

BY YOUR STYLE YOUR STORY

FIND OUT YOUR SHAPE

*And learn what styles will look
amazing just for you*

A woman with dark, wavy hair and bangs is smiling and looking to her right. She is wearing a vibrant, multi-colored (pink, blue, and yellow) ruffled dress. She is holding a clear plastic water bottle with a pink lid in her right hand. The background is a bright, sunny beach scene with people in the distance.

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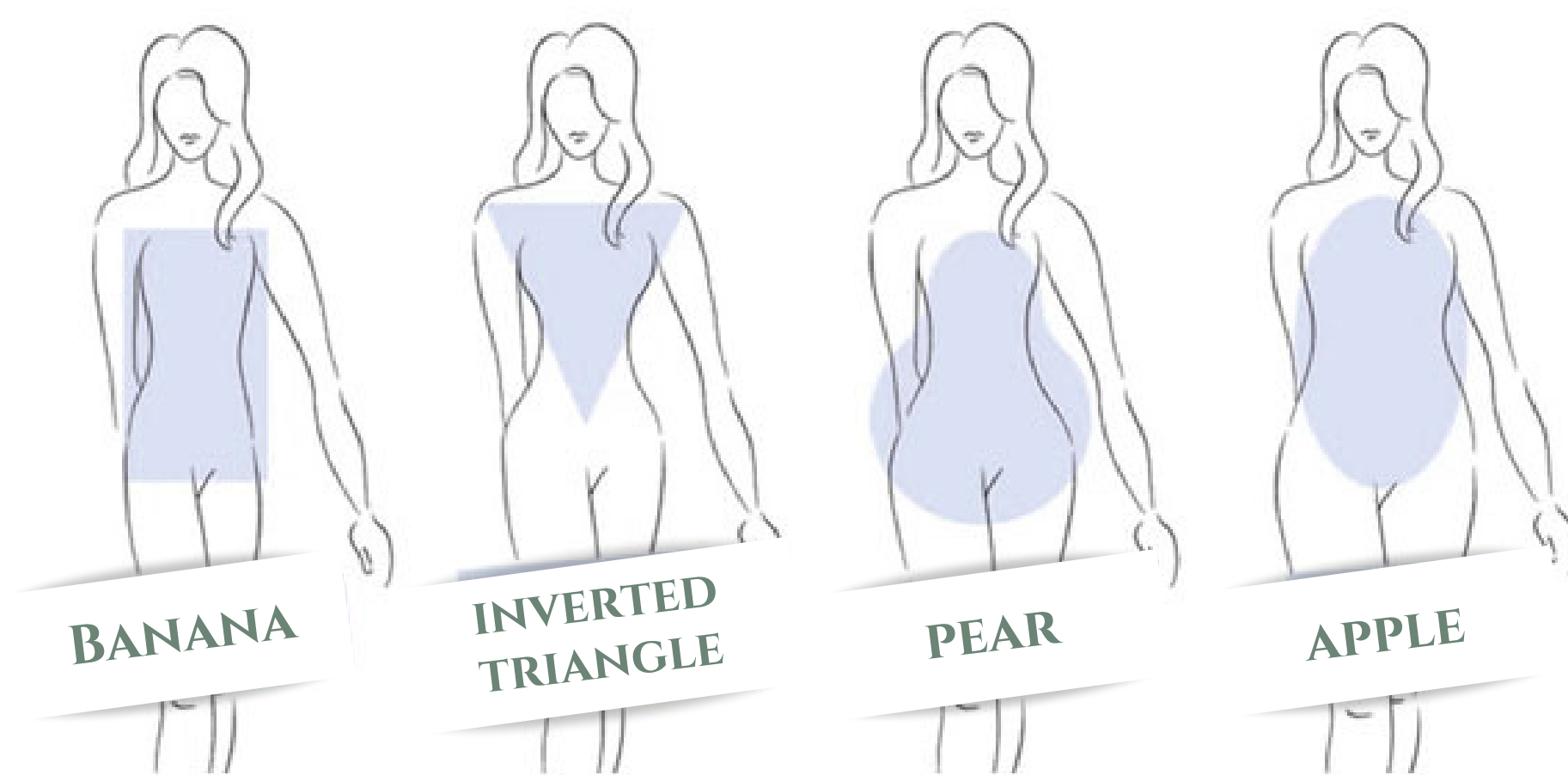
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WHAT BODY SHAPE AM I ?

It all starts with identifying your body shape, and then discovering what pieces work to flatter every single inch, by cleverly disguising the parts you're not so fond of drawing attention to, and diverting attention to the areas you love.

We don't always love comparing our bodies to fruit, but it seems to work in terms of envisioning your shape, so we'll go with it. Here are some of the most common body shapes – including some famous faces which fall under that category – along with smart yet subtle ways to make the most of each shape...



APPLE SHAPE

An apple shaped woman tends to be the **biggest around the middle**, which usually means the parts on either side, i.e. the chest and legs, are a lot smaller. Therefore, they're the parts to really focus on. Apple shaped ladies tend to **have gorgeously enviable pins**, so it's all about showing them off!

WHAT CELEBRITY IS AN APPLE SHAPE?

Drew Barrymore, Kate Winslet, and Catherine Zeta Jones are famous apple shaped ladies, which they disguise well with their smart sartorial choices and expertly tailored looks **that draw attention away** from their biggest area, i.e. the stomach.

WHAT TO WEAR THAT HIDES AND FLATTERS THE STOMACH

- Take advantage of pieces with **ruched detailing** around the stomach area.
- **Wrap dresses and wrap blouses** do wonders for apple shapes – the latter can work with everything from skirts to trousers, so have a few in your wardrobe for different occasions.
- Stick to **darker colours**, as we all know that these are more slimming.
- Fun and intricate **patterns and prints** are also a must, as they serve as a welcome distraction from the area you're self-conscious of.
- Choose **high waisted trousers** and **loose fitted blouses** to pull focus from your stomach.
- Avoid anything that clings to the waist. Loose-fitting tunics, for example, are great for hiding the stomach area, but be careful if you're blessed with a much bigger bust, as it could make your body look larger than it is.
- Curvier shapes look great in **A-line dresses**; and don't forget to use a **belt** to nip in the waist.



APPLE SHAPE



PEAR SHAPE

The pear shape is a very desirable shape indeed, consisting of a **narrow waist and wide hips**, which usually come out wider than the shoulders.

WHAT CELEBRITY IS A PEAR SHAPE?

You're in very good company if you identify as a pear shape, as the likes of Kim Kardashian, Jennifer Lopez, and Beyoncé are all pear shaped beauties.

WHAT SHOULD I WEAR TO FLATTER MY CURVES?

Always look for something that draws attention to the waist, i.e. the smallest part. An **A-line dress** is a great example, as is a dress with a flattering elasticated waist.

A **belt** is a great addition to all pear shaped wardrobes. It will draw attention to the smallest part of the waist, and give the illusion of an even smaller waist, while accentuating those enviable curves on either side.

Go for **tighter tops** that cling to your natural curves – a **print** is also a great idea. Avoid looser and more billowing tops as your curves will get lost in there.

Also avoid jackets or cardigans that end at the hips, and instead go for cropped or longline variations.

Choose the right trousers – **high waisted** or wide fit trousers and flared bottoms are great, whereas low-slung trousers that hug the hips are not.



PEAR SHAPE



BANANA SHAPE

Also known as a rectangle shape, the banana shape refers to women whose **shoulders, waist, and hips** are all **roughly the same width**. This is also commonly regarded as the most **athletic shape**, and the styling possibilities are almost endless.

WHAT CELEBRITY IS A BANANA SHAPE?

Some of the most stylish women to ever grace a red carpet have been banana shapes, and they include Gwyneth Paltrow, Kate Hudson, Anne Hathaway, and even Kate Middleton. Banana shaped ladies usually want to give the illusion of a curvier silhouette, which is luckily very easily achieved...

HOW TO GIVE THE ILLUSION OF CURVES

A **belt** on the waist or hip area is a great trick to instantly break up the straight silhouette.

Tucking your top inside some slim fit jeans or trousers will also **add some structure** and definition.

Anything with **extra fabric** such as peplum tops and dresses, for example, provide plenty of volume and drama, which is perfect for the banana shape.

Straight and pleated skirts are great – the latter would really add some drama to the look – as are voluminous trousers or palazzo pants. **Dresses or jumpsuits** that have subtle additions such as pockets or even a belt are also great for adding dimension.

Many banana shaped ladies tend to have smaller chests. Believe it or not, adding things that draw attention to the chest is actually a great way of stealing focus, so pad the area out with some **oversized accessories** and tops with intricate collar detailing.



BANANA SHAPE



INVERTED TRIANGLE SHAPE

If you have **straight hips** and **wider shoulders**, there's a good chance that you are the inverted triangle shape. It's sometimes referred to as 'top heavy', although we like to describe it more simply as having broad shoulders and a more slender bottom half. Besides, broad shoulders instantly make your waist look even tinier by comparison, so we're here for it!

WHAT CELEBRITY IS AN INVERTED TRIANGLE SHAPE?

From Oscar-winning actresses such as Angelina Jolie and Renee Zellweger, to two of the biggest supermodels in the world, i.e. Naomi Campbell and Cindy Crawford, there are many famous ladies who have the inverted triangle body shape. However, many inverted triangles **don't like drawing attention to their shoulders** and sometimes even their arms, so there are quite a few ways to get around this...

I DON'T WANT TO DRAW ATTENTION TO MY ARMS OR SHOULDERS

- Choose your handbag wisely – a **clutch bag** which you carry by your waist or hips is a great distraction from those shoulders.
- Divert attention to your bottom half with a **bright colour** or **bold print**.
- Alternatively, go for **volume at the bottom** by way of a wide tulip skirt or flared trousers.
- Draw the eye down your shoulders to your chest by going for **lower necklines** or **ruffled shirts**.
- And when the sun eventually comes out (or we're finally allowed to go on vacation), avoid completely strapless pieces and choose **longer length sleeves** in a light, breathable fabric instead.



INVERTED
TRIANGLE SHAPE



ABOUT YOUR STYLE YOUR STORY



Your personal style acts as your message to the world showcasing how you feel on the inside. Imagine if you could start each day with a smile, confident in the knowledge that you have your personal style covered?

Your Style Your Story was created to help women build a capsule wardrobe, focused on quality and creating unique styles with collections that will transcend seasons. Each of our collections will inspire you. We believe in "Buy Better, Buy Less".

Browse through our leather bags created by Shona Easton which are handmade in a rural village in India on a converted farm. These handbags give employment to over 200 women enabling them to supplement their family income and send their children to school.

Learn how our seawool collection from Coster Copenhagen is created from recycled plastic bottles and the positive impact this is having on the environment.

Join our community of women and share style ideas, inspiring life stories and learn that you are enough.

We invited our friends along to model our collections so that you can truly see how our clothes look and fit. Plus who doesn't love an excuse to hang out with their friends for the day!

An on-line shopping experience that takes the hassle, drama and stress out of finding clothes that truly represent you. With next day delivery – you can lust today and wear tomorrow.

FIND OUT YOUR SHAPE

And learn what styles will look
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