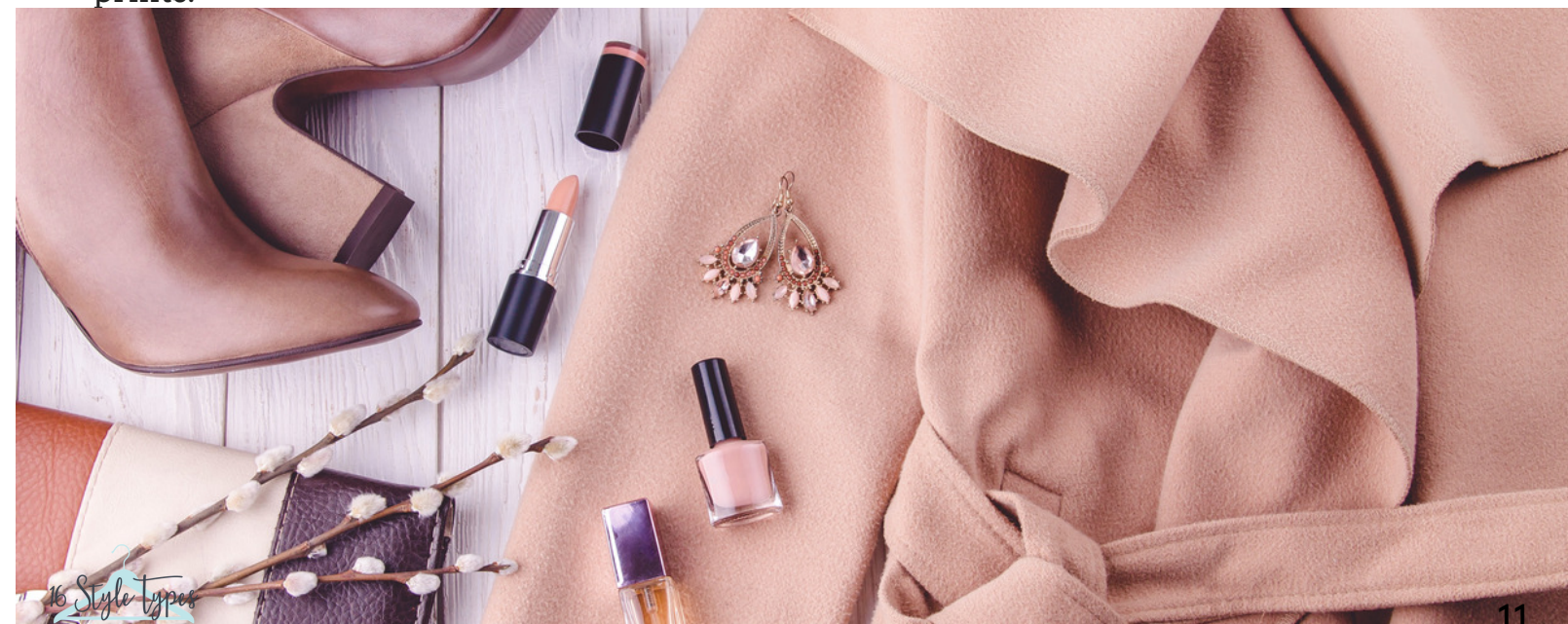
Clothes are offbeat, distinctive, or unusual. Colors are mixed in surprising, atypical ways. Hems are not necessarily finished. Jewelry is more likely to be one-off pieces. Mixes of patterns, colors, and textures are likely. Asymmetrical lines are expected. Makeup can be extreme or unusual, or non-existent. Hair is often asymmetrical, pixie cut or avant-garde in style and/or color.

Elegant Chic:

Fashion is tailored and made from high-quality fabrics. Fabrics are likely to be natural fibers such as linen and silk, and include some textures like cashmere. Jewelry is likely to be high-quality gems but in more interesting or modern settings. Hair is neat and always styled. Makeup is natural but always applied, though a stronger lip color is common. Patterns are frequently small to medium in scale and leaning toward the geometric. Colors are traditional but often on the lighter end of the neutral palette such as camel, taupe, and ivory with bold color accents that pop. It's feminine with a classic twist and always elegant.

Rebellious:

Not wanting to fit in to the societal norms, Rebellious style is commonly seen in the style of the rock chick, punk, and goth, or can be expressed by wearing overtly sexy or alluring clothing. Metal hardware is commonly seen on leather accessories such as bags, belts, and shoes. Patterns include skulls and animal prints along with tattoos and tattoo style prints.



ISFJ Interpretation of the Seven Dressing Styles

Below are descriptions of seven Dressing Styles, tailored to how women of your Style Type use them. Some will feel more 'you' than others, and some occasions demand a predominance of different styles. We all use a combination of them in every outfit to express our personal style.

Your interpretation of each dressing style will of course be unique. No other woman dresses exactly like you do due to the many elements that make up your style, including body shapes, physical features, your coloring, age, budget, lifestyle, and environment.

Classic: Conservative but on-trend, this style makes it easy for you to be appropriately dressed, a core style value for you. You want to fit in, even blend in, to any situation, and will search for those elements that you see your friends, colleagues, and peers wearing that will make you feel mentally comfortable that you are dressed 'right.' If you're not careful, you can end up being too matchy-matchy (which has become quite old-fashioned) for fear of getting it wrong or looking like 'mutton dressed as lamb.' A capsule wardrobe may be a great idea for you for building your wardrobe; the small set of well-chosen, color-coordinated items will allow you to create multiple looks, everything mixing and matching easily. There won't be any extreme or costume-like clothes in your wardrobe as you don't want your outfit to stand out from how others are dressing. You want to look good, but in a quiet way.

Relaxed: Comfortable clothing (both mentally and physically) is important to you. You like clothes that allow you to move easily and things that you can get about it without fuss. Look for knit fabrics and those with an element of stretch woven in to give you the comfort you love. Avoid anything that is tight or restrictive or made from a stiff fabric that doesn't allow you to move and breathe easily. Any fabric that can be uncomfortable on your skin should be avoided; be careful of wool if you find it itchy. Tags that scratch should be removed.

Rebellious: This style is unlikely to appeal to you or enter your wardrobe, except when elements of the Rebellious style are in the wider current fashion of your peers. When you borrow from this style, it's likely to appear in smaller details or less obvious elements, such as in your shoes or small accessories.

Feminine: You like your clothes to flatter your female form—not in an overtly sexy way, but in a fitted, modest way that expresses your natural femininity. You don't want to draw attention to body parts (you won't flaunt yourself in low-cut, overly tight or revealing clothes). You like to look attractive, pretty, and feminine, so eschew clothes that are boxy or masculine in cut. Assemble a range of go-to outfits that flatter your figure (and it's worth learning what works for you so that you feel confident doing this) so you can easily get dressed when you're pressed for time, knowing that you will fit in to any situation.

Creative: With your desire to fit in and avoid quirkiness, accessories are the most likely source of creative style elements for you. Perhaps you add a shape or style similar to what's in fashion, but with a small, unusual detail or color. An example would be petite, novel earrings, something that isn't too noticeable until you're up close and can really see the detail.

Dramatic: Not wanting to stand out from the crowd or be seen as inappropriate, the bolder and more striking colors are sought only when you feel that it's totally right and appropriate for the dress code (such as a big occasion like a wedding or party). In day-to-day life, a scarf in a bolder color may sometimes be worn with the knowledge that it can be easily removed if you feel that it's drawing too much attention.

Elegant Chic: When the situation demands this more formal and refined look, you will happily wear items from this style. A beautifully tailored jacket and trousers, teamed with a simple top and a refined set of earrings and heels, would be one way you could dip into Elegant Chic when required. For your everyday life, you may find this style too impractical and high maintenance (as well as a bit too contrived) to be comfortable.



INTERPRETING THE DRESSING STYLES



The following image pulls together aspects of the core Dressing Styles that commonly reflect your Style Type, based on our research and experience.

Instead of being your perfect outfit, our goal is to inspire you with the essence of your Style Type in a composition of clothing items. The colors may not be right for you and the silhouettes may not flatter your unique body shape. This is to be expected. Personal factors come into play when we choose our clothing.

We all are drawn to different style expressions, and similar personalities will not necessarily have similar clothing tastes. But you will have similar ways of perceiving style data, evaluating choices, and experiencing style.

To make it useful, imagine you're walking through a shopping mall with 16 clothing stores. You see the items in the following image displayed as ensembles in a storefront window.

Sure, other storefronts may be vaguely interesting, but this store seems made just for you—more likely to contain items that suit you perfectly, that fit your style DNA, that speak to the core of your style essence. This store has a sign that says: **The Harmonious Stylist, ISFJ: The Style Friend** over the door. You're intrigued. This is your store!

In this world, stores are magical—they always stock your size and colors, and the clothes fit perfectly. Don't love the colors...the patterns...the shoe heel or bag shape? No worries—your perfect options are inside the store, where all things are possible!

What appeals to you in this storefront? What inspiration can you draw from it? What information can you take to help you along your own style journey?



SOURCES OF STYLE INPUT, IDEAS AND INSPIRATION



- You often find inspiration in classic styles that can be adapted to your own environments. You know that regularly updated, classic, timeless items – the sheath dress, a string of pearls, a well-made sweater set – convey self-respect and reliability.
- When just starting on your style journey, you may be drawn to fashion those around you are wearing. However, once you learn about the impact of color and body shape and how your personality impacts what you find mentally and emotionally comfortable, you narrow your choices to styles that bring out your best features.
- To ensure that you master your unique sense of style, you look to someone you consider fashionable or engage in self-study of the cuts, fabrics, silhouettes, and styles that enhance your body shape. Once you have your own rules, you employ them with confidence, only asking advice when experimenting with new looks or for special occasions.
- While you seldom seek praise, you enjoy receiving compliments from people who have a great sense of style. You wear more frequently the outfits others have complimented and use those outfits as inspiration for future purchases.

SHOPPING: PROCESSES AND PREFERENCES

Rather than inventorying your closet and listing what you need, you tend to organize your buying decisions around the calendar. As a new season approaches, you think about which outfits you're ready to retire and how many you'll need. Too few and you may begin feeling dowdy. Too many and your closet won't be easy to handle. A special occasion, a vacation, or a move to a new job may also trigger a buying trip.

You then head to your chosen few stores or online clothing sources, quickly scan for the colors and silhouettes you know will work, try things on, and discard those that don't work. You also remember to check tags as to whether garments are machine washable or need special care. Generally, you also note the quality of fabrics and garment construction, knowing that a bargain isn't a bargain if it won't last.



Before the credit card comes out, though, you put pieces together, check for the belts or shoes needed to complete each look, and only walk out of the store with the ones you know won't be orphaned. You don't want to waste time on a return trip because no matching bottom or decent earrings were available. Preplanning and thinking through the details down to whether a different camisole or bracelet will complete the new look leads to efficiency and satisfaction that your new purchases and existing wardrobe will work for you.

You often shop alone so that the excursion can be as short as possible and you don't necessarily want the opinions of others. You can then take as long as you need to feel as though you are making good decisions. You generally dislike crowds and noise, so don't usually engage in browsing as a social activity for more than an hour or so. For special occasions, you may either bring along a trusted friend or relative, or bring home options for a second opinion. However, you generally trust your own rules, make up your mind quickly, and move on.

Because of your preferences for peaceful settings, you are often fond of online shopping, but rather than random browsing, you will identify a few key sites and check back for new offerings and sales. You may even enjoy casual browsing prompted by email notifications of new lines or bargains, ordering one or two items at a time—returning to an online site is far different than returning to a noisy mall.



SEVEN KEYS TO EFFECTIVE WARDROBING

1. You often organize your clothing around outfits, rather than individual pieces that require mixing and matching. New items come into the wardrobe as part of an ensemble and that includes shoes and jewelry—you either know you already have the right items, or locate and purchase everything that is needed before bringing pieces home.

4. You curate your wardrobes with maintenance in mind, preferring to spend time and money on things besides laundering and ironing. However, buttons are replaced, hems repaired, and shirts touched up with an iron if necessary, before anything is returned to the closet.

2. Your closets have clear organizational systems. All the skirts may be together, or tops and bottoms for each season may be located together. You enjoy having useful organizers for specific items such as shoes, jewelry and other accessories, and so on. You maintain your system so you can find things and dress quickly.

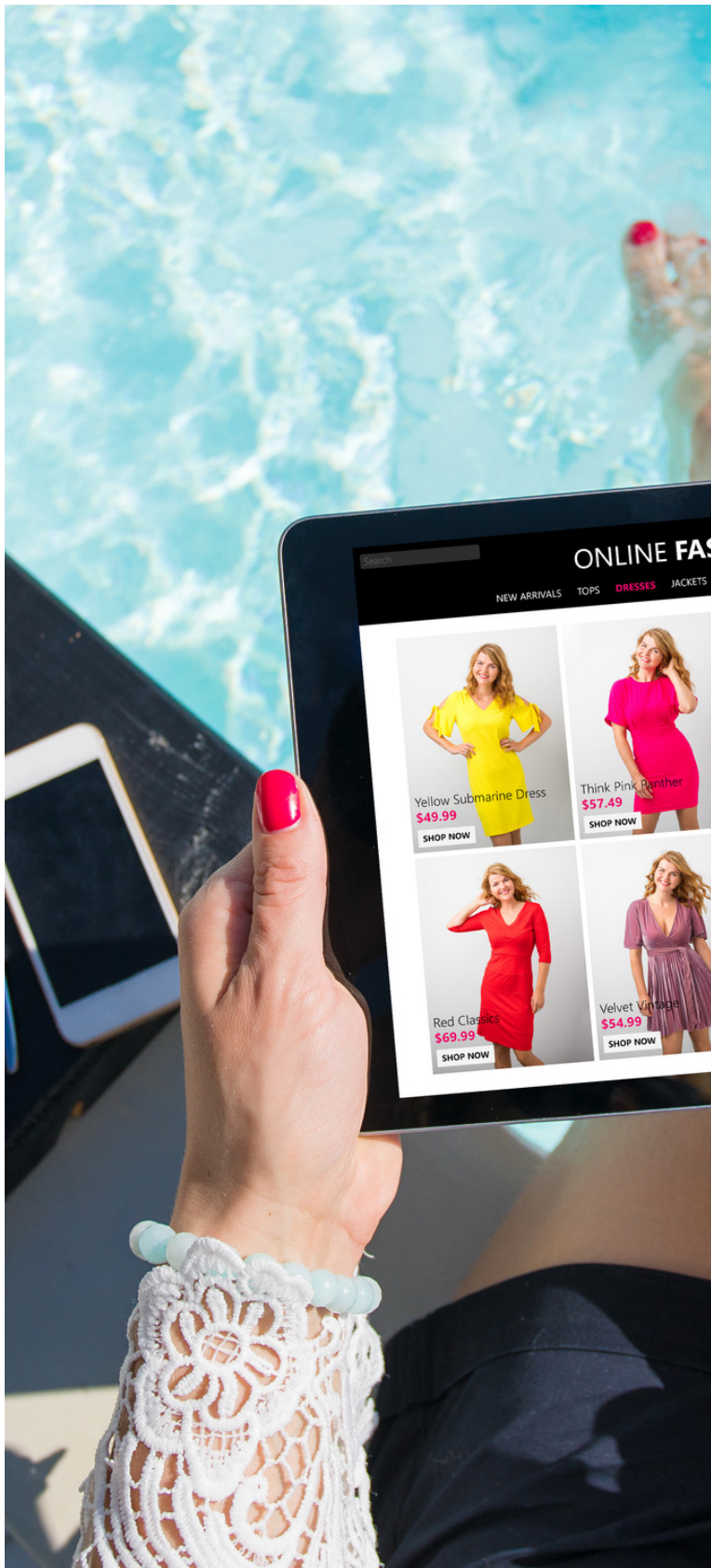
5. To stay on schedule every morning, you choose your outfit in advance, keeping the occasion, your audience and goals, and the weather in mind. You may enjoy laying things out in advance, even if just the key pieces.

3. Efficient and practical shoppers, you bring in enough new outfits for various areas of your life to remain stylish, but generally take an 'Enough is as good as a feast' approach and try not to overaccumulate.

6. Wearing new outfits is usually fun for you. Because you tend to buy only what you need, you are likely to begin wearing your new acquisitions right away and keep them in frequent rotation.

7. Keeping your closets pristine may motivate you to weed out clothing that no longer feels satisfying. You may hold onto extra items to handle weight fluctuations or rotate former work clothing for casual wear, but you seldom struggle to donate or consign items you no longer wear.

APPROACH TO STYLE RULES



Traditional and unassuming in so many aspects of your life, you prefer to not break rules if others would be perturbed by your doing so, but you use your own common sense to adjust them. For example, if the weather calls for summer outfits, you may confidently don light-colored shoes even if the calendar says it's too early in the season.

You only wish to draw attention to your clothing for the right reasons, so you will heed dress codes and sensible conventions, while sticking to self-determined style rules that work for you.

STYLE JOURNEY BLUEPRINT: ISFJ

Introduction

- Your style journey is unique and personal to you. There is no typical or standard style journey.
- It is possible to move backwards as well as forwards between the phases.
- Some women may span two phases at the same time.
- Different women will move through the phases at different rates.
- It isn't about age necessarily – you could be 50 and in phase 1 and 30 and in phase 4, for instance
- This isn't a test and you can't fail. There is no judgment in the blueprint. It is descriptive, not prescriptive.
- The blueprint is a way to understand your personal style journey in the context of your style type (how others of your style type may journey through style).
- The blueprint invites you to explore and discover your style through four phases, and provides a context/landscape in which your style journey evolves and grows. Your style journey is an ongoing process. Your style journey may be great or small, it's entirely up to you. It's a journey you get to claim for yourself, to make your very own.

PHASE 1: STYLE UNAWARE

A time for making yourself a priority and leaning more confidently into your life, and into your style.

Situation: How to tell you are here

An approach to style based on wearing clothes identical or very similar to your peers so you fit into your local environment.

Blind spot in this phase

Your tendency to put others needs ahead of your own can result in you putting the idea of style on the backburner. A lack of knowledge combined with a lack of confidence results in you blindly following fashion (or the fashions of your peers) without thought as to how those styles and looks work for you.

Catalyst to move to next phase

Seeing yourself in a photo and not being pleased with your appearance, or a comment from a trusted loved one or mentor who has your best interests at heart that suggests gently that you should take a greater interest in developing your image.

Actionable steps to move to next phase

Using a dedicated style journal, reflect at the end of each day how you have felt in your outfit, whether it was comfortable both mentally and physically. What parts of your outfit felt great? What didn't feel so great? What thoughts and emotions did wearing this outfit, those pieces, have on you?

As part of your reflection, write down your style concerns and worries – they are often less intense on paper. And once you see them in black and white, you can then craft an action plan to address them.

Start noticing the costumes on TV characters and in movies and see what draws you in from a style perspective. What do you like about a character's wardrobe? The characters who have a style you are not drawn to, what don't you like?

Start creating a detailed style list of what you do and don't like - look at your photographs and write down in two columns:

What I love about style and want my style to be/have/embody.

What I dislike when it comes to style and what I want to avoid.

This list can help you start working through your wardrobe to allow you to let go of items from your "dislike" column, and to start focusing on only those item in your "like" column.

Reflect on your style: look at photographs of your current style and ask yourself questions such as: What is my style? What is my styling 'saying' about me? Do I feel my current style is making the most of my body and coloring? Do I feel that what I'm wearing is flattering? What am I not drawn to and never enjoy wearing? What am I drawn to changing about my current style?

PHASE 2: STYLE START

A time for fueling your passions and taking action, sometimes bold and decisive action. A time to shape your style journey.

Situation: How to tell you are here

A desire not to make mistakes or become embarrassed by wearing the wrong outfits.

Catalyst to move to next phase

Feeling that your wardrobe is monotonous and dull as your style guidelines are too narrow for your aesthetic needs to be fully met.

Realising that your style needs to improve and that doesn't need to equate with self-obsession or standing out in an egotistical way.

Blind spot in this phase

Obtaining only a small portion of style information and sticking too closely to too small a style definition such as wearing black and grey or other neutrals to the exclusion of other colors for fear of standing out or making a "mistake". This can lead to becoming a "one look wonder", and taking such a conservative and risk-free approach to style cuts you off from tapping into your natural style and aesthetic.

Actionable steps to move to next phase

Keeping your wardrobe space neat and organized will be a big advantage to you in maximising your style. If it isn't already, take the time to organize your closet using whatever system makes most sense to you – by type of outfit + color, by outfit/ensemble, by occasion.

Take an hour or two on a work night or weekend to conduct a 'playshop' in your wardrobe. This is a chance to combine items in new ways, experiment, and start creating your own set of style guidelines that work perfectly for you. Take notes and/or photos so you can remember your great combinations.

Spend some time reflecting on and writing down your needs and goals when it comes to your style. This is helpful firstly to you – to know where you are headed and how you will get there – but secondly as input to any professional/paid style input you may seek.

Taking a daily outfit photo allows you to see a perspective on your outfit that you can't see in the mirror. This way you can reflect on what you are wearing is working on your body and if you need to tweak or make changes for a more flattering look.

PHASE 3: STYLE PERSONALISATION

A time for reflecting on changes in your life and your style, and to your way of thinking and feeling about your life and style.

Situation: How to tell you are here

Seeking style advice (eg: color and body shape analysis) to develop your style aesthetic and an attractive self-expression.

Catalyst to move to next phase

Realising that putting yourself first is an act of self-love/self-worth and does not mean you're being selfish or self-obsessed. Looking after your own needs (which includes your style and image) has a positive impact on your own self-esteem and confidence, allowing you to better take care of those you love.

Blind spot in this phase

Sticking to your style guidelines too rigidly so that you lose all personality and panache in your style. Ignoring or subordinating your innate flair and the knowledge gained from trusted sources. Following too closely a "style icon" and not make the necessary changes to individualise a style to enhance your unique beauty. Being reluctant to embrace change and update your look.

Actionable steps to move to next phase

Research and obtain personalized style information from a trusted source such as a professional image adviser or a quality online program or resource that focuses on color analysis and body/shape analysis.

When gathering professional style advice, balance your need for detailed information provided in a methodical manner with opening up the space for possibilities and options that you may not have considered, and may be presented in a way that is challenging for you (ie: high level concepts presented in an unsystematic way) – there can be magic when you let go of the need to manage the "how" all the time.

Build on your need for stability and security by creating a solid platform for your style that gives you confidence.

Find the colors, silhouettes, shapes, fabrics, lines and styles of clothing that make you feel your absolute best, and use them as a base from which to develop your style.

Balance this with small experiments/playshops in your wardrobe trying different outfit combinations or accessories to prevent you from becoming bored with your style.

When considering a change to your style and look, think twice about any radical changes. Change is inevitable but it's imperative that any changes to something as important as your image are carefully considered so that they truly suit you, make you feel like you, and are sustainable.

Start tweaking outfits in your closet with your best colors, shapes and silhouettes in mind. Eg: Try a different accessory or shoes with a familiar outfit and compare photos to see which works better, and why.

PHASE 4: STYLE FREEDOM

A time for combining awareness and order with a sense of fun and more confident experimentation. A time when you are more comfortable with and curious about your choices, amused by your foibles, and forgiving of your mistakes. A time to enjoy and savour both your life and your style.

Situation: How to tell you are here

Adding personalized style guidelines to your look that adds subtle flair and creativity to your unique style.

Catalyst to move to next phase

Your style journey continues throughout your life. Remember to embrace change. Enjoy using your creativity to put together harmonious and attractive outfits that express your individual aesthetic and self-defined beautiful style.

Staying style aware

Remain aware of your style journey and whether your style is harmonising with the person you are today and serving you as you wish and need it to. Gently morph your style with the times, including letting items go and bringing new items in. Don't keep some items "for best" - integrate quality items into everyday ensembles to keep your look fresh and interesting.

Actionable steps to maintain your style momentum

Create a list of your style guidelines and aesthetic that work for you and represent what you love. EG: "Make it an 8" as a rule for shopping – any new item must be at least an 8/10 before you consider buying it. Your style guidelines will give you guidance, grounding and a confidence boost that you have a unique style that works beautifully for you. Keep this list in your closet where you can refer to it regularly.

Review action steps of previous phases and incorporate any action steps you haven't done that apply.

If you make what you perceive to be a style mistake it's not the end of the world, and in fact may be an opportunity to learn something new about your style. Allow space to relax, smile and have fun with your style.

Develop a relationship with a trusted style adviser who can provide you with reliable feedback on style decisions as you develop (and continue to develop) your sense of style. You can get lost in the detail so these sessions will give you valuable and objective perspective on your style and your style journey. Seek out the style advice from those who think differently to you, especially those who have a "big picture" perspective. This approach will give you invaluable insight into your style, as it is significantly different to your own detailed approach.

Now you've developed your unique and beautiful style and gained confidence, consider joining a style challenge with a private Facebook group where you can share photos of your outfits and gain feedback that can further assist you in developing your style and aesthetic further.

NEXT STEPS

Taking action is a significant aspect of getting the most from your Style Report. If these actions include scheduling time with a style and/or type professional, you may find the following guidance useful.

Working with a Style Professional

Style is not about wearing the latest fashion. The two are often confused. The essence of style is to help you understand how what you wear and how you present yourself communicates with the world before you open your mouth.

Style can assist you in opening doors and life opportunities, make you more credible and believable. Your best style will be a combination of the colors and styles of clothes that suit your lifestyle, express your personality, and create harmony with your body. There is a science to style (it's not just a creative or shallow endeavor) which can be learned.

A style professional (image consultant or personal stylist) can support you in discovering the style elements most relevant to you, and assist you in developing a style and wardrobe that is authentic and individual, that helps you communicate in the way you desire, and that is appropriate for your life and needs.

As a gentle rule follower, you are conscientious and will want to avoid making style mistakes. You may need encouragement to step out of your style comfort zones, but will not want to stray too far outside the style norms you know work. Thus, don't be swayed by any advice to go crazy and buy clothing that is extremely different from your current look, or to change your hair color radically, for example. You need an image professional who understands how to draw out your best style, based on your personality and lifestyle.



Let your style adviser know in advance, and in writing if you prefer, that you will get the greatest value from the sessions if you are approached gently. You want to know the rules, and how you can apply them on your own. If there is any developmental feedback (i.e.: ways you can improve), you will hear it best if it is diplomatically delivered. You may be offended by being told too directly what doesn't look good. Share with your style adviser that you appreciate having feedback framed in the positive.

A session with a professional image consultant can help you remain true to your gentle, conservative self, while also presenting an image that allows you to be taken seriously and achieve what you want at work.

An image adviser can be your best friend in the wardrobe, gently guiding you to finding the clothes that will make you feel your best and always appropriate for the situation. They can help you understand and teach you the rules of what flatters you in colors and styles so that you don't make costly shopping mistakes.



Working with a Type Professional



The core of personality type describes patterns in how people take in information and make decisions—and for style, that translates into how you scope out wardrobing option and decide what best suits you.

A type professional can help you tap into relevant patterns and unearth where they are/aren't working for you. Type can't predict individual behaviors—your style is also influenced by the women around you, your environment, and more—but it does provide insights as to what has worked for women who take a similar approach to life as you do.

Conscientious and often conservative, you can become stuck in a style rut, and afraid to experiment. A type practitioner can explore with you career advancement and what you want to achieve in your work. From here, you can lead into a discussion on how your look could be improved to help you achieve your goals.

ISFJs often have a very conservative style where the many options they have aren't explored. This may be rich ground to explore in your session with a type coach. Convey that your driving need to fit in (and to avoid making mistakes) means you are never inappropriate and often conservative.

ISFJs often struggle to promote themselves and the larger contributions they could make; type coaching can help you advocate for greater responsibilities that allow for greater impact.

QUESTIONS FOR REFLECTION

- **How far are you willing to travel outside your comfort zone to balance the need to convey a consistently high standard of dress and the needs of career advancement and fulfillment?**
- **How can you develop your tolerance of 'being seen' and 'standing out' with your natural reticence for standing in the limelight?**