

# Style File: Developing Individual Style

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*“To have style is to have a feeling for what is currently fashionable, and still to simultaneously remain true to oneself.” ... Hubert de Givenchy*

Individual style is that elusive sense of rightness, comfort and appeal that is accomplished when design elements are in harmony with personality.

To define your individual style, check the answer that most applies to you. If two seem to be equal, then check both. It's important to pay attention to your own heart, rather than society's expectations.

1. The home that fits me the best is:

- A A penthouse condominium in the heart of a cosmopolitan city
- B A traditional country estate, perhaps a castle
- C An ecological home, perhaps made from logs, with windows everywhere, somewhere in the country
- D A traditional home in a safe, well-tended neighbourhood
- E A warehouse or other unusual space
- F A beautiful home in a gated community

2. The decorating scheme that fits me best is:

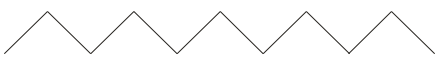





- A Contemporary, steel, glass, clean lines
- B Antiques, large scale, elegant
- C Hand-crafted, rustic, unique
- D Classic, tasteful, understated, elegant
- E Unique, unexpected, whimsical, creative
- F Luxurious, ornate, mirrors, glass

3. A vacation that fits me best is:
- A First class in a major European city
  - B Activity such as skiing, scuba diving, or rock climbing
  - C A safari in Kenya
  - D A tour to a cultural centre or a stay at a resort
  - E A visit to a place of great meaning
  - F Lying on a beach
4. I really value:
- A Wealth and success
  - B Intelligence and effectiveness
  - C Ethics, freedom, and rights
  - D Peace, harmony, safety
  - E Personal and spiritual development
  - F Relationships
5. I appreciate:
- A Trends, technology, prestige
  - B Space, country, tradition
  - C Freedom, the environment, a bargain
  - D Reliability, standards, protocol
  - E Self expression, individuality, intuition
  - F Luxury, beauty, pampering
6. The communication style most natural to me is:
- A Assertive, cool, confident
  - B Formal, reserved, gracious
  - C Casual, lively, straightforward
  - D Accommodating, gracious, warm
  - E Expressive, lighthearted, fun
  - F Warm, heart-felt, flirtatious

7. My body type is:

- A Angular, slim
- B Strong bone structure
- C Compact, strong
- D All average proportions
- E Fine bone structure
- F Full, curvaceous

8. The frequency that most resembles my walk and talk is:

- A 
- B 
- C 
- D 
- E 
- F 

Now add up the numbers you had for each letter, and enter below. The category with the most is your Individual Style category.

A: \_\_\_\_\_ - Dramatic

D: \_\_\_\_\_ - Classic

B: \_\_\_\_\_ - Aristocratic

E: \_\_\_\_\_ - Creative

C: \_\_\_\_\_ - Natural

F: \_\_\_\_\_ - Romantic

## **DRAMATIC:**

Keywords: Mysterious, sophisticated

Image: Striking, decisive, confident, sophisticated, high-powered, bold, authoritative

Clothing: Style is avant garde, extreme, strong, and severe. Fabrics are hard, crisp, or techno. Lines and shapes are angular, linear, and geometric. Colours are bold, dark, and contrasting. Jewellery is silver, designer, unique, and makes a statement.

## **ARISTOCRATIC:**

Keywords: Powerful, adventurous

Image: Regal, sophisticated, solid, practical, traditional, reliable, established, wealthy, country club, comfortable, casual.

Clothing: Style is tailored, comfortable, elegant, traditional, substantial, and functional. Fabrics are natural, comfortable, textured, and high quality. Lines and shapes are linear and structured. Colours are neutral, toasted, and medium to dark. Jewellery is gold, chunky, traditional, and minimal.

## **NATURAL:**

Keywords: 'Girl / guy next door', comfortable

Image: Comfortable, casual, carefree, aware, creative, breezy, practical, grounded, intelligent.

Clothing: Style is comfortable, casual, natural, affordable, unpretentious, uncluttered, and untraditional. Fabrics are natural and comfortable. Lines and shapes are natural. Colours tend to be natural and neutral. Jewellery is minimal and natural – wood and stone are preferred.

## **CLASSIC:**

Keywords: Executive, cultured

Image: Refined, poised, gracious, meticulously groomed, immaculate, organized, efficient, formal, graceful, calm, mannerly, elegant.

Clothing: Style is classic, elegant, coordinated, understated, balanced, and precise. Fabrics are refined, elegant, and have a soft drape. Lines and shapes are tailored to the body. Colours are light to dark, and tend to be less intense. Jewellery is classic, elegant, coordinated, and understated.

## **CREATIVE:**

Keywords: Dreamer, sensitive

Image: Elfin, gamin, youthful, fresh, artistic, ethereal, angelic, mystical, imaginative, original, animated.

Clothing: Style is offbeat, unique, nostalgic, meticulous, creative, and unusual. Fabrics are flowing, soft, and fine, often with sheen or an unusual texture (fluffy). Lines and shapes are soft, curved, detailed, and unexpected. Jewellery is fine, nostalgic, tinkly (charms), and plentiful.

## **ROMANTIC:**

Keywords: Sensuous, warm

Image: Flirtatious, alluring, graceful, regal, welcoming, nurturing, pampered, sophisticated, voluptuous, sexy, ravishing.

Clothing: Style is elaborate, body-conscious, beautiful. Fabrics are flowing, draping, sensuous, silky, and luxurious, and often shiny. Lines and shapes are curved, flowing, unstructured, and may be clinging. Colours are light or bright. Jewellery is gold, ornate, sparkly, and obvious.

*Karen Brunger is Director of the International Image Institute Inc., and is a Past President of the Association of Image Consultants International.*