

3 *EXPERT STEPS TO* DISCOVER YOUR STYLE

A step-by-step guide
to finding your style

BROUGHT TO YOU BY

CURATE
& STYLE



DISCOVER YOUR STYLE AGAIN,

AND START BUILDING A WARDROBE TRULY CONGRUENT WITH YOU!

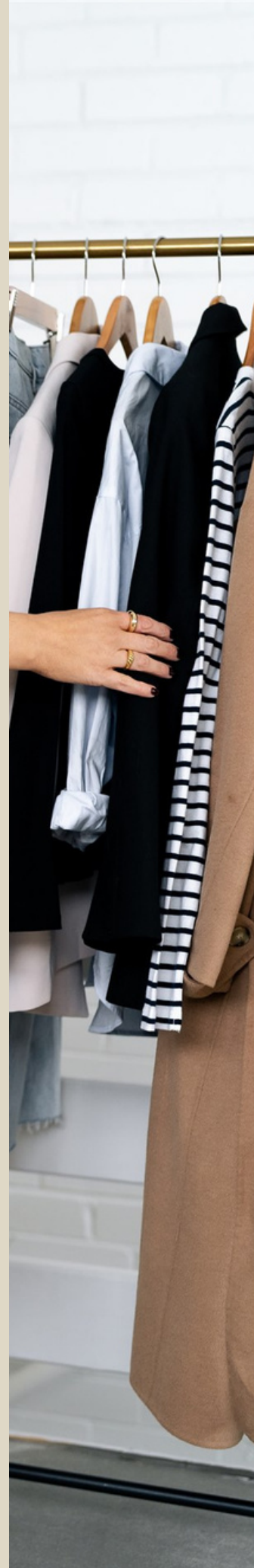
Let's get crystal clear on your **signature personal style** so you can begin dressing with *confidence* again.

Your wardrobe is letting you down. You long to feel more stylish and put together. Maybe you've been considering going on a shopping spree to "fix" your style? But you don't know where to begin when it comes to rebuilding your style identity.

What if I told you that new clothes ARE NOT the answer to more confident, effortless style?

THE ANSWER ACTUALLY STARTS *WITHIN*.

Getting clear on your unique style is the gateway to building a wardrobe you love! I've been there - the woman who had lost her style. The woman who shopped constantly hoping for style confidence. It doesn't have to be so hard (or so expensive)! I'm about to share my 3 expert steps to get clear on your personal style (even if you think you don't have any) and on your way to building a wardrobe that truly aligns with YOU!





LET'S FIND YOUR STYLE

Welcome, my beautiful friend...

Understanding your signature personal style will help you build a cohesive wardrobe that you truly love (instead of one that reflects influenced or failed fashion choices).

Even when my clients are taking the opportunity to be adventurous with their style, I find they will always come back to an aesthetic they are naturally drawn to. This happens due to the psychology behind style and our innate style bias.

Our style bias is a set of subconscious and conscious beliefs and values around what we feel good wearing (and what we'll avoid at all costs too). Our bias is built on personal influences, experiences, culture and memories around fashion. We all have many layers of rules that define what we like to wear.

When adding new pieces to your wardrobe it's important that the aesthetic of your core wardrobe is well aligned with your unique personal style goals. As the seduction of trends and fast fashion fades, your core wardrobe will then truly reflect YOU ensuring you have a well aligned wardrobe that makes sense.

I'm about to guide you through the three step expert process that I follow with every single client before working together to get crystal clear on their style. Let's get clear on yours too!

Jess

JESSICA RYAN

*Personal Stylist & Founder of
curateandstyle.com*





THE EXPERT
STEPS to *STYLE*

STEP *ONE*

BUILD YOUR **STYLE INSPIRATION**

10-15 MINUTES

Create a simple mood board of images that represent a visual narrative of fashion you love.

STEP *TWO*

FIND YOUR **STYLE LANGUAGE**

5-10 MINUTES

In your own terms, describe the "style" of each image using our prompts to guide you.

STEP *THREE*

DEFINE YOUR **STYLE**

1 MINUTE

Identify the consistencies to create a clear definition of your personal style!

STEP *ONE*

BUILD YOUR **STYLE INSPIRATION**

Using Pinterest, Instagram, screenshots, or magazines, curate a selection of outfit images that reflect looks that really encapsulate YOU, what you love to wear and your ideal style.

Don't procrastinate or second guess yourself here. I know you might feel unsure but let it flow and just be open to see what you create and what comes together.

Simply select and pin outfits you love or aspire to. You can always tweak and refine later as you get clearer on what you're drawn to. There's no right or wrong.

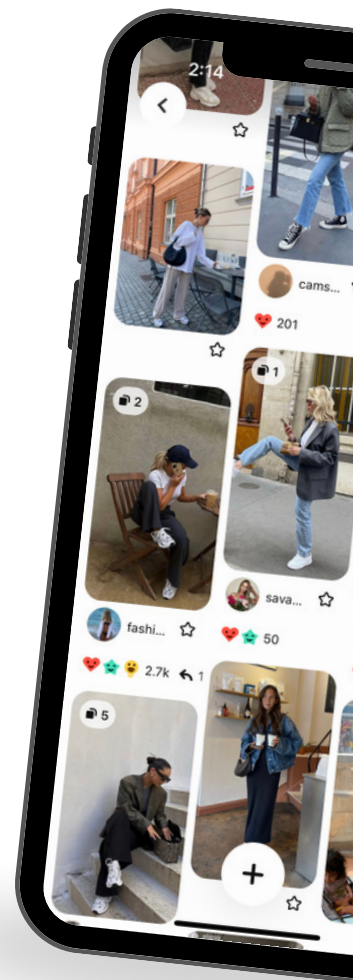
The key is that you love each outfit and are inspired by it. I also recommend you focus on outfits that are aligned with your lifestyle too.

NOT SURE WHERE TO START?

Search terms to help you find the outfit inspo of your dreams...

Heres a few search terms to get you started: Using the year can help keep the fashion relevant to today's trends too...

- CLASSIC OUTFITS 2022
- TRENDY SPRING OUTFITS
- CASUAL STYLISH OUTFITS
- MUM STYLE OUTFITS 2022
- TIMELESS CLASSIC OUTFITS
- CORPORATE WINTER STYLE
- FEMININE STYLE OUTFITS
- BOHO OUTFITS
- EFFORTLESS OUTFITS 2022
- STREET STYLE 2022



STEP TWO

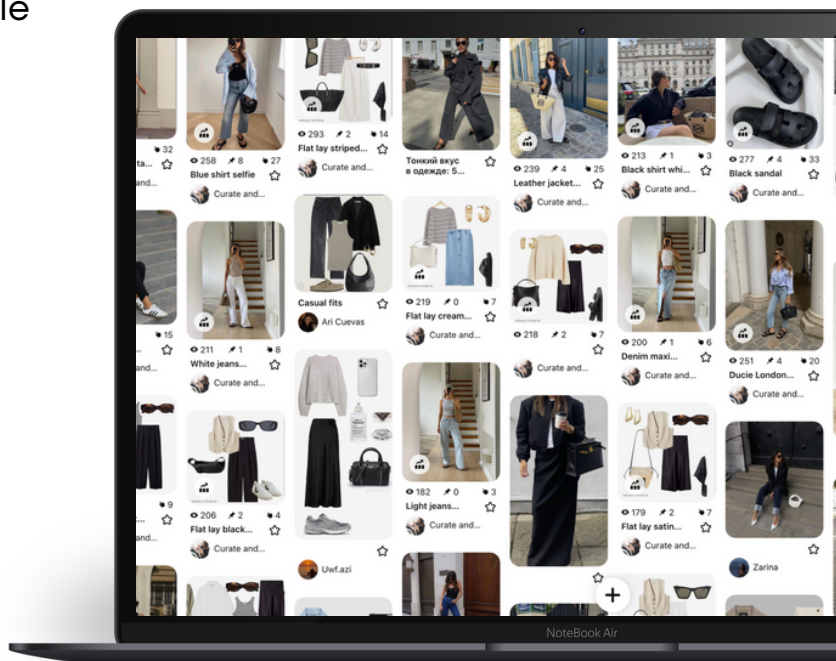
FIND YOUR **STYLE LANGUAGE**

Once you have at least 15 images, or a good selection of images you're happy with, look at each image individually and using the table on the next page record 1 to 5 words you would use to describe the style of that outfit.

There's no right or wrong here. What's most important is you're connecting with your own unique style language and descriptions.

Personal style is all about identifying consistencies around what you are personally drawn to when it comes to fashion. It's identifying your unique personal choices, what they represent and mean to YOU.

No one else can describe your style for you, which is why connecting with your own personal language and identifying exactly what you SEE in each image is important.



STEP *THREE*

DEFINE YOUR STYLE

Now you should have 10-14 selected words you've used to describe each outfit image you love.

Circle the top 4-6 words that have come up repeatedly throughout this exercise.

These 4-6 words are your signature style description! Congrats, you've nailed your style description! You now have a short, sharp personal style description to help you shop in alignment with your ideal style!



STYLE EXAMPLE 01.



NEUTRAL
MODERN BOHO
CHIC
FEMININE
ACCESSORISED



STYLE EXAMPLE 02.



MONOCHROME
FRENCH-GIRL CHIC
MINIMALIST
CLASSIC
POLISHED

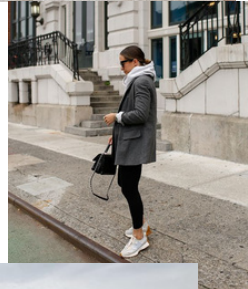
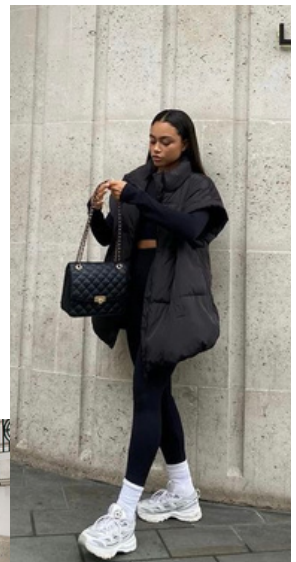
STYLE EXAMPLE 03.



CONTEMPORARY
FASHION FORWARD
COOL-GIRL
STYLISH
CASUAL

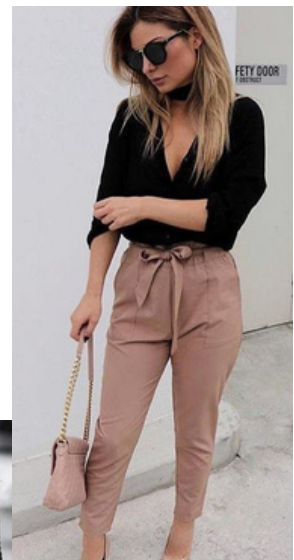


STYLE EXAMPLE 04.



ATHLETIC
STYLISH/TRENDY
FASHION FORWARD
MODERN MUMSTYLE
COMFORTABLE

STYLE EXAMPLE 05.



FEMININE
POLISHED
SEXY
PUT TOGETHER
EDGY CONFIDENCE



WARDROBE WITH *INTENTION*



STEP INTO YOUR BEST STYLE YET AND CURATE A WARDROBE THAT ACTUALLY SERVES YOU (WITHOUT THE OVERWHELM!)

Have you lost your style and feel like your wardrobe is an overwhelming mess that lets you down? Wish you could uncover your style confidence and take the stress away from dressing and shopping once and for all?

You're in the perfect place! I have an award-winning, transformational styling formula like nothing else out there that has helped hundreds of women all over the world turn their wardrobe from overwhelm, to a carefully curated collection of pieces they LOVE to wear so they can pull together stylish outfits in just minutes, every day of the week (*no matter their size, lifestyle or budget!*).

We launch 4 times a year. And I have the perfect place you need to be to be first in, best dressed...

[JOIN THE WWI WAITLIST NOW](#)

“Expert styling should not be reserved for the rich and famous. We all wear clothing. We all encompass personal style, we all consume fashion”

JESSICA RYAN
*Personal Stylist,
Style Educator & Founder*



MEET JESS RYAN

PERSONAL STYLIST & CREATIVE DIRECTOR

Hi I'm Jess, a multi award winning personal stylist with over 15 years experience in the fashion & styling. My passion centres around helping women build wardrobes that are free from overwhelm, fashion fails and stress and instead teach women to carefully curate their style and wardrobe so that it truly serves them each day and enables them to create confidence enhancing, flattering outfits with ease. A wardrobe that WORKS is possible, and all that's holding you back is KNOWLEDGE!

"Less WASTE. Less OVERWHELM. More Style. More Confidence. More Mindfulness. More time for the most important things in life."

JESS RYAN

Curious to experience Jess's signature styling process
WARDROBE WITH INTENTION
and how it can transform your wardrobe, your style and your life? Join the waitlist now!