

# 10 TIPS TO ELEVATE YOUR STYLE!



*Huda Baak*

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## Your Style Speak Volumes!

### *What's Your Style Telling the World?*

You can't open a magazine without someone telling you how to dress, the 'must-have colors and trends of the season', and of course the styles to avoid at all cost if you're over 40 or 50. Here's the thing: they don't know you, and they have no clue of your style, your shape, your coloring, let alone your lifestyle, so how can they possibly tell you what to wear and how?

### *Who's Living in Your Closet?*

As an image consultant for the past 30 years, I've worked with over 800 women one to one, so you can imagine I've seen my share of wardrobes. Of those hundreds of closets, more than half of them had so many styles in them that it looked like they had multiple personalities using that space! It led me to ask the question: 'Who's living in your closet?'

### *Authenticity and Alignment*

Ideally, your style is meant to express externally who you are internally. Part of that alignment is figuring out what your Fashion Personality is. Your Fashion Personality is an extension of who you are and how you want to be seen in the world. Your style speaks volumes, and is an excellent way of communicating to others what you're all about quickly and non-verbally.

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## *The 5 Fashion Personalities*

There are many unique and varied Fashion Personalities, and they can be named just about anything. Here are the most easily understandable and descriptive: Natural, Romantic, Classic, Dramatic, and Creative. You don't have to be all one or another, but typically people fit into a predominant category and then into a secondary one.

## *Do We Really ALL Need a Structured Blazer?*

I'm sure you've read headlines that say something like "Every woman should own a structured blazer". While I agree that a structured blazer can give instant credibility and upgrade a ho-hum look, it certainly isn't for everyone. For example, what if you have an artistic style and the very thought of structured anything makes you shudder? Then I say wear YOUR version of the blazer. Here are some ideas to get you thinking differently whenever you read the magazine headlines.

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## Natural



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## Romantic



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## Classic



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## Dramatic



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## Creative



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## *Consistency is Crucial*

If you flip flop and dress in a completely different style each day of the week, chances are you'll show up inconsistently, which may give the impression that you're wishy washy and lack conviction or congruity. This isn't done on a conscious level, either by you or those who are forming their opinions of you, but people will make judgments none the less.

## *Your Personal Style*

Uncovering your personal style takes some thought and introspection. What do you like? What are the styles, colors, and designs you prefer? Do you like flowy fabrics and florals, or do you prefer simple, clean cut lines? Are you into bold patterns, bright colors, and statement pieces, or more unique, artistic, and creative ones?

Every choice you make leads people to uncover a little more about you. We show people a glimpse into who we are, which is why it's so important to be real - otherwise, we're leading with a false sense of self.

## *Start with a Strategy*

Because your image impacts how people react and respond to you, be strategic about how you want to be seen. What do you want people to say about you when you're not there? This aspect of marketing is WAY too important to leave to chance.

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## *Still Unsure?*

If you're having a hard time deciding what your style personality is, this is what I tell my clients who feel uncertain in the beginning: Think about what you DON'T like. Somehow, it's easier to start with what you don't want and then narrow it down until you uncover what you DO like!

## *So... What Does Your Style Say About You?*

Is it what you want it to say? Whether we like it or not, there's no way to make a neutral statement. People are always going to judge us and form opinions of us based on our look - just as we do the same to them. So, here's my question to you: Is your style supporting you and your message or is it sabotaging you?

## *It Costs the Same to Look Amazing!*

When you think about it, it doesn't cost any more to buy something in a flattering cut, style or color than it does to buy something that isn't flattering. Knowing what looks great on you in terms of styles, colors, and fit, coupled with having it be authentically aligned with who you really are, is a critical component of your business success, and creates a magnet to attracting more of your ideal clients!

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Huda Baak is an image consultant, international speaker, and author. She has worked personally with over 800 women, coached thousands from stage, and has appeared on numerous radio and television business talk shows in the San Francisco Bay Area.

Both her work and her sense of style have a global perspective from her experience working in the fashion industry, and from having lived and worked in the Middle East, Europe, Canada and the US.

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