

# The Creative Style Personality - Women

**Clothing Style:** You are the ones who create your own individual style. Fashion for you is an art form. You take inspiration from everywhere and love putting together unique colour combinations, textures and fashion styles. Your look may vary from vintage to eccentric but one thing for sure-you are not afraid of creating your own style and really don't care what others think of you!

**Lifestyle:** You tend to enjoy creative hobbies like painting, music and writing.

**Accessory Style:** You love unique, unusual jewellery and seek out artists or craftspeople that make their own unusual patterns and bold jewellery, which tells a story. You may also like hats and quirky or vintage hair accessories.

**Eyewear Style:** **Unique and Creative**

**Colours:** Bright bold colours & Unusual colour combinations.

**Patterns & Details:** Geometric, Ethnic, Exotic or Vintage patterns. Unusual pattern combinations. Quirky or asymmetrical details.

**Shapes:** Round, Retro Geek chic, Vintage Cat eye, Asymmetrical shapes (one round and one square for example) Panto

**Materials:** Anything goes! Lightweight to heavy metals and acetates. Unusual material combinations.

**AVOID:** Classic shapes, Rimless, Neutral colours

# The Dramatic Style Personality - Women

- Clothing Style:** You are the ones who love fashion, are very fashion forward and are sure to be noticed when you walk into a room. Inspired by red carpet glamour you love to make a statement. Dramatic high contrast colour combinations, bold jewel tones, high shine materials, geometric patterns, animal prints, fitted clothes, the very latest fashion trends are all items in your wardrobe, and style ALWAYS trumps comfort. You will buy something if you LOVE it without giving a thought if it matches anything else!
- Lifestyle:** You have a very active social life and love to party. Spending a quiet evening at home reading a book is probably not your scene.
- Accessory Style:** You love high heels and bold statement jewellery. You buy accessories constantly and have cupboards full of anything which makes a dramatic style statement include multiple pairs of glasses.
- Eyewear Style:** **Bold, Striking and Fashion Forward**
- Colours:** Bold Jewell Colours, High Contrast Colour Combinations. Black high shine.
- Patterns & Details:** Geometric patterns, Animal Print, Extravagant designs.
- Shapes:** Extreme and fashion forward styling. Angled. Strong horizontal shapes. Extreme cat eye. Round. May go oversized or undersized if it creates the drama!
- Materials:** Metals/ Acetates- Mid /Heavy Weight. High Shine Finish.
- AVOID:** Rimless, Classic shapes, Soft, Understated colours or shapes, Lightweight. Matt finish.

# The Romantic Style Personality - Women

**Clothing Style:** You love the whole idea of getting dressed up and often indulge yourself in long preparation taking great care over your appearance. The most feminine of the personality styles, you love fitted clothes that show the female form as well as the dreamy ethereal look in luxury soft fabrics like satin and silk. Florals, detailing and pretty embellishments are also found on your clothing.

**Lifestyle:** You love luxury, pampering and getting your hair and nails done. You take great care of yourself and also of others.

**Accessory Style:** You love detailed shoes and will have lots. Your jewellery is delicate, you are drawn to floral designs, multiple rows of small beads and anything with shine or sparkle. Your handbag may be floral or have some pretty detailing.

**Eyewear Style:** **Romantic, Soft and Feminine**

**Colours:** Soft Pretty Colours

**Patterns & Details:** Floral or lace patterns. Small interesting details. Beautiful etched metals. Glitz, jewels and sparkle.

**Shapes:** Soft shapes, delicate rimless or semi rimless with interesting sides

**Materials:** Light/midweight metals and acetate. High shine/sheen finish.

**AVOID:** Sharp angles. Strong horizontal shapes. Heavy materials. Dark, Strong Colours. Plain designs

# The Classic Style Personality - Women

- Clothing Style:** You are not too bothered about fashion trends and prefer to stay in safe combinations often wearing the same style for years. You may struggle to dress down, or mix and match your clothing. You prefer clothing that is structured, crisp, smooth and low textured. You are the most formal of the dressing styles which means you always look smart and well presented.
- Lifestyle:** You enjoy structure and rules and have your days planned out. Your surroundings are always clean and tidy.
- Accessory Style:** Timeless, classic Jewellery and watches. Real Pearls, diamonds and gemstones but small in scale and understated.
- Eyewear Style:** **Timeless and Classic**
- Colours:** Neutral Uniform Colours. No more than two colours in combination
- Patterns & Details:** Simple clean designs. May have a little detailing or small jewel/pearl on the side.
- Shapes:** Clean lines and classic symmetrical shapes. Simple Rimless/ Semi-rimless designs.
- Materials:** Refined Metals and Smooth Finished Acetates. Matt or low sheen finish
- AVOID:** Extreme shapes, Bright Bold Colours, Too much detailing/ fuss.

# The Natural Style Personality - Women

- Clothing Style:** You like a relaxed, uncluttered look. Comfort and minimum fuss are your priority. You tend to enjoy an active lifestyle - low maintenance hairstyles and little or no makeup are a must. You prefer natural, textured fabrics like cotton, denim and wool but most importantly they must be low maintenance and washable. You will often layer your clothes to keep you warm when out and about.
- Lifestyle:** You enjoy walking and being outside with nature. You may have a very active lifestyle and play or watch sports.
- Accessory Style:** Your accessories will be practical and useful such as large bags or rucksacks that you can fit everything in, belts to hold up your jeans and a watch that may be multi-functional. Flat comfy shoes are a must! You rarely wear jewellery, but if you do, you will be drawn to natural textured materials like wooden beads, leather bracelets etc.
- Eyewear Style:** **Comfortable, Durable and Robust**
- Colours:** Low contrast colour combinations. Colours found in nature
- Patterns & Details:** Interesting layers of colour creating appearance of texture e.g Tortoiseshell
- Shapes:** Classic structured shapes. Sporty Wrap for sports.
- Materials:** Robust -Mid/ Heavyweight Metals and acetates. Matte Finish. Natural textured materials like Wood, Wood/Stone combinations, Leather, Metals which flex/bend for lifestyle.
- AVOID:** Lightweight. Rimless. Bright bold colours. High Shine.

# The City Chic Style Personality - Women

**Clothing Style:** You understand how to dress appropriately for different occasions, keep abreast of the latest trends and will buy the very best you can afford. Although your overall look is elegant and feminine you will avoid frills and fuss. You shop with care and will rarely make rash purchases, making sure anything you buy coordinates with other wardrobe items

**Lifestyle:** You are a minimalist in both your home and work environment, your car of choice is modern with the latest technology, practical but never ostentatious

**Accessory Style:** You accessorise to keep your look current, so have a collection of jewellery, shoes, scarves, handbags and eyewear to coordinate with your outfits.

**Eyewear Style:** **Stylish, Elegant and on trend**

**Colours:** Current Season and/or neutral colours. Sophisticated colour combinations.

**Patterns & Details:** Simple and understated.

**Shapes:** Panto, Cat Eye (Soft Modified), Geek Chic (Not too oversized). Classic shapes with clean symmetrical lines. Subtle nod to current trends.

**Materials:** High Quality refined metals, Quality smooth finished acetates. On trend material combinations. Light/ Mid Weight Materials. Smooth/low sheen finish.

**AVOID:** Extreme shapes or colour combinations. Old fashioned classic designs. Too much detail/fuss.