

SIMPLE STYLE

5 Easy Styling Strategies for the Low Effort Dresser



FREE LABEL

This style guide is for the self-described “lazy dresser”.

The one who loves low effort, comfortable fits but still wants to feel fun and fashionable in a trend-obsessed world. It's for those who are moving toward a more conscious way of shopping and consuming fashion; doing more with less. For those who are looking for timeless long-lasting clothes they won't get sick of.

I bet for most of us, if we were to pile all our clothes in a single heap, it would be so high. And yet it often feels like we don't have *anything* to wear. I hope this guide helps you get a fresh perspective on your clothes and realize you actually have so much to work with.

Love, Jess
+ team Free Label

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Strategy #1

REVISIT OLD FAVOURITES



You know that feeling of buying a new item and it becoming the hottest thing in your closet? Like listening to a new song over and over feeling like you'll never get sick of it. And yet... you do. This is about revisiting those old favourites.

Pull out a piece of clothing that you used to be obsessed with and build an outfit around it. At one point, it was the thing you couldn't live without – now try styling it in a totally new way. Let it be the focal point of your look and see if it excites you again. Like when you hear a song again after a long time and think “oh ya, *I love this one!*”

If you just can't get excited about it or find a fresh way to wear it, maybe it really is time to let it go.

Strategy #2

WORK THE COLOUR WHEEL



Use the colour wheel as a guide to create some fun new combinations.

Monochromatic: choose colours next to each other on the wheel. Blue and teal. Red and pink. Purple and magenta. You'd be surprised how intentional your look feels when the colours are close to each other.

Opposite: Choose colours on the opposite side of the colour wheel for a complementary style. Orange and navy. Blue and red. Purple and yellow. This gives your outfits a really vibrant look.

Pull from patterns: Pull colours from patterned pieces. Or pull colours from the shoes or bag you plan to wear for pops of intentional colour.

Strategy #3

PLAY DRESS UP

This one is simple, but could be time consuming. This harkens back to being a kid when going through your entire closet was a fun activity. Maybe it's something you do while having a closet cleanout.

This is about a low stakes exploration of everything you have:

- Try on a bunch of things you already have and see if you can create a fresh outfit.
- Put two items together you would normally never choose and see if it's a vibe.
- Make outfits as if you have a totally different persona – explore a goth alter ego or dress as if you're a celeb going to a fashion show.
- Think of one of your close friends and make an outfit you think *they* would wear.

While you're dressing up, if you keep thinking “ugh if only I had XYZ...” Boom! You now have something to shop for to fill in a gap in your wardrobe.

Strategy #4

THE “THREE MORE THINGS” RULE

You know that Coco Chanel rule? “Before you leave the house, look in the mirror and take one thing off.” Well, this is the opposite.

At the Free Label office, we’re very simple dressers. We choose our bottoms and tops and pretty much call it a day. This rule is about elevating the outfits we currently love to wear by adding just three more things to give the look some newness and dimension.

Things you could add/change to your look:

- Jewellery
- Belts
- Scarves
- Hats
- A layered shirt
- A jacket
- Playful socks
- A different hair style (it counts!)



Strategy #5

PLAY WITH PROPORTIONS

This strategy is less about what the clothes *are* and more about *how* they fit. This is where you play with opposing proportions to create outfits with a lot of depth.

- **Play with length:** If one piece is short, make the other long. Oversized coat with a mini skirt. Maxi skirt with a cropped top.
- **Play with fit:** If one item is relaxed or loose, keep the other one fitted. Pair tight pants with a loose fitting top; or flip it; wear a small top with some wide leg pants.
- **Play with textures:** Juxtapose your fabric textures to make interesting combinations. If you have a satin skirt, pair it with a chunky knit sweater. Or if you have a really structured top, pair it with a flowy pant.

BONUS STRATEGY

SHOP WITH INTENTION

These strategies are all about styling yourself with the clothes you already have. But hey, shopping happens! So how will you buy with intention to ensure what you're bringing home won't be a passing trend you'll forget about?

Ask yourself these questions as you consider future purchases:

- ☐ Can I picture myself wearing this with three other items?
- ☐ Does it match my current colour palette that I gravitate towards?
- ☐ Does it actually fit well?
- ☐ Do I feel like myself when I put it on?
- ☐ Will I get a lot of wear out of it because it matches my lifestyle?

TIP: As you go through your closet and find items you need to buy, start an ongoing list to reference when you go shopping to curb impulsive purchases.

Don't forget: They're just clothes.

You're not always going to pick the perfect outfit. Sometimes you'll get compliments. Some days you might not. Take the pressure off of yourself. It's not so serious. And what you choose to wear really has nothing to do with other people.

This is all about having some more fun when choosing your outfits rather than going into autopilot wearing the same few outfits or falling into the trap of "having nothing to wear" as you stare at a closet filled with clothes.

On the next page we created a *short version* of the style guide for your reference. Take a screenshot and save it to your phone for easy access.

SIMPLE STYLE GUIDE

The Short Version

- 1 Revisit Old Favourites**
Find a piece of clothing you used to be obsessed with and build an outfit around it.
- 2 Work the Colour Wheel**
Use the colour wheel as a guide to create some fun new combinations.
- 3 Play Dress Up**
Create outfits you've never created before and see if anything sticks.
- 4 The "Three More Things" Rule**
Make your base layer – then add at least three more things (accessories or clothing items).
- 5 Play with Proportions**
Make outfits based out of opposing shapes, lengths, or textures.



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