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Capsule Wardrobe Guide

Your guide to a simplified, more effective wardrobe

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Hello friend,

Your world is about to change. It's going to take a little work but together we're going to **simplify your daily getting ready ritual**. If you stick with us, you'll enjoy the following benefits:

- **More time:** when your closet is organized and each piece is versatile you'll save time coordinating your look. This gives you more time to conquer the corporate ladder, catch up with family and friends, look after yourself and do all those other things that are important to you.
- **More energy:** making decisions, even small ones, is mentally tiring and our capacity for decision making is finite. By removing the wardrobe stress you'll have more energy for other things!
- **More compliments:** no more outfit regrets! There is nothing better than feeling good about what you're wearing.
- **More money:** a capsule wardrobe made up of strong foundational pieces is cost effective. You'll get more wear out of each piece which means items cost less per wear & your money goes further.

If this sounds good to you, **let's get started!**

SUCCESS TIP

We recommend printing this guide so you can write all over it and really make the most of the exercises and worksheets provided – keep an eye out for this symbol  as you follow through the guide

Part 1.

Determining your path

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Before we get to the planning stage of our capsule wardrobe, it's important for us to determine where you are today. Take this quiz so we can determine the approach which best caters to your current needs.

 Circle the answers most accurate to you.

Question 1: How do you feel about shopping?

- a) I love shopping! I might have a problem
- b) I hate shopping! I avoid the mall
- c) I adore sales! I don't shop all the time, but I love a good deal
- d) I'm too busy to shop!

Question 2: When you look in your wardrobe, do you think...

- a) I need a bigger wardrobe
- b) I hate everything I own
- c) I forgot I bought that
- d) I literally have nothing to wear

Question 3: When getting dressed for work, do you find you

- a) Are wearing something brand new most days of the week
- b) Sometimes wish there was a uniform – it would make life so much simpler
- c) Have a small collection of clothes at work
- d) Usually wear the same disappointing outfits over and over

Question 4: When you think about how you spend money on clothing, what is the most appropriate?

- a) Clothing is a large percentage of my total shopping spend
- b) Clothing is a small percentage of my total shopping spend
- c) I spend less money on clothing than some of my friends
- d) My partner spends more than I do

Question 5: When there's a sale...

- a) You are there before they open the doors
- b) It's a nice bonus!
- c) You get a strange combination of anxiety and FOMO, then proceed to buy a bunch of stuff you don't ever end up wearing
- d) You like to steer clear – too much hassle

Question 6: When you think about your personal style, do you

- a) Follow the current trends
- b) Not even know where to begin
- c) Care about self-expression
- d) Wish a stylist took care of all of that for you

Question 7: Which statement best describes how you spend your free time

- a) You shop. You definitely shop.
- b) Between work and family, you don't have free time
- c) You have an active social life, so you're often preparing for, and attending events
- d) You're an active participant in my family/community/church/other

If you answered mostly A's and C's you're "**LOVING MY LOOK**"

→ *Learn how to refine your style and maximize your wardrobe, by continuing to Part 2; I love my look!*

If you answered mostly B's and D's you're "**LOOKING FOR A FRESH START**"

→ *Discover how to reinvent your wardrobe and define a style you love, by continuing to Part 3; looking for a fresh start*

Part 2.

Loving my look!

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Congratulations! When it comes to your wardrobe you “love your look!”

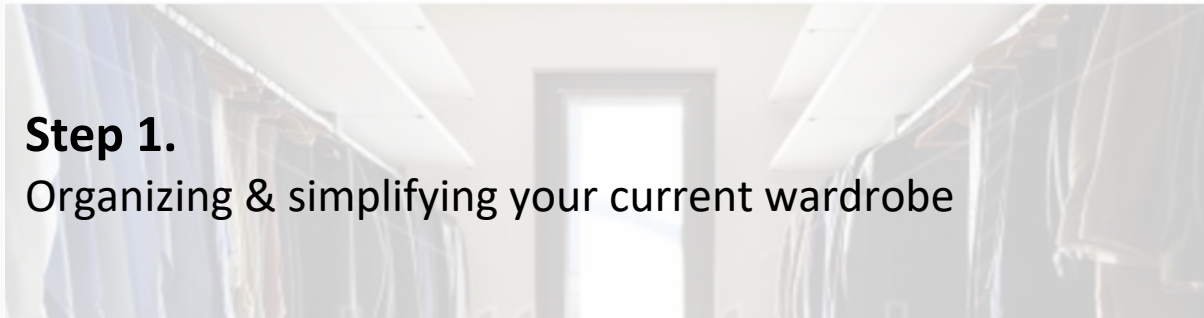
This is great news, as it means you are already one step ahead. You know what you like, but you just need a little help **focusing your resources** to make the most out of your wardrobe. A capsule wardrobe will allow you to harness your style in the most cost effective way. Save your money and your guilt!

In this plan we will guide you through;

Organizing &
simplifying what you
have in your current
wardrobe

Understanding
your personal style
based on what you
already own

Detoxing from the
shopping cycle and
planning investment
purchases



Step 1. Organizing & simplifying your current wardrobe

The secret to cleaning out your closet is to completely empty it first. It may sound like a lot of effort, and somewhat counterproductive, but it works. Take absolutely everything out of your closet and/or dresser, and lay it out on your bed.

Sort each item into one of these four piles:

I love it, and I would wear it right now! It fits you. It's right for your lifestyle. You feel comfortable and confident wearing it.

The maybe pile. This is for items that don't fit quite right; maybe the color is a little off, or maybe you're not sure why, but you just don't wear it. It's hard to let go of this stuff, so put all of these items in a box and store them. You can always go get things out of the box, but if you haven't by the end of the season, it's time to say goodbye to this pile.

Nope. This pile is self-explanatory. Donate to charity, swap them with a friend, or sell them to fund new purchases. Whatever you do with them, these are not to go back into your closet.

Seasonal pieces. A wool coat in summer? You probably don't need it handy – but it's not something you want to get rid of. If it's not in season but you love it, put it in a nice under-the-bed box and store it. You can take this one out when the appropriate season rolls around.

Finished sorting your clothes into piles? Put all of the **I love it** clothes back into your closet. You might be noticing some trends emerging from what you see left in there; that's your personal style beginning to emerge.



Step 2.

Understanding your personal style

Your closet should be looking a lot emptier now that you have cleaned it out. Assess what is still in there, and you'll be able to start to understand more about your personal style.

 Use the following sections to document the style themes that you can see.

Colors
<i>e.g. black</i>

Cuts & Style

e.g. fitted pants

Brands

e.g. Zara

Outfits you love

e.g. skinny jeans with a loose shirt and ballet flats

SUCCESS TIP

Consider your lifestyle and add a percentage next to each of the below which represents the amount of time you spend dressed for this activity. Keep these in mind as you determine the best outfits for your personal style.

Activity	%
Lounge & Active Wear e.g. work out class, running errands	
Corporate or Business Attire e.g. business meeting	
Formal Wear e.g. celebration, wedding etc.	
Fun or Casual e.g. lunch with a friend	

Based on these exercises, you should be able to pull out the 3 outfit types that **define your go to uniform**. These should cover your attire for approximately 80% of how you spend your time.

 Use the following sections to document your outfit types that make up your 'go to' uniform

Outfit type	Combinations you already own
<i>e.g. skinny jeans, blouse, blazer, ballet flats</i>	<i>e.g. four</i> <i>- black skinny jeans, white blouse, black blazer, black flats</i> <i>- black skinny jeans, patterned blouse, black blazer, black flats</i> <i>- blue skinny jeans, white blouse, black blazer, black flats</i> <i>- blue skinny jeans, patterned blouse, black blazer, black flats</i>

SUCCESS TIP	Based on the lifestyle analysis, these 3 'go to' outfits, should work for 80% of your time. If you have less than 5% of your time spent in events or formal wear, then they don't need to be included on this list.
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Step 3.

Detox from the shopping cycle, and plan investment purchases

Now you understand your personal style and have begun to organize your wardrobe. From here, we suggest that you **go on a shopping detox** for about a month. Living with what you already have will teach you a lot about your style, and will clarify what you really need. During this time, use our shopping list as a template and as needs become apparent, add them to the list.

Once you've finished your shopping hiatus, review the list and determine how many outfits you could wear the items with and prioritize from there.

From now on, **you want to minimize your purchases**, based on which items would be the most useful – which relates to how many combinations they can create. Don't purchase anything that can't be a part of more than 4 outfit combinations.

- ✍ Use the following pages to complete your shopping wish list. Don't forget, that at the end of the month – before you buy anything – you need to prioritize based on how many outfits any new pieces can contribute to!

Shopping List	Number of outfit combinations

Shopping List	Number of outfit combinations

During the detox process, we recommend you **get inspired**. Consider creating an inspiration board using Pinterest, a scrap book, or even a notice board. Take and collect pictures of things that could work with the outfit styles you've identified. This is a great way to focus your style. Use the outfit types as a framework to ensure the items you add to your shopping list have lots of good outfit variations. That way you know you are going to get the most wear per purchase possible.

SUCCESS TIP	Repeat this exercise at the beginning of every season. It will get easier and faster every time, and will ensure that your season pieces are versatile You may even find that you're able to spend more per item because you are saving to invest in fewer, better quality pieces. Enjoy!
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Part 3.

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Looking for a fresh start



When it comes to your wardrobe you're in need of a fresh start. And that's OK! By taking a **start from scratch** approach to creating your capsule wardrobe, we can help you **identify your look** and then **plan your wardrobe systematically** to ensure you spend only the necessary time and money to achieve it.

We're going to guide you through;

Defining your
personal style

Organizing
your current
wardrobe

Planning
what you need
to add

Investing in
your wardrobe
effectively



Step 1. Define your personal style

When you're starting your capsule wardrobe from scratch you should start by **getting inspired**. Take some time and collect some ideas. There are a lot of great resources you can use for finding inspiration;

- Search Pinterest
- Visit blogs – fashion, lifestyle or corporate
- Look through magazines – tear out any pictures of outfits you like

Whatever your preferred method, pull anything and everything that catches your eye. Start broad and then we'll refine it down to what's practical in the next section.

You should also take some time to review your lifestyle needs. Consider how you spend your time on the weekends and in the evenings, your dress code at work and what your comfort and mobility needs are.

If you're not entirely confident in defining your personal style, ask a friend. They might have noticed a particular style in the outfits you wear, or have insight into possibilities you may not have considered.

- ✎ Review the following categories and note what percentage of time you spend dressed for each. Add additional categories as you need them.

Activity	%
<i>Lounge & Active Wear e.g. work out class, running errands</i>	
<i>Corporate or Business Attire e.g. business meeting</i>	
<i>Formal Wear e.g. celebration, wedding etc.</i>	
<i>Fun or Casual e.g. lunch with a friend</i>	

- ✎ Articulate your lifestyle needs based on each category. Write words or post pictures in the inspiration category, to help you work out the potential outfits that may suit your lifestyle needs

Lifestyle Needs	Inspiration
<i>For work clothing I need to look tidy, and move around easily. I don't want it to be revealing.</i>	<i>Classic clothing styles. I could try out some soft blouses that aren't too fitted, with nice tidy pants that are comfortable.</i>

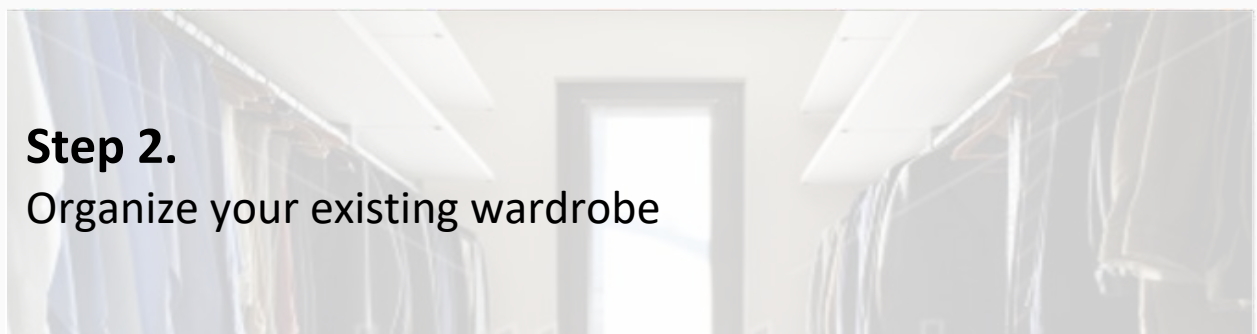
Lifestyle Needs	Inspiration

- ✎ Based on your analysis of what you need to meet your lifestyle needs, identify the types of outfits that fit your requirements. Think about introducing some new outfits, based on your inspirations.

SUCCESS TIP	When you are identifying possible outfits, they should work for how you spend 80% of your time. Don't get rid of a formal wear piece you love – of course you'll only wear it occasionally. You don't need to include special occasion items in this analysis. We're trying to simplify your wardrobe to cover the majority of occasions; there may still be other occasions you need other clothing.
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Outfit Types
<i>e.g. skinny jeans, blouse, blazer, ballet flats</i>

Congratulations! It might have felt like a lot of work, but **you are now one step closer to your perfect capsule wardrobe**. You've thought through what your lifestyle requires, you've found inspiration, and you've now identified the outfits that will make up your capsule wardrobe. It's now time to look at what you already have, and begin getting organized!



Step 2.

Organize your existing wardrobe

The secret to cleaning out your closet is to completely empty it first. It may sound like a lot of effort, and somewhat counterproductive, but it works. Take absolutely everything out of your closet and/or dresser, and lay it out on your bed.

Sort each item into one of these four piles:

I love it, and I would wear it right now! It fits you. It's meets your lifestyle needs. You feel comfortable and confident wearing it.

The maybe pile. This is for items that don't fit quite right; maybe the color is a little off, or maybe you're not sure why, but you just don't wear it. It's hard to

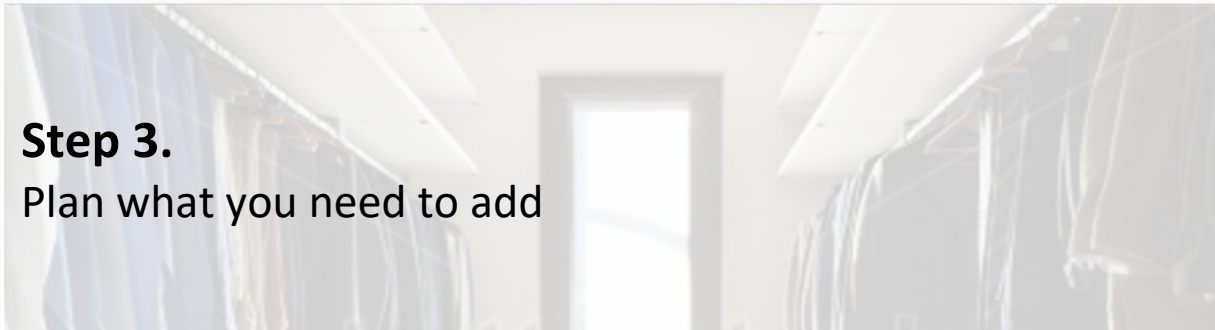
let go of this stuff, so put all of these items in a box and store them. You can always go get things out of the box, but if you haven't by the end of the season, it's time to say goodbye to this pile.

Nope. This pile is self-explanatory. Donate to charity, swap them with a friend, or sell them to fund new purchases. Whatever you do with them, these are not to go back into your closet.

Seasonal pieces. A wool coat in summer? You probably don't need it handy – but it's not something you want to get rid of. If it's not in season but you love it, put it in a nice under-the-bed box and store it. You can take this one out when the appropriate season rolls around.

Finished sorting your clothes into piles? Put all of the **I love it** clothes back into your closet. You've identified the types of outfits that suit your lifestyle. This should have an impact on which clothes made it back into your closet.

There's no need to worry if it feels like nothing matches the personal style and outfits you have already identified; our next step will solve that problem. Once you start to think of individual pieces in terms of outfits, you'll be amazed at how the clothes you already have will form the base of your capsule wardrobe.



Step 3.

Plan what you need to add

Now you have your I love it pile, and your inspiration and lifestyle chart, select three silhouettes/outfit styles that **you know you will wear**. Note the number of combinations that you already own. These three styles will be your 'go to'.

SUCCESS TIP

Now that you've cleaned out your closet, you don't have to be held back by what you have always worn. These silhouettes might be outfits you already wear but need more variations of, or they could be entirely new silhouettes based on what inspired you.

- ✎ Use the following sections to document your outfit types that make up your 'go to' outfits.

Outfit type	Combinations you already own
<i>e.g. skinny jeans, blouse, blazer, ballet flats</i>	<i>e.g. four - black skinny jeans, white blouse, black blazer, black flats - black skinny jeans, patterned blouse, black blazer, black flats - blue skinny jeans, white blouse, black blazer, black flats - blue skinny jeans, patterned blouse, black blazer, black flats</i>

This type of activity is the first step in realizing the potential that **each piece in your wardrobe has to be combined with other items**. Rather than seeing items as individual pieces, you need to start to think about them in terms of what else they work with, and how many outfits they can make.

From now on, **you want to minimize your purchases**, based on which items would be the most useful – which relates to how many combinations they can create. Don't purchase anything that can't be a part of more than 4 outfit combinations. This is the secret of how capsule wardrobes **maximize your options**, while keeping a minimalist approach to wardrobes.

Look again at your list of outfit types and combinations you already have. It's time to **start planning what you need to add**. Plan for approximately 5 variations each of the three looks, and write down everything you need in the shopping list below.

- ✎ Use the following section to identify possibly combinations of each outfit type you identified

Outfit Type	Possible combinations
<i>E.g. skinny jeans, blazer, blouse and ballet flats</i>	1. black skinny jeans, white blouse, black blazer, black flats 2. black skinny jeans, patterned blouse, black blazer, black flats 3. blue skinny jeans, white blouse, black blazer, black flats 4. blue skinny jeans, patterned blouse, black blazer, black flats 5. black skinny jeans, white silk t-shirt, black blazer, leopard flats

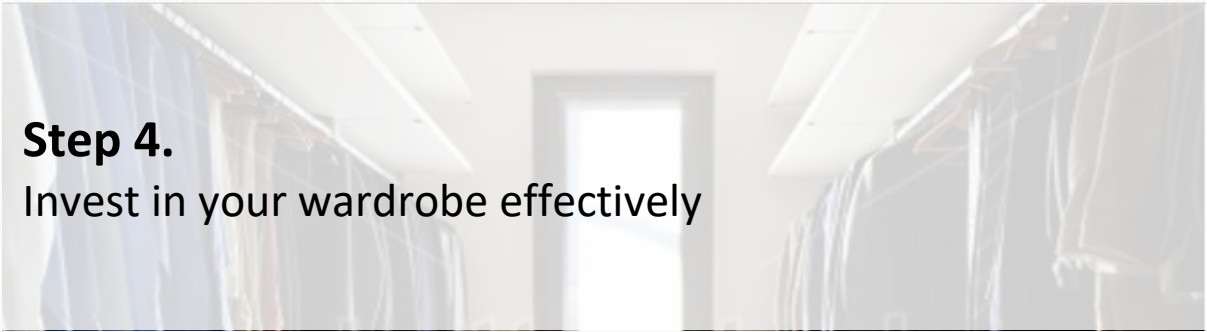
Outfit Type	Possible combinations

SUCCESS TIP	As you plan your outfit combinations, remember you think about re-using pieces in multiple outfits. For a piece to truly add value to your capsule wardrobe, it should be able to be worn in at least four outfits.
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- ✎ Use the following section to create your shopping list – filling out the number of outfit combinations column will help ensure you will only purchase items that add value to your capsule wardrobe

Shopping list	Number of outfit combinations

SUCCESS TIP	Don't rush this list to move on to the next step! You might want to work with what you have for a few weeks while you're building your needs list. Creating a capsule wardrobe shouldn't include any impulse purchases or shopping regrets. Those days are behind you!
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Step 4.

Invest in your wardrobe effectively

This is the exciting step. By now, all the hard work has been done for you. Or has it? A **capsule wardrobe requires careful investment**. The days of cluttered closets and fast fashion are in the past, which means you need to **invest in your wardrobe effectively**.

Before you head out, there are several important steps you should take and things to remember;

1. Review your lists, and **prioritize** accordingly. Your shopping list should have identified the pieces that will contribute to the highest number of outfits. For example, if you already have one pair of skinny jeans and a few shirts that work with them, prioritize another pair of skinny jeans (maybe another color!). That way you've doubled your outfit options by only purchasing one piece.
2. **Set a budget** you're comfortable with and allocate a greater percentage of it to pieces you'll wear the most. The capsule wardrobe is about finding quality pieces, and setting a budget will help you think carefully about your selections.
3. **Think of clothing as an investment**. Certain pieces (such as a jacket or blazer) may be expensive, but if they work with multiple outfits then the **cost per wear** will be low. Spending more on quality clothing upfront will pay off when you're still wearing the same piece 3 years later.

SUCCESS TIP	Repeat this exercise at the beginning of every season. It will get easier and faster every time, and will ensure that your season pieces are versatile. You may even find that you're able to spend more per item because you are saving to invest in fewer, better quality pieces. Enjoy!
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