Artisha Nicole J

DISCOVER *YOUR* PERSONAL STYLE

You have clothes,
but do you have style?



WHY YOU MAY NOT KNOW YOUR *PERSONAL STYLE*



Maybe you don't have a clothing problem. Maybe you haven't separated your preferences from your programming yet.

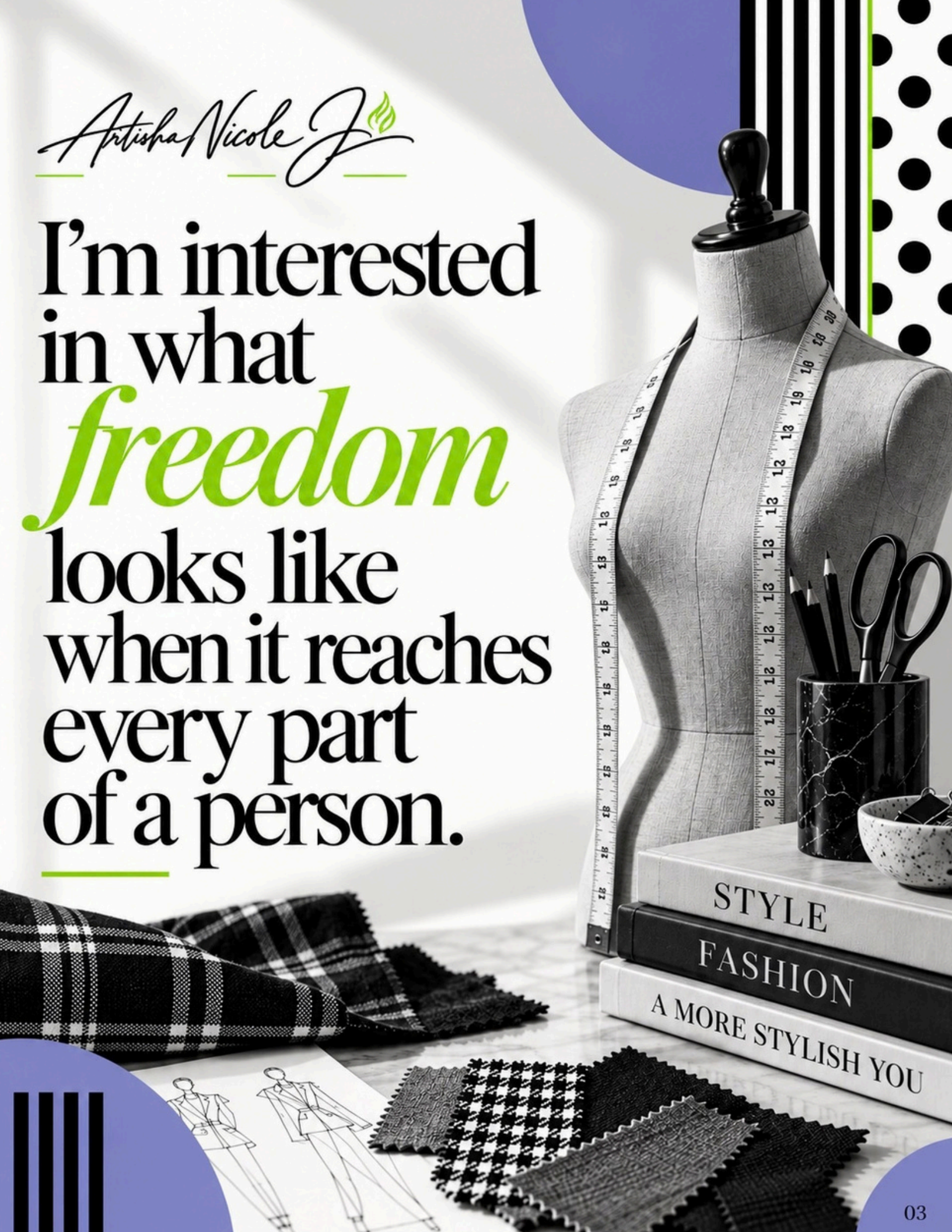
Personal style is an internal process before it becomes an external one. The way we dress is influenced by many things, including family, culture, religion or church environments, work dress codes, relationships, social media, trends, beauty standards, body insecurity, age-related fashion rules, trying to fit in, trying not to stand out, and past versions of ourselves. Over time, all of these influences can make it difficult to recognize what we actually like.

- FAMILY
- CULTURE
- RELIGION OR CHURCH ENVIRONMENTS
- WORK DRESS CODES
- RELATIONSHIPS
- SOCIAL MEDIA
- TRENDS
- BEAUTY STANDARDS
- BODY INSECURITY
- AGE-RELATED FASHION RULES
- TRYING TO FIT IN
- TRYING NOT TO STAND OUT
- PAST VERSIONS OF OURSELVES

How much of what you wear is actually you, *and how much of it was taught to you?*

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I'm interested in what *freedom* looks like when it reaches every part of a person.



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WHO TAUGHT YOU TO GET *DRESSED?*

Reflect on the people, environments, rules, and experiences that have influenced your clothing choices.

01 Are there colors you stopped wearing because someone told you they were not flattering?

02 Are there clothes you avoid because you think you are too old, too young, too big, too small, too feminine, too masculine, or simply "not the type of person" who wears them?

03 Are there things you regularly wear even though you do not actually like them?

04 Have you ever bought something primarily because it was trendy or because everyone else seemed to be wearing it?

05 Are there clothes you associate with being professional, attractive, respectable, modest, fashionable, or acceptable because someone else taught you that?

I wear this because I *genuinely* like it.	I wear this because I *learned* I should.

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WHAT ACTUALLY CATCHES YOUR EYE?



What colors consistently catch your attention?

What outfits make you stop scrolling?

When you save an outfit, what specifically do you like about it?

- ☐ Silhouette
- ☐ Proportions
- ☐ Layering
- ☐ Shoes
- ☐ Texture
- ☐ Color combination
- ☐ Accessories
- ☐ Contrast
- ☐ Unexpected detail





What do you admire even if you would never wear the entire outfit?

What pieces already in your closet make you feel most like yourself?



What have you always wanted to try but talked yourself out of?



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A STARTER WORKBOOK



THE 5-LOOK EXPERIMENT

Save five outfits that immediately catch your attention.

For every image, answer:
What specifically do I like about this?

Identify at least one or two specific elements instead of simply saying they like the whole outfit.

The purpose is to begin noticing repeated preferences.

01

02

03

04

05

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Freedom is the *flyest thing* you could *wear.*



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YOU JUST STARTED DISCOVERING YOUR *PERSONAL STYLE*



Discovering personal style does not have to begin with:

- Picking an aesthetic
- Copying an influencer
- Buying new clothes
- Following trends
- Learning your body type
- Following a list of fashion rules

It can begin by learning to recognize your own preferences.

What surprised you while doing these exercises?

What is one thing you realized you genuinely like?

What is one fashion rule, expectation, or assumption you may want to question?

These exercises are only the beginning of personal style discovery. A deeper personal style process would explore things such as identity, what influences how you present yourself, personal preferences, visual patterns, colors, silhouettes, proportions, textures, and details, how to translate those discoveries into clothing, and how to develop personal style without copying someone else's.

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These exercises are only the beginning of *personal style discovery.*







01

JOIN:
Virtual Freestyle Class

Discover your personal style, then learn how to translate it into outfits. You'll follow along with your own wardrobe as we build looks together and practice the process in real time.

02

BOOK:
Freestyle 1:1

A personal style discovery session that includes 2-3 styled looks using what you already own, with recommendations for additional pieces when needed to complete the vision.

03

BOOK:
Get Styled 1:1

A Zoom styling session for a specific event using what you already own, with recommendations for additional pieces when needed to complete the look.

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Freedom, worn and lived.