




# BEAUTIFULLY BLOATED

CLOTHING, CONFIDENCE,  
AND BLOATING

ginger + dandelion 

# Hello, I am



## NICOLE

I'm the founder of ginger + dandelion and I've experienced bloating since university, and, well, bloating sucks. I'm here to help you get your confidence back by dressing in clothing that make you look and feel amazing, even when you're not feeling your best. I hope this guide helps you find your bloat-friendly style, for your lifestyle.

*Nicole Berger*

# Hello, I am



## GEMMA

I'm a Wardrobe Consultant and Style Coach. I've dealt with bloating since I was a teenager and it has really affected what I wear every day. I've managed to find a style that feels like me but is suitable to my ever-changing body and I want to help you do the same. It's time to dress like your best self. I'm sharing some tips that can be applied to any personal style and lifestyle.

*Gemma McLean*

75% of women  
experience  
bloating...

...you are  
not alone

### 3 Main Causes of Bloating:

1. Eating  
too fast
2. Hormone  
imbalance
3. Food  
allergies  
and/or  
sensitivities



Your style  
matters



# Why is personal style important?

Personal Style helps us show who we are without having to speak. It helps others form a first impression about us, it can represent our interests and it can even support how we feel about ourselves throughout the day.

What we wear says a lot about who we are and represents our innermost selves. When getting dressed each day it's important to think about who we want to be that day, what we want our clothes to say for us, how we want to be perceived by others (our boss, our partner, our clients, our friends..)

Just because our bodies change throughout the day or the month due to bloating or hormonal changes, doesn't mean we can't fully embrace our own personal style. It's even more important to feel more grounded and at home in our bodies.




# Fashion Wellness

What we wear also determines how we feel. Our clothing plays a big roll in how our day unfolds. I'm sure you can remember a time when you felt uncomfortable in an outfit and it ruined your day. As someone who is prone to bloating and bodily changes, this is even more important for us. We need to choose clothing that we know we will feel comfortable in at the end of the day.

As our gut is like our second brain, if we can help ourselves feel better mentally then our gut will respond more positively to this. If however, our clothes are stressing us out, our gut will react to this and could end up feeling worse.

Another idea to incorporate into your getting dressed routine, is to listen to positive affirmations while you get dressed. This can help settle your mind and stress levels by listening to affirmations such as 'My body is healthy and well' or 'I feel at home in my body'. Even if these statements don't feel true in the moment, the more you can focus on one positive aspect about you body it can contribute to long term wellbeing.

It can take some experimentation to find what feels good for us, as well as reflecting our personal style, but hopefully the following style tips can help get you there.



# Balancing Your Proportions

When trying to disguise bloating we may be more inclined to choose loose and oversized clothing, which can sometimes look a bit ill-fitting and unkept if not done correctly. When choosing looser fitting bottoms, it's best to pair these with straight or fitted tops, and vice versa. Try styling your looser tops with slim, straight or skinny fit trousers and jeans.

Another tip to streamline your outfits is to tuck in your tops. You can choose to tuck them in completely if you're wearing a wider fit on bottom or you can do a half tuck or 'french' tuck if you still want to disguise more of your mid-section.



loose top, loose bottom



loose top, loose bottom, front tuck



fitted top, loose bottom, full tuck





# Outfit Proportions



loose top, skinny bottom



loose top, skinny bottom, front tuck



fitted top, skinny bottom, full tuck



tight top, straight bottom



tight top, straight bottom, full tuck




loose top, straight bottom



8

Secrets To  
Styling Your Look  
When Bloating





Looking for  
bloat-friendly jeans?

[Check Them Out](#)

# 1. Pant Rise

Believe it or not, the most comfortable pant rise depends on your body and where you bloat. After conducting market research and talking to a ton of women who deal with bloating, when asked “what is the most comfortable rise when you are bloated?” the most common answer was mid-rise, with the waistband sitting at your hip. The next common answer was a high-rise, sitting up on your waist, and lastly some people thought low-rise, sitting below the hip, was the most comfortable. Basically, there isn’t one straightforward answer, it all depends on you. Once you find a rise that works for you, then you can start playing with different proportions to style your look. If you prefer a low rise, opting for a slim leg and pairing it with a longer sweater, or a high rise pairing it with a slightly fitted top with a French tuck.

If you are looking to wear (dare I say the word?) JEANS, we designed the first-ever bloat friendly jeans! For more info, follow [@gingeranddandelion](#) on Instagram or check out our [website](#).

FEMININE



CLASSIC

EDGY



PREPPY



SPORTY



BOHO





## 2. Dresses are Your New Best Friend

For the truly bad bloat days, dresses are a great option. There are so many dresses with flattering silhouettes that will give your stomach room to breathe without sacrificing style! While most dresses are comfortable, the best fits for bloating are smock, peasant, tunic, shift, A-line, wrap, and skater dress styles. Casual t-shirt dresses with sneakers are the ultimate look for running errands!

Choose silhouettes that highlights your shape by accentuating your bust or waist! When accentuating your waist, select a dress that has a higher waistline with stretch fabric to allow your belly to breathe.



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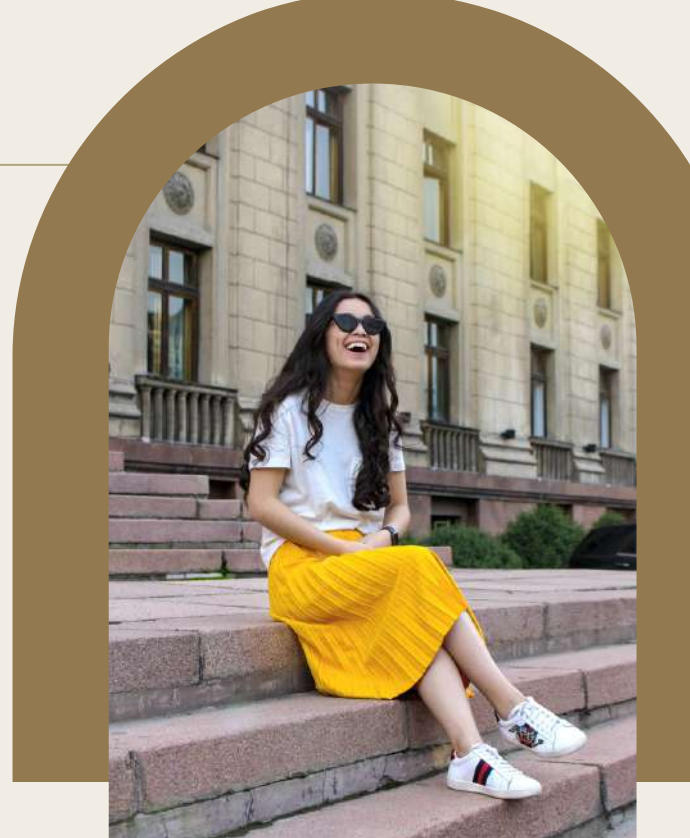


SPORTY



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## 3 Pleated Skirts with Elastic Waists

A maxi or midi skirt with an elastic waist and pleats are a great bloat option when the day calls for dressing up a bit. The elastic waist keeps you comfy and the texture of the pleats are amazing at camouflaging a bloated stomach.

Double bonus if you find a skirt with elastic in the back but not the front, you will get good movement in the waistband without the front digging into your stomach.

Dress your pleated skirt down with a basic or graphic tee or dress it up with a blouse! Don't forget to tuck in your top to reduce bulk.

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**PREPPY**



**BOHO**







# 4.

## Loose-Fitting Tops

1

Boxy or oversized tees can be both casual and trendy depending on how you style them, and they are great for bloating.

2

When styling a tunic, try pairing it with comfortable leggings, straight leg pants, or skinny jeans to create comfort while bloated.

3

Peplum tops are the ultimate way to accentuate your figure while giving yourself room to breathe. Choose a peplum with a waist that falls above the stomach.

4

Off the shoulder tops will make your shoulders the focal point and draw attention away from your stomach area.

5

Blouses and button down shirts will give you a sophisticated look while camouflaging your bloat.

Quick tip: Add instant polish to any look when you accentuate your shape with a French tuck or a stylish belt. Play with proportions by choosing a loose fit for your top and tighter bottoms or vice versa.

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the power of  
layering



## 5. Jackets, Shackets, Cardigans, & Button- Down Shirts

Who doesn't love layers? Layering gives you the option to take off and put on clothing as you need. They add depth to your outfit for a chic and a polished look, and they are amazing at concealing bloating. When I'm extra bloated, the extra layer feels like a security blanket as I move through my day.

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## 6. Drawstring & Elastic Waistbands

Many styles with a drawstring waist are my go-to bloated hack for long days. As your body changes throughout the day, you can adjust your waistline for a comfortable fit! You can wear them as a high-waisted fit or adjust them to sit below your belly button at your hips depending on what is most comfortable. Add a baggier top to cover your stomach and tuck it in to add polish. When choosing styles with an elastic waistband, select one that fits comfortably and is not too tight, otherwise you'll experience discomfort as the day goes on. Leave room for your bloat to breathe! I find a thicker elastic waistband is more comfortable and doesn't dig into my waist.

I have the best experience with an elastic waistband in the back but not in the front, so you get the stretch but not the pressure digging into your stomach.

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7. & 8.

## Accessorize

Jewelry is an easy and simple way to add fun and stylish details to your outfit. Choose jewelry that is balanced with your look. For example, if you went bold with your outfit, select more minimalist jewels or if your outfit is more basic, go bigger with your accessories.

## Wear Darker Colors

Feeling bloated? Reach for colors that streamline like black, navy, charcoal, and deep browns. These colors are slimming, stylish, and timeless!

Who doesn't love an all-black-everything fit?

# bonus tips



Try  
this...



looser fits



breathable or  
stretchy fabrics  
like cotton, linen,  
and Tencel



know your body  
shape and select  
clothing that  
compliments your  
shape



Avoid  
this...



clingy clothing



fabric that doesn't  
move or breathe like  
leather and nylon



trying to change  
your body or  
wearing clothing  
that doesn't fit





6

Fashion  
Styles



WITH  
BLOAT  
FRIENDLY  
TIPS



# 1. Classic Style

A Classic style personality can be thought of as a timeless and elegant style. It is mostly trendless and consists of classic wardrobe staples that transcend the years, and never go out of style.

Key characteristics:

neutral colour palette,  
clean lines, classic pieces eg blazer, tailored trousers, simple knitwear, minimal detailing, minimal trends

BLOAT  
FRIENDLY  
TIP

A classic blazer is a great option as a layering piece to disguise bloating.



## 2. Feminine Style

A feminine style type reflects soft fabrics and colors that are more generally associated with being feminine. Styles may also show off a more feminine silhouette by cinching the waist or adding more curves.

Key  
Characteristics:

soft colours, pinks, florals, ditsy prints, ruffles, soft fabric, chiffon, lace, dresses & skirts

BLOAT  
FRIENDLY  
TIP

Ruffles and frills add volume to detract from the mid-section.

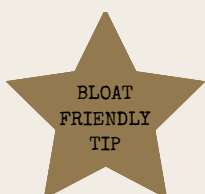


## 3. Preppy Style

A preppy style type can sometimes take elements from a school uniform, with pleated check skirts, collared shirts and sweaters. It also has an old heritage sort of vibe to it, inspired by sports uniforms, such as polo, golf and tennis.

### Key Characteristics:

school uniform vibe, tights, mary-jane shoes, ballet flats, check print, pleated mini skirts, tweed, collar details, bakerboy hats, etc



A pleated skirt in a high rise fit skims the stomach and hips.



## 4. Sporty Style

- As athlesuire became more of a fashion statement than what people were wearing to workout, a more sporty style emerged. This is a more off-duty, relaxed look, incorporating items you may more commonly wear when playing sport or going to the gym such as sweaters, sports leggings, sports brands.

### Key Characteristics:

athleisure,  
matching sets,  
trainers, baseball  
caps, sports bra  
crop tops, wearing  
sports brands,  
sports luxe

BLOAT  
FRIENDLY  
TIP

Elasticated waistbands are stretch fabrics are most comfortable around a bloated stomach.

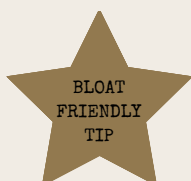


## 5. Edgy Style

An edgy or 'biker chic' style has a tough appearance, commonly inspired by rock and roll music or punk music. Think band tees and leather jackets, fishnets and faux fur. An edgier style has elements of unconventional thinking and a rebelliousness. Those with an Edgy style personality are not afraid to take risks with their wardrobe.

### Key Characteristics:

leather, animal prints, black and dark colours, band tees, rock and roll influence, plaid or check prints, 90's grunge



BLOAT  
FRIENDLY  
TIP

Try a slouchy band tee tucked into some slim fit jeans.



# 6. Boho Style

Bohemians are associated with being free-spirited and close to nature. This inspired their fashion choices by incorporating natural fabrics and earthy colour palettes and a more relaxed silhouette. This is heavily influenced by the hippie movement in the 60's and 70's and so you'll see a lot of flared trousers, maxi dresses and mini dresses.

## Key Characteristics:

looser silhouette, fringing, crochet, late 60's / 70s style, flared jeans, denim dresses, maxi lengths, relaxed and drapey fabrics, eclectic mix of prints and textures

BLOAT  
FRIENDLY  
TIP

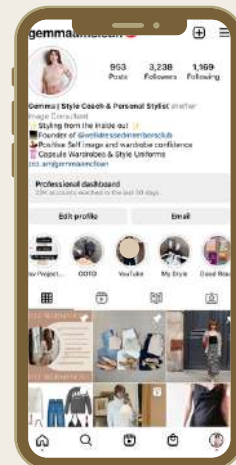
A boho maxi dress in the summer will keep you comfy and confident.




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for more bloated  
styling tips



follow  
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for more styling tips





A photograph of two people from the waist down, wearing blue denim jeans. Their hands are tucked into their front pockets. The person on the left is wearing a light-colored top, and the person on the right is wearing a green top. The jeans have gold-colored buttons and stitching. A white circular graphic with a thin gold border is overlaid on the bottom half of the image, containing text.

We designed the  
first-ever  
bloat-friendly  
jeans

[Learn More](#)

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