

# 7 rules

## FOR

# TIMELESS STYLE



A step-by-step guide  
to building your own style  
(without trends)

BY JUSTINE LECONTE

# Welcome!

Thank you for downloading this resource!

And I should add: CONGRATULATIONS. Because the fact that you're interested in learning about fashion is already a step towards finding your style and feeling more confident in your clothes.

That's already a win. Yay!

I prepared this resource to help you make the first decisions in finding your own style. Indeed, these first decisions are NOT related to trends. They are general principles that apply in all seasons and at any age. They are TIMELESS RULES.

For each of the 7 rules, I'm also sharing relevant YouTube videos to watch – so you can dive deeper into the parts you're curious about.

Enjoy the journey – and let me know how you're getting along: I'm @justineleconte on Instagram.

Take care,

*Justine*

[@justineleconte](https://www.instagram.com/justineleconte)



# 1. THE FOUNDATION OF YOUR STYLE IS YOUR BODY TYPE

For any style to suit you & feel like you, it must be adapted to your body type. So this is where we're going to start.



Following this video, take the measurements of your bust, waist and hips.

I recommend to use a tape measure for this, as shown in the video.

But if you don't own one, you can use a simple rope and then measure the rope with a ruler.



There are 5 main body types:



Pear



Inverted triangle



Apple



Hourglass



Rectangle



## THE QUESTIONS I HEAR MOST OFTEN:

- When measuring, we don't take the shoulders into account. That's not as relevant as your bust-waist-hips measurements.
- The difference between an hourglass and a rectangle lies in how much difference you have from the waist to the hips: an hourglass body typically has much wider hips than the waist (I'd say at least 10 cm or 4 inches).
- If you are plus-size, or tall, or petite, you'll still have a body type. Body types are applicable regardless of your clothing size.



## 2. GET INSPIRATION FROM CELEBRITIES WITH TIMELESS STYLES

Once you've identified your body type, it's helpful to have some "reference people" to research.

And the easiest people to learn from are celebrities, for 2 reasons:

- 1) They have professional stylists so you can be sure that they'll be dressed in ways that flatter their body types
- 2) They have their photographs taken regularly, so you'll find many of their past outfits with a simple Google search.



Watch this video to determine whether you're a Beyonce or maybe a Princess Diana.

There's no right or wrong body type: you'll find celebrities in all types! Identify 2-3 and follow them on social media, so that you can observe them and get new styling inspiration.

Ask yourself what works for them in terms of shape, and why? What can you emulate from their styles?





## PRO TIPS:

- Rather than looking at red carpet photos, look for your chosen celebrities in “street style”: this way you’ll find more ready-to-wear outfits, it will be easier to imagine yourself wearing the kind of clothes they wear.
- Prefer celebrities who “dress timeless”. Among current celebrities, for instance, Cameron Diaz dresses in a more timeless way than Katy Perry.
- You could also choose a celebrity from another decade: Grace Kelly, Audrey Hepburn or Princess Diana used to dress timelessly, that’s why their styles still look remarkably modern even though their photos are several decades old.



### 3. BUILDING A VERSATILE WARDROBE, STARTING FROM THE CORE

The pieces you'll wear the most in your wardrobe are your basics: your favorite V-neck top, your signature white shirt, the jeans that fit you like a glove and that you wear every single week...

These pieces are the core of your wardrobe. You wear them more often than other garments you own.

Since you wear them so much, these core pieces should be consciously planned and carefully picked, right?



Make a plan of your core pieces: do you have enough tops and bottoms that go with everything else you own? Do you have enough options? Are your core pieces of high enough quality to last over time?

For inspiration, [watch this video about the 10 essentials in a French wardrobe.](#)





## PRO TIP:

I created a fillable wardrobe template to help you plan your wardrobe & your future fashion purchases:  
[click this link for more info.](#)

## This is my Fillable Wardrobe Template:



What's included:

- A ready-to-use wardrobe template, re-usable forever
- A video demo of how to use the template
- Your most frequent wardrobe planning questions, answered
- An example for the "capsule wardrobe" method

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## 4. EMBRACING COLOR PALETTES

The first thing others will notice about you when seeing you is not the brands you're wearing, but the colors you're wearing.

Have you ever tried on a garment in a specific color and thought "ufff, that doesn't suit me at all!!"? If so, you'll agree than one same color can look fabulous me and look terrible on you – and vice versa.

That's because we're wearing colors next to our skin. Our skin has 2 different characteristics: its skin tone (aka. the colors we're familiar with in make-up: fair, olive, chestnut...) and its undertone. What influences which color looks good on you is your undertone.

There are 2 possible undertones: warm and cool.

If your undertone is cool, wear cool colors. If your undertone is warm, wear warm colors.



Watch this video to identify your skin undertone with 3 different methods: the paper test, the vein test and the jewelry test.





## THE QUESTIONS I HEAR MOST OFTEN:

- If you're still unsure after doing the 3 tests, then your undertone might be neutral. That's when someone is in between warm and cool. Concretely, it means that you can find colors that flatter you both in the warm and in the cool spectrum of the color wheel – lucky you!
- If you don't think your skin is "clearly warm" or "clearly cool", it's probably because your undertone is "light". You can still work with undertones when choosing your clothes' colors, you'll just need to train your eyes to color a bit more, so that you can notice the difference on you.
- Your undertone doesn't change when your hair turns grey, but contrast does. You might find that more muted colors suit you better now, whereas you used to wear more intense (saturated) colors in the past. However this change isn't true for everyone.



## 5. PRIORITIZING COLORS AND MATERIALS THAT ARE TIMELESS

Intuitively, we know that some colors will not remain “trendy” over time. For instance, each year, the company called Pantone releases a prediction for the “color of the year”. It’s a color chosen because they see it gain relevance, they see it in music video clips and runway shows and interior design, it reflects the mood in our society at that moment, etc. That’s typically a color which will, by definition, lose momentum over time.

There are also trendy materials: vinyl, acetate or silicone are used a lot in fashion at the moment, because they are “new” materials. But their properties are not great: they aren’t breathable, they’re not really durable, etc. So they will eventually be used less.

Prioritize colors and materials that are not trendy. Hint: they existed in previous decades already, and will keep existing!



- Learn about natural fibres and what they’re good for: [watch this video](#)
- Learn how to care for your clothes so they last longer: [watch this video](#)





## THE QUESTION I HEAR MOST OFTEN:

Synthetic fibres aren't bad per se. And they sometimes make our life much easier: people used to ski in jeans and do yoga in woolen pants before sports fabrics and stretchy yarns appeared!

The challenge here is how much polyester is being produced and then thrown away without being recycled – that's a question to us consumers and to the brands producing clothes.



## 6. ACCESSORIZING WITH PURPOSE

I firmly believe that accessorizing is a skill that can make or break a carefully curated outfit.

As a woman who grew up in France, I remember learning this principle: “put on your jewelry, and then take 1 piece off. You don’t want to look like a Christmas tree”.

This means: over-accessorizing makes you look like you tried too hard to be trendy. But do you know who actually tries too hard? Fashion houses.

They send models down the runway with way too many accessories on, in the hope that the trend will catch on and that they will... sell more accessories.

If you want to hear more about the way we see timeless style in France, [watch this video](#).





- Learn to style a statement necklace in this video.
- I encourage mixing metal colors when wearing jewelry, and here is how to ace this skill.



### PRO TIP:

You can have a “capsule wardrobe” of accessories too: here are 10 essential accessories I recommend.



## 7. TAILORING FOR THE PERFECT FIT

Ready-to-wear clothes are built to suit “as many people as possible”. So their patterns are cut pretty square, for a standard height and standard body proportions. But which are those?

Well, it varies dramatically between brands and between countries. Scandinavian brands cater for tall, slim people and you’ll need to have your hems shortened if you’re smaller than a Swede (which is true for most people in the world!). Spanish brands cater for people who are shorter and wider. South American brands cater for more curves at the hip level.

It’s a good idea to look for brands and countries where people have a frame like yours. But quite often, you’ll also need to tweak your garments a bit, for them to really fit you.



- Learn the 10 points to check whether a buttoned-up shirt fits well: it’s one of the hardest garments to fit, especially for a woman’s body.
- The other challenging one is a suit: it’s originally a men’s garment, adapted to a woman’s body...!





## PRO TIPS:

- Shortening a hem on trousers is easy, but do ask another person (or a tailor, or a seamstress) to help you get the length right while you're standing straight.
- Taking in a waist on a top is fairly easy, but reducing the fabric under the armpits is a whole different ball game because it also impacts the sleeves and the entire garment shape – I don't recommend buying a garment if it requires taking in the armhole seams.





# MEET YOUR INSTRUCTOR

My name is Justine Leconte. I run my own fashion label, where I focus on creating clothes, jewelry and accessories which are ethically and sustainably made, in Europe.



On the side, I have a “hobby” which is to make YouTube videos. This hobby has grown into the largest YouTube channel dedicated to fashion, with over 1 million subscribers, and to YouTube electing me a Top Creator on the platform in 2022.

This “7 rules for timeless style” guide was born from my discussions with you all: you send me your questions and comments, I answer them in videos.

I hear that fashion can be overwhelming because trends change so fast. I understand that the fashion industry feels exclusive and reserved to a happy few who don't welcome beginners.

Here is the thing: as someone who works in this industry, I agree with you! That's why I make a point of helping you get started, find your style, decode the jargon and identify what suits you, your body and your lifestyle.

I truly believe that fashion is for everyone, regardless of your skin tone, clothing size or budget. You just need the knowledge and the tools – allow me to be your guide and we'll figure this out together!

*Justine*

## YOUR NEXT STEPS



This is your invitation to join my YouTube community: [subscribe to my channel](#) for more fashion and style videos.

Under each of my videos, you'll find comments which are smart, constructive and fashion-curious. It's a great place to train your fashion skills and ask your questions, around like-minded individuals.



If you're curious about my design work, all collections can be found on [www.justineleconte.com](http://www.justineleconte.com).

My designs are produced by European ateliers, using high-quality materials, sourced as sustainably as possible.

Note that any given design will be available while stock lasts, as we aim to prevent over-production.

[www.justineleconte.com](http://www.justineleconte.com)  
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