



NOTEBOOK

July 2023





The poetry of fashion lies in the creation of illusion.

~ Coco Chanel



Welcome to Style Masters

Our live call is July 5th at 8pm EST

Our Color Type Clarity Call is July 12th at 8pm EST

This month is all about Illusions and Balance! A pulled together look is a well balanced look. You, ideally, want your colors and patterns to be in balance with your hair, skin and eyes. You want your makeup to be in balance with your outfit. You want your vertical lengths to be right for your vertical proportions. And you want volume in the right areas to balance your curves (or lack of curves). This month, Gail and I will be helping you learn how to create the illusion you desire for your shape, personality and coloring.

Color

You can wear color to create different effect and perceptions.

In this month's notebook pages, I've given you several pages on how to wear your colors to create different moods and effects.

Style

On this month's live call, Gail will be sharing equations on wearing accessories and details to change up your look.

Beauty

Also, on this month's call, Gail will be sharing tips on highlighting and contouring to create illusions and balance in your facial features.



Shape

In this guide, I've provided you some basic guidelines on vertical proportions that we will expand on in the live call. If you haven't taken your vertical measurements, go ahead and do that for your notes.

As you work through this month's style notebook, share your work in the Facebook Group. What you do will inspire others.

See you in the Facebook Group and on the next live coaching call.

HUGS

Jen Vax





People will stare. Make it worth their while.

~ Harry Wiston



COLOR.



Serious

The darker the color or neutral the more serious you will present yourself and be perceived. You may want to appear serious for a somber occassion or for a more formal elegant event. Many people choose black to fit in with their social group. Rarely do people choose black or a dark color to stand out.

If your goal is to be seen, consider wearing a power color instead.

Your serious colors can be dark neutrals, like black, dark gray, dark navy.

Or choose a dark color in your color palette. If you are light, your darkest color may not seem that dark, but on you, it will appear darker. The darker the colors you wear, the more serious and potentially unapproachable you may appear.

Stick to the dark colors and neutrals in your color palette for an elegant, serious, poised appearance versus appearing too serious and stand off-ish. Refer to your color guide for your formal neutrals.



Calm, Quiet

The lighter the color, the less energy and presence it has. Wearing lighter colors and neutrals will present a quiet and calm look. It can also be perceived as casual.

Your lighter neutrals will appear more casual. You typically don't want to wear more formal attire in lighter neutrals. The item will be transformed into a less formal look, which perhaps you want.

As for the lighter colors in your color palette, these will be a calmer look, as compared to the the serious darker colors.

The one exception would be when the lighter colors you wear creates a high contrast with your skin. Then the look will be more dynamic. The same is true if you wear a lighter color with a darker color. You are now wearing a higher contrast combo or pattern, which is higher energy.

Refer to your color guide for your casual neutrals and calm energy colors. Also, your honest and open colors.



Power, Bold, High Energy

There are a few different ways to appear powerful, bold and high energy. Your goal is usually to attract attention to yourself, in a good way.

Wearing the brightest colors in your color palette will achieve this look.

Your eye is automatically drawn to bright colors, so it is reasonable to assume that wearing a bright color will attract eyes to you.

If your goal is stand out and be seen as high energy and bold, wear colors that feel electric: bright yellow, cyan, magenta and red.

Other bright color will also stand out but are naturally darker on the spectrum.

Most importantly, you should feel amazing in this power color. If you feel like it's too much, then your energy will be off and you will appear awkward and uncomfortable.



Placement of Color

As mentioned on the previous page, a person's eye is drawn to bright colors first. It is is also drawn to the highest point of contrast. Where you wear your colors on your body matters when creating visual balance.

If you are wearing all of one color, then just make sure the length of your clothing is correct for you vertical proportions.

Wearing brighter or lighter colors on top will draw the eye up and away from your bottom half. This is ideal if you want to minimize your hips and legs. Brighter or lighter colors on top will also add visual volume.

Wearing brighter or lighter color on bottom will draw the eye down and away from your top half. This is ideal if you want to minimize your arms and bust. Brighter or lighter colors on bottom will also add visual volume.

Rule of thumb: to visually enhance an area, place brighter color, pattern and accessories on or near that area. Make sure that other areas have darker colors to minimize.





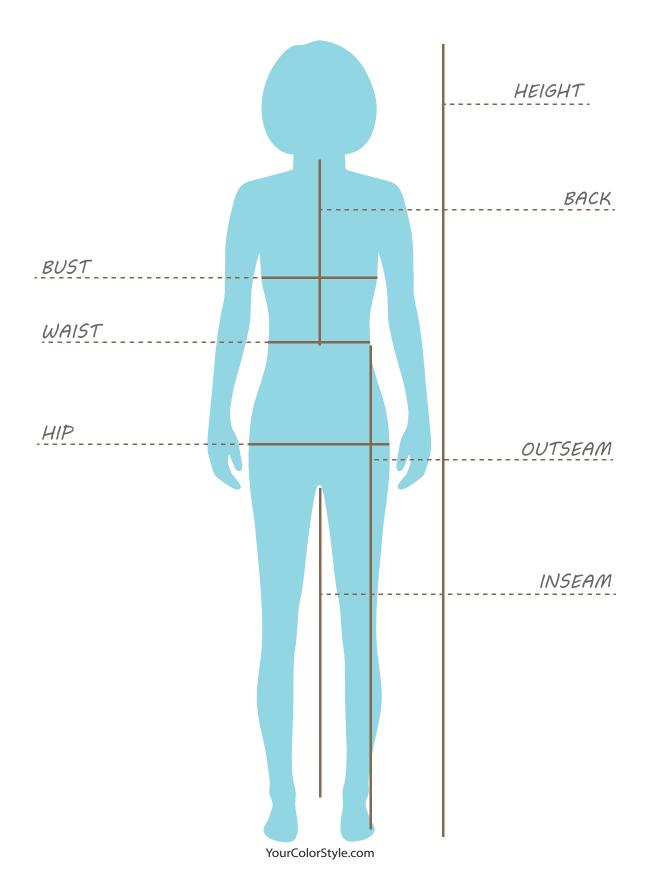
It's important to know yourself well, in order to create your own style of fashion to suit your own body shape.

~ Sonja Rykiel



SHAPE.







Vertical Proportion Tips

Your vertical proportions are essential to help determine what the appropriate length of clothing is for your body type.

There are three main female vertical body proportions:

- short legs and a long torso
- a balanced body
- long legs and a short torso

Short Legs and a Long Torso

The Goal: If your hip-line height is less than half your height, then your main goals are to create the illusion of longer legs and a shorter torso.

Opt for accessories that draw the eyes upward toward the shoulders and face, short to medium-long tops, tucked in tops, layered tops, straight skirts, medium or light tops, knee-length pants and skirts, empire cut dresses, high waisted skirts and shorts, short jackets and elbow sleeve jackets, medium to high heels, ground-length pant hems, and high waisted pants.

Avoid long tops, dropped waistbands, tight and tapered bottoms, and cropped pants.



Vertical Proportion Tips

Balanced Body

The Goal: If your upper body length is about the same as your lower body length, then your goal is to elongate your mid-torso.

Opt for accessories that draw the eye up towards the face and shoulders, medium-long tops, untucked tops, same-colored tops and bottoms, tops and dresses that flow through the waist, narrow or no waistbands, straight and flared skirts, straight or flared pants.

Avoid short and empire tops, wide belts, high waistbands.

Long Legs and a Short Torso

The Goal: If your legs are longer than your upper body, then your goal is to create visual balance with the illusion of a longer mid-torso and shorter legs.

Opt for designs that draw the eyes downward, bottoms that are lighter than tops, medium-long to long tops, untucked tops, tops and dresses that flow through the waist, straight and flared skirts, wrap dresses, long cardigans, long jackets and blazers, low rise pants, straight and flared pants.

Avoid drawing the eye upward, pinstripes, short tops, empire lines, wide belts, high waistbands, tapered pants, and skirts.