

DISCOVERING

your
inner

Style



8 Steps
to G.U.R.U.

*an insider's guide to designing
a personal image that reflects
the real you, inside and out!*

Jan Addams MIRM

Discovering
Your
Inner Style



8 Steps to
G.U.R.U.

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*D*edication

I dedicate this book with love to my brilliant sons Michael and Ryan Addams who have loved me unconditionally while I searched for my own inner truth.

This lifelong journey has led me to explore and experience many diverse locations, events and ideas. I have been privileged to cross paths with some amazing people including my wonderful, multi-talented husband Glen Atkinson who has tirelessly helped bring my dreams to life.

To all my extended family and friends, thank you all for being yourselves and allowing me to be "just me" inside and out.

Just Jan

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Anyone having had the opportunity to work on a large project knows that it is never a one person job. A catalyst with vision is absolutely necessary to start, but to bring the dream to life, it takes a team of dedicated, like-minded individuals.

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Foreword

“People often say that ‘beauty is in the eye of the beholder,’ and I say that the most liberating thing about beauty is realizing that you are the beholder. This empowers us to find beauty in places where others have not dared to look, including inside ourselves.” -Salma Hayek

Discovering Your Inner Style, started as my own personal journey. With over 30 years of unveiling secrets, I find the information I discovered is as valid today as it was back then. You see, like most women, I looked in the mirror and saw only my faults. Led by the media’s version of beauty I felt woefully inadequate. I now believe as does Ms. Hayek, that “beauty is much more than skin deep.”

In the process of trying to fix my external façade to meet the beauty standards of the day, I started seeing a much bigger picture by travelling inward. I discovered that I had an inner spirit that conflicted with my colouring, clothing and hair style due to my misconstrued beliefs of what looked fashionable and acceptable.

As I looked around I discovered that most women didn’t like how they looked. They felt that they were too tall or too short; too skinny or carried too much weight. Their hair was too curly or too straight or the wrong colour or thickness. I could go on and on but I think you get the point.

The bottom line is that you need to venture inward and get to know the real you. Once you accept and love yourself, and start to use the helpful tips and tricks from this book, you will begin to create your own personal style simply and easily.

Remember, I am a real, creative, passionate and loving person just like you.

My name is Jan.....Just Jan.

Preface

Have you ever bought a “mistake” on sale? Does that accessory or outfit now live quietly in the dark recesses of your closet? Don’t worry, your secret is safe with me, as I have also been guilty of this many times in the past. Once I learned the secrets held within the pages of this book, and learned to trust my inner voice, I was able to pass those fashion “mistakes” by without a second glance. But how do you know for sure, you ask? There are so many choices and conflicting ideas of what style is. How does one make the right choice every time?

The answer is both complex and simple. I have discovered some common threads that weave style choice and fashion neatly together to help you create your own style, simply and easily.

This book will help you discover, in eight simple steps, how to authentically display your unique personal style without becoming a slave to anyone else’s idea of perfection.

First, you need to get to know who you are on the inside. After you have an understanding of your evolving “inner-traits,” use your new found knowledge about your clothing personality, body shape, and power colours, to express your style in an easy, fool proof wardrobe that uses your personal “clothes clock” to enhance and support your career image.

Reveal a natural, healthy glow by using colours that harmonize with your skin tone, intensity of your eyes and your hair colour. Frame your face shape with a complimentary hairstyle, glasses and other adornments and “Voila!” You have discovered your inner style.

Once all this knowledge has been assimilated and applied, you can use these principles to bring your personal style into your home. Did you know

that your body shape determines the type of house, arrangement of furniture and style of accessories that you are attracted to? Your shape also determines the mood of your home, be it formal or casual. Your personal colouring gives you the base palette to build your design on and your personality traits are reflected in the chosen accessories which is what makes your home uniquely you. So, once you are truly comfortable in your own skin and love your style, why would you ever want to display anyone else's style in your sanctuary?

The information given in this book is by no means a fad diet or a quick fix. This is real, life changing knowledge that will bring out the Guru in you. For that matter, look at the word **Guru** and spell it aloud. Gee – U – R – U! By the time you finish this book you will be your own Style "**Guru**," with a real, authentic style that expresses who you are, from the inside out!

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Introduction

The information you are about to read is tried, tested and true, having been revised numerous times for ease of understanding and effortlessness application. I guarantee that with this new awareness, you will accept, respect, love and bring forth the - **Real - Live - Now - True You**, for the entire world to see! The following four fields of study we will cover are: personality or inner traits, personal and industry colour use, body shapes and designing your G.U.R.U. style.

Personality Traits: Your Inner-trait

My search began by trying to find out the mysteries of why people act and react the way they do. Wow, the volume of books on that subject! In Florence Litteraur's book ***Personality Plus***, she suggests that strong and/or weak areas in the physical body cause one of these four Melancholic, Choleric, Phlegmatic or Sanguine personality types to be created.

There are many books on the subject of personality traits. Of course, little twists and turns make the modern theories seem like new insights. Other books or courses give modern names to the same four personality types. Some of the new terms are Driver, Analytical, Talker, and Watcher; or another course refers to them as Director, Thinker, Socializer, and Relator, or if you have studied Astrology, the elements Fire, Air, Water, and Earth describe pretty much the same traits.

I have taken bits and pieces from each train of thought. Planner, Doer, Mediator and Communicator relay similar, but more simplified information about our core personality or inner-traits.

I found something interesting when I investigated different concepts in psychology. Our dominant personality or inner-trait (how we react and

respond) seemed to be somehow associated with our body shape. This relationship is discussed in more detail on page 23. My curiosity then lead me to investigate the phenomenon of colour.

Personal and Industry Colour Use

As an Interior Designer and artist, colour has always fascinated me. Early on I noticed that some of my friends looked healthier wearing some colours, but not others. Some felt comfortable around certain colours and edgy around others. Having a personal colour analysis done can help you understand which colours will compliment you and may give you insight into why you dislike certain colours.

You may have heard of the “Four Seasons” colour theory, and the “Time of Day” colour theory. Colour theories have been around for over 2000 years. In the late 1800’s, Albert Munsell invented the colour wheel which displayed colours evenly distributed around a circle. He gave each hue a number instead of a name to determine its value and chroma. In the early 1900’s, Johannes Itten took the colour wheel and created a “Color Sphere,” then later a more detailed “Color Star” to display how colours work physically as well as emotionally. This information gave me an awareness and understanding of the attributes of colour, that changed how I viewed it. I have condensed this information down to the most essential elements, to give you a general understanding of why the application of colour is so important.

My life has always been centered on and around colour. I have helped hundreds of people make interior and personal colour choices and am constantly amazed at the power of proper colour treatment and placement, be it on a person or in an interior space. I designed a simple to use and apply colour Ruler system call Color Harmonics® because I saw the frustration that clients went through when choosing the right colour for their wardrobe or interior. In Step 2 you will learn how to personally distinguish, use and apply this system.

Body Types

Being an observer of people, body types have always fascinated me. There are theories offered that your body type is determined by what kind of food you crave. Another theory states that the predominant gland in your body controls your shape. Of course, you can expect that there is always going to be a new diet or exercise program promoted along with the latest theory. They fill our heads with promises to change us into the ultimate model shape if we simply follow their advice! The trouble is even though these theories contain a few grains of truth, how does this knowledge help anyone feel better about who they are right now? All this new information is just one more thing to worry about! What we really need to know is how to work with what we have right now, without trying to change us into something different.

On my quest, I discovered that each body shape seemed to display different, and yet consistent tendencies showed up in their inner trait responses, clothing and furniture style selections. You will discover in Step 3, how to assess and begin to love your own body shape's uniqueness.

Creating Your Own Design Style

I am an interior design merchandiser. However, my role usually involves finding a way to blend the differing styles of spouses and partners, so "Design Mediator" would probably be a more accurate title! The sheer complexity of this field pushed me to create the Triple ID Style Classification System® which identifies how your inner-traits, personal colouring and body shape influences the interior style of your home or office.

My original purpose was to discover my style and simplify my own life. Having gone through the pain and expense of searching, you won't have to, as I will gladly share this knowledge with you.

Time to consult the mirror.....

Looking at “The Big Picture”



Love and Life
Black and White

Sun and Moon
are Husband and Wife

We wish for strength
We want for might
Why do we live in so much strife?

We climb the hill
We walk the dale

Knowing inside, we cannot fail
Clambering on both day and night
To find our blessed Birth Right!

We search hither
We search far

Ending our search back where we are
Realize our answers don't
come from without
Our answers are inside,
behind the doubt!

Happy Journeying

Looking at the “Big Picture”

Since the beginning of time many stories of the universe and world history have relayed discontent with oneself. Science, Philosophy and Religion have tried to shed light on our origins and are still at odds with how we actually got here (though each belief structure holds much passion behind its own version of origin).

So it appears that in the beginning of consciousness an awareness of oneself emerged, and with that a natural curiosity of self-comparison to others. Fish wanted to walk on land, monkeys saw the need to become man, gods wanted to enjoy physical pleasures and the bible’s Adam needed company and viva la difference! Which leads us to today.

Mirror, Mirror on the wall.....

Do you have a certain model-like image that you aspire to become before you allow yourself to feel great? Close your eyes and picture this image. Now, erase it!

It is my hope that the information I am going to share with you will change, in a positive way, the view you have of yourself and your life. I wish for you to be able to fully express the truly unique human being you are, inside and out.

Do you have a certain model-like image that you aspire to become before you allow yourself to feel really great? Now erase it!

Information abounds on how to improve ourselves. However, most books start from the premise that you are not good enough as you are, therefore you need to change, and here is how you can do it. Few people take action on what they read unless they have a burning desire to change.

Translation: ***“The pain of not changing is greater than the pain created from making the necessary change.”*** - Anthony Robbins

I personally reached the point where everything I held sacred and judged as truth was no longer valid. If you have ever encountered this, you will understand the great void left in your life.

In this age of mass communication, we are knowledge rich but wisdom poor. I believe that we all must come to the point of questioning our closely held viewpoints and uncover their roots. If you have let others decide what was good for you in the past, it is time to stop and question their motives, then yours, for listening to them.

Confront yourself with the age-old question – Who am I? This question, if taken as far as possible, will allow you the slack you need to say. “I am human with two arms and legs, five senses, feelings, hopes and dreams. I am not perfect but that’s OK! I am who I am. There is only one of me and I’m a good, kind, human being that is somewhat misunderstood by others and myself!”

This process does not necessarily feel good. In fact, sometimes you might feel like you are in a dinghy in the middle of the ocean, with no land

This book is based on an adapted understanding of the theory of Yin and Yang.

in sight! However, upon arrival at this stage in your human development, you will then be able to take charge of your own life.

Glamour magazines, decorating books, and “how to” television shows create the illusion that our clothes, job, the vehicle we drive and interior design style defines us. They do, to a certain degree. Unfortunately nobody can agree on what that looks like, and we end up in a never-ending sea of confusion.

So, from the very beginning of this book, you will understand why you do things the way you do and learn to love your body, face and hair by wearing clothing, make-up and hairstyles that flatter and enhance your shape. Be aware that whether you are refreshing your style or doing a complete makeover, these physical activities are often the external manifestation of your internal mental, emotional and even spiritual change.

I have personally experienced this change and have helped many clients go through their own shifts. This book is based on an adapted understanding of the theory of Yin and Yang, which is the combination of **Finite & Infinite** flowing to **Balance** or **Harmony** creating a new creature that I call **Ying!**

Yin and Yang are dependent opposites that must always be in balance. Most people think that the yin/yang symbol is a two dimensional circle, but they are actually 3D components of a sphere. These opposites flow in a natural cycle, replacing each other. Yin and Yang are expressed as a duality, one cannot exist without both parts. Within Yang, there is a small piece of Yin. Within Yin, there is a small piece of Yang. Just as in winter, a seed lays in wait to come to life, so it is that Yang waits within Yin for its turn to flow.

Just as in winter, a seed lays in wait to become life, so it is that Yang waits within Yin for its turn to flow.

There are things in life that are set or **finite** i.e.: the sun rising, gravity, seasons, etc. Other things continue to evolve or are infinite i.e.: weather conditions, population growth, etc. And so it is with us. Some parts of our make-up are inherent and others are part of our **creative evolution**.

Our Inner Characteristics

There are common denominators that stay with us throughout our life, and aspects of our personality that change with experience and maturity. By first knowing how you act, react and evolve (infinite), you then have a basis for understanding and getting along with others.

There Are 4 Basic Personality Traits or Inner-Traits:

- | | |
|--------------|--------------------------|
| PLANNER | - organizer |
| DOER | - action-oriented |
| MEDIATOR | - relates more to people |
| COMMUNICATOR | - initiates ideas |

Our Personal Colouring

This “finite” aspect of us remains constant throughout our lives. We are either **Warm** (yellow) toned or **Cool** (blue) toned. We are either of **High Contrast** colouring, or of **Blended** colouring.

There are **Four Basic Colour Rulers**. These traits are a **Constant**, regardless of age, sex, race, or tanning. When you learn how to enhance your natural assets, instead of always trying to mask them, you’ll begin to experience an incredible sense of freedom.

Color Harmonics® A Balanced Colour Ruler system.

- STRONG Yin – strong clear cool blue tones
- SUBTLE Yin - soft blended cool blue tones
- BRIGHT Yang - bright, clean warm yellow tones
- DEEP Yang - deep, saturated warm gold tones

Our Body Shape

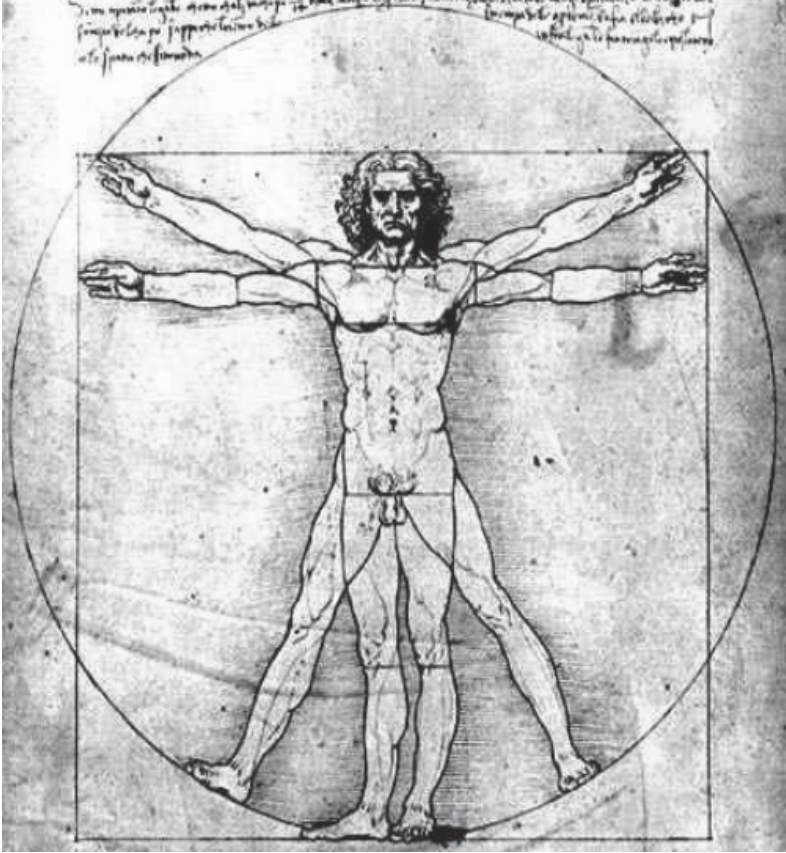
The next “finite” aspect of us is our body shape or structure. There are **Four Basic Body Shapes** whether you are short or tall. They are:

- STRAIGHT = Straight Narrow = “A” shaped
- SUBSTANTIAL = Straight Broad = “T” shaped
- SYMMETRICAL = Slight Curve = “H” shaped
- SPHERICAL = Curved = “8” shaped

Body type analysis has been under investigation since the beginning of man. Leonardo’s Vitruvian man stands the test of time as the example of balance within the human body.

Even your body uses itself to determine its own balance. If you can, try this next exercise.

The Vitruvian Man by Leonardo da Vinci 1490



*Extend your arms and measure the outstretched tip-to-tip distance. This is your height. So, if you are looking for a long dress, use your arms minus the height of your head to ensure the right length!

Or, when you are looking for a pair of shoes and you don't have time to try them on, place the shoe in the crease of your arm. Your foot fits exactly in the area between your wrist and your elbow. If you know your own body shape measurements, it will make your shopping experiences, from now on, more enjoyable, time efficient, and cost effective.

Our Style and Our Home

The interior style of your home is a direct reflection of you. Your body shape determines the shape and style of furniture you are attracted to; your personal colouring gives clues to what your interior and exterior colour furniture and accessory selections should be to create balance; and your personality or “inner-traits” add the character and guideline for your furniture and accessory placement. When your house is in harmony with who you are it becomes a haven, somewhere you truly feel at home.

For the average person whose life revolves around more than their house décor, I like to use four shape terms to help discover your interior style. The shape names are Straight, Substantial, Symmetrical and Spherical. How do those words make Interior Design easier? Picture the word ***Straight***. What comes to mind – minimal, simple, clean lines without a lot of adornment or fuss? Form before function is the best way to describe this style.

Now picture the word ***Substantial***. What picture did you create in your head? Did the shapes have bulkier lines with blunt, rather than sharp edges and were they larger in scale? Here function and comfort leads form.

Let’s try another one, to see if you are getting the hang of it. ***Symmetrical*** – easy right? Not too large nor too small; not too sharp or blunt a shape that is somewhat stylized with adornments. Balanced is the key word here.

How about ***Spherical***? Do you see rounded, free flowing shapes that transcend structure and push the limits in both materials used and conventional style! Getting the idea?

Once you have read this book and discovered your inner style, then it will be time to express that style in your living space. When you do, you will experience a greater sense of comfort in your home.

STEP 1

Discover Your Inner Traits



Mirror, Mirror on my desk
who's across from me
I'm trying to guess

She seems organized
but doesn't like to talk
More interested in books
than topics that are hot

The next one appears busy
always looking at her watch
She doesn't want to be here...
saw her tennis racket and socks

This lady is calm
listening with intent
weighing her words
before she comments

A flitter of laughter
comes from the one over there
Surrounded by people
laughing without a care

Mirror, Mirror on the door
It's now time to hire
one of the four

Step 1: Discover Your Inner-traits

This is the first part of the Infinite side of us. Our inner character carries an essence of structure within that continues to change and evolve with education, experience and maturity.

The universe as we know it follows an expected degree of organization to function properly. We have all seen what happens when this goes awry as in hurricanes and earthquakes. We expect the sun to rise everyday giving us light and warmth and allowing us to differentiate between day and night. We look to our moon as it continues its journey non-stop around the earth, pushing and pulling the tides to create our days and seasons, pleasantly lighting our way in the darkness of the evening.

Structure can be very good, but structure without knowledge and flexibility can also be very destructive. By being too focused within ourselves, our belief structures can sometimes cause us to make costly errors.

Our inner character carries an essence of structure within that continues to change and evolve with education, experience and maturity

Have you ever watched ants that have discovered a honey pot? Notice how the small lookout team runs back to announce their find and within minutes a steady stream of insects arrive on the sweet scene. They have mastered the art of “pick-up and delivery” to their lady queen who feeds and gives birth to more little troopers that will continue their lineage. OK, some would say that this structure or system isn’t very intelligent. All one would have to do is follow the lines of ants back to their nest and poison the lot of them.

Please don’t get me wrong, we need to understand and live within our structure and its limitations. But, we also need to continue to evolve. This is done through education and experience which transforms

us into becoming well rounded human beings (I am not talking about physical girth here!). Imagine that this process is like walking up a long and winding slope with many twists and turns. Finally you reach the top, look down and feel a renewed awareness and appreciation for the abundant life in the meadow below. At that moment you come to the realization that beauty comes from four things; colour, consistency, diversity and continuous change.

Your “Inner-traits”

We are all Diamonds in the rough! Some of us have been “through the fire,” more often than others, and have developed more facets to our personality. Each of us has a core or dominant personality trait but we are usually a mixture of the four main personality categories: Planner, Doer, Mediator and/or Communicator. One category is usually dominant, and the others fall in line afterwards.

Our personality is developed both internally and externally. We are born with certain “dominant inner-traits.” I believe that our personality continues to evolve when we are exposed to external factors such as education, environment, travel and access to different cultures and belief structures. Through these interactions we acquire aspects from the other personality traits and in turn become a “Diamond” which is the fifth personality type.

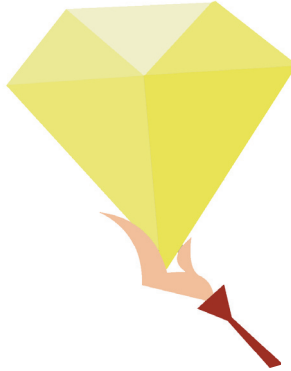
It is important, when beginning the process of discovering what your inner-traits are, to be aware of where your thoughts are coming from. How do you respond to different people and situations? Are you Reserved or Receptive and are you Obscure or Obvious about it? The next page lists the typical characteristics of each type to identify where you fit on the Diamond Character Locator. If we recognize why we react and where our beliefs originate from, we can either “own” or “discard” what doesn’t reflect the kind of person we want to become.

Reserved Types

Likes structure
Organized
Keeps physical & mental distances from others
Work oriented

Obscure Types

Reserved
Quiet
Co-operative
Supportive
Tactful



Receptive Types

Dislike restrictions
Creative
Prefers to deal with people rather than tasks
Animated, likes to use gestures

Obvious Types

Fast paced
Assertive
Outspoken
Controlling
Impatient

Here's an example of how each type would react in a social situation. Let's say a year end party date has been announced by your company. Volunteers are needed to help the event run smoothly and the following two positions have been posted.

1. Head of organizing the event:

Job description:

- a) Find a location close to the office for a party of 150 people.
- b) Manage allocated funds to ensure all bills are accounted for.
- c) Order tables and chairs to fit space.
- d) Manage the installation and take down of event

2. Head of decoration and set up:

Job description:

- a) Party theme creator, maker and/or purchaser of props
- b) Involve employees in making hall decorations
- c) Purchase appropriate gifts for each employee
- d) Oversee menu list and hire caterer

Which personality type do you think would apply for position #1 and which type would choose #2? It's not difficult to imagine that the **Reserved Type** would never volunteer in the first place. He or she would have to be asked and even begged to take on the position. But rest assured, once the task was given and accepted it would be done to perfection!

The **Receptive Personality** on the other hand, would jump at the chance to be head of the decoration and set up for the party. Because they know people from every department, they are confident to have help in every aspect including purchasing gifts. The menu, table setting and hall setting will undoubtedly be lively, colourful and tasteful.

OK, now that you can see the obvious differences, let's see where you fit on the "Diamond Locator."

The following is a sample quiz in which #1 represents the "least like" and #4 represents the "most like" the person answering these questions.

PERSONAL:

1 A. I am **very organized** and like to have my life planned out so there are no surprises. I love to read in a quiet place and be alone with my thoughts. Some people say I'm a perfectionist. I think I just pay more attention to details than others.

3 B. I like to be **very productive**. I believe a healthy body produces a healthy mind. I can't remember being bored as I have no time and a million things to do. The days just fly by.

2 C. I love to be in the middle of everything. **I love people, and crafts and all the latest trends**. I love to sit and chat with old and new friends. Did you say there was a party?

4 D. *I love peace*, and will go to almost any length to get it. Thus, I sometimes end up in the middle of problems, sorting them out. I think I'm a good listener.

FAMILY:

1 A. I've taught my family how to be *socially correct in all situations and hold true to our ideals*. We consider ourselves well read and do extensive research before we make a decision, whether it be a holiday location or an item for the home.

2 B. *Our family is always on the move*. We belong to various sport groups and participate in community events. My partner and I enjoy taking part in all our family's projects, when we have time between the two jobs that we both hold!

3 C. *My family is playful, busy, and our house is full of people* all the time. We love parties, movies, and doing anything creative and new.

4 D. To me, the thought of family makes me feel warm and fuzzy, like a favourite blanket. *We love to get our extended family together regularly to talk, play, or just be around each other*. We are very supportive of each other in both good times and bad.

SOCIAL:

1 A. *I don't really like socializing* unless it is with a small group of like-minded people that share my interests and have something intelligent to offer to the conversation.

3 B. *My idea of socializing is doing some sort of activity with others*, preferably sports. I love competing; it gives me a real adrenaline rush!

2 C. *I love parties! The more people the better*. That way, if I get bored talking to one person, I can move on to the next and continue to enjoy the evening.

4 D. *I love to get together with family and friends* for a good old

fashioned meal and some sort of activity afterwards, like cards, sports, or just a good chat.

BUSINESS:

1 A. *I love to work with facts and figures.* Charting out profit-and-loss statements excites me. Discovering a great anomaly and writing a thesis about my findings would be great!

2 B. *I like to be captain of the ship.* I am very result oriented. I can accomplish more in one day than some can in a week! I like to creatively solve problems that others are stumped by!

3 C. I love to talk to people about new things or ideas that would really help make their life more complete. *My ideal work situation is to do anything where I can have fun!*

4 D. I like working with people and teaching them how to solve their problems, be they personal or work-related. I can see things from many angles and usually end up being the peacemaker.

4 A's
Planner

10 B's
Doer

10 C's
Communicator

16 D's
Mediator

OK now it's your turn. Describe your Inner self:

*Please note that this is not meant to put you into a box that you cannot get out of. The following is a quiz in which #1 represents the "least like" and #4 represents the "most like" the inner you. Try not to over think your answers as you do the quiz. Your first impulse is probably the most accurate.

PERSONAL:

_____ A. I am very organized and like to have my life *planned* out so there are no surprises. I believe orderliness is next to godliness. Some people say I'm a perfectionist. I just like to pay attention to details.

_____ B. I like to be **very productive**. I believe that idle hands make mischief, so I'm always busy. I believe a healthy body produces a healthy mind. I love sports and the outdoors.

_____ C. I love to be in the middle of everything. **I love people and crafts of all kinds**. I'm sensitive to others' feelings and love to sit and chat with friends.

_____ D. **I love peace** and will go to almost any length to get it. Thus, I sometimes end up in the middle of problems, sorting them out, because I can usually see both sides of a situation. I'm a good listener.

FAMILY:

_____ A. I believe in family and family values. I've taught my family how to be **socially correct in all situations and hold true to our ideals**. We are a loyal bunch that believes in doing what's right. We display a stiff upper lip when adversity comes.

_____ B. **Our family is always on the move**. We belong to various sport groups and participate in community events. My partner and I enjoy taking part in all our family's projects, when we have time between the two jobs that we both hold!

_____ C. My family is playful, busy and our house is full of people all the time. We love parties, movies, and doing anything artsy and creative.

_____ D. To me, the thought of family makes me feel warm and fuzzy, like a favourite blanket. **We love to get our extended family together regularly to talk, play, or just be around each other**. We are very supportive of each other in both good times and bad.

SOCIAL:

_____ A. **I don't really like socializing** unless it is with a small group of **like-minded** people that share my interests and have something intelligent to offer to the conversation.

_____ B. *My idea of socializing is doing some sort of activity with others, preferably sports. I love competing; it gives me a real adrenaline rush!*

_____ C. *I love parties! The more people the better. That way, if I get bored talking to one person, I can move on to the next and continue to enjoy the evening.*

_____ D. *I love to get together with family and friends for a good old-fashioned meal and some sort of activity afterwards, like cards, sports, or just a good chat.*

BUSINESS:

_____ A. *I love to work with facts and figures. Charting out profit-and-loss statements excites me. Discovering a great anomaly and writing a thesis about my findings would be great!*

_____ B. I like to be *captain of the ship. I am very result oriented. I can accomplish more in one day than some can in a week! I like to creatively solve problems that others are stumped by!*

_____ C. I love people, animals and anything art related! I love to tell people about new things or ideas that would really help make their life more complete. *My ideal work situation is to do anything where I can have fun and make it enjoyable for others too!*

_____ D. *I like working with people and teaching them how to solve their problems, be they personal or work-related. Because I can see things from many angles, I usually end up in the middle of some trying situations.*

TOTALS:

a. _____
PLANNER

b. _____
DOER

c. _____
COMMUNICATOR

d. _____
MEDIATOR

When you have finished the quiz, record the totals in the spaces beside each letter. The letter with the highest number is your Dominant Inner-trait. A is a Planner; B is a Doer; C is a Communicator and D is a Mediator personality type. Record the inner-trait name below.

Dominant Inner-trait: _____

Secondary Inner-trait: _____

Use the answers filled in on the quiz to plot your totals on the Diamond Character Locator on the following page.

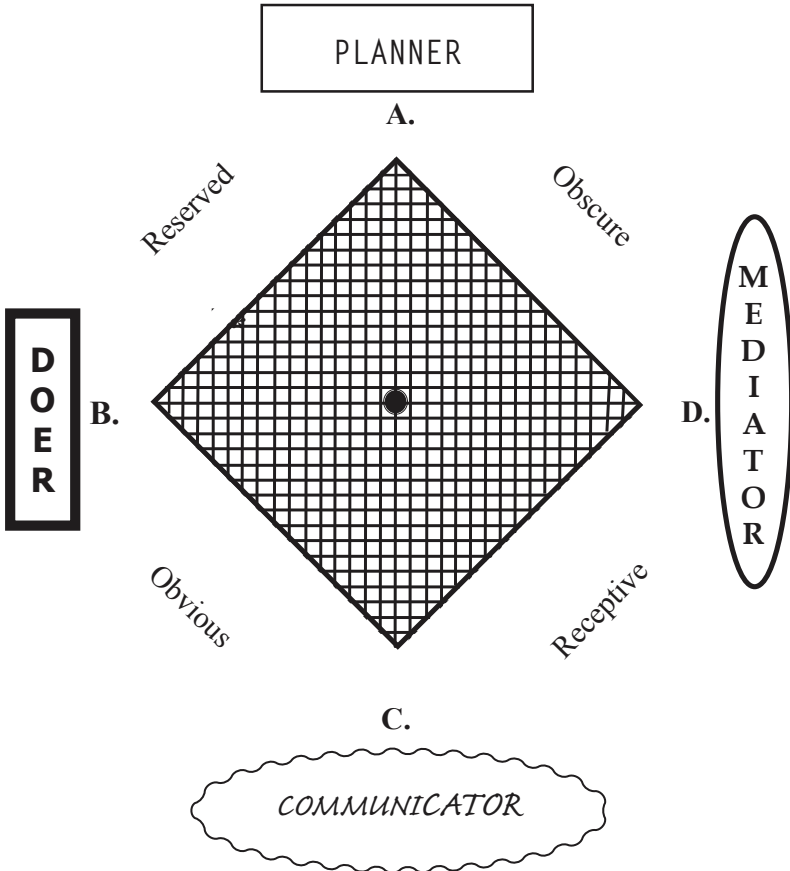
Look at the example quiz. The answers recorded were: A = 4; B = 10; C = 10 and D = 16, The centre dot has a value of "0" and each line thereafter has a value of 1. When you plot them on the Diamond Character Locator Grid, it will show that the Mediator trait is the dominant inner-trait. But, this person had equal scores in the Doer and Communicator areas with a small number of Planner inner-traits. This translates to a character that is almost a Diamond but needs to develop more of the Planner's positive inner-traits to become the true diamond.

OK, your turn. Take your answers and apply them to the blank grid. Remember, the centre dot starts as "0" and the lines moving out from there to the perimeter add up to "16."

What kind of diamond are you?

List the characteristics from the other groups that you would like to learn or need to develop.

The Diamond Character Locator



The **Diamond Character Locator** works as follows (the center circle starts as the value of 0) A is a **Planner**; B is a **Doer**; C is a **Communicator** and D is a **Mediator** personality type.

Complete your own answers from the quiz on pages 28 - 30. Insert your numbers: A = ____; B = ____; C = ____; and D = ____.

Your **Dominant Inner-trait** is _____ and you are a _____ Personality type that is both _____ and _____ about it.

Your **Secondary Inner-trait** is: _____

Here are four more questions to reaffirm that you understand these personality types:

1. I like to work by myself. My pace is slow and methodical. I love to handle details. Some think that I border on being a perfectionist. Who am I?

- _____A. The DOER _____B. The MEDIATOR
_____C. The PLANNER _____D. The COMMUNICATOR

2. I don't like pushy, aggressive types. I enjoy warm, close relationships, and I am a good team player. Who am I?

- _____A. The DOER _____B. The MEDIATOR
_____C. The PLANNER _____D. The COMMUNICATOR

3. I don't like to waste time. I enjoy challenges, taking control and solving problems. Who am I?

- _____A. The DOER _____B. The MEDIATOR
_____C. The PLANNER _____D. The COMMUNICATOR

4. I love to be the center of attention. I like to be involved with people. I do not like to work alone, and detailed work bores me to tears. I love to work with ideas, rather than data. Who am I?

- _____A. The DOER _____B. The MEDIATOR
_____C. The PLANNER _____D. The COMMUNICATOR

After answering these questions, go back and review the previous quiz to see how it fits with this analysis of yourself. Does it confirm your initial personality type?

If you are curious, the correct answers to the questions above are on the bottom of page 36.

Knowing your personality type and the personality type of others will make a big difference in how you get along with others. I would venture to say that after you have completed this section, you won't look at yourself or others, in the same way again.

Have some fun and give these simple quizzes to your family and friends. Compare notes. By understanding the way each personality type views the world, you may see why miscommunication and lack of understanding is one of the most pressing issues in the world.

Familiarize yourself with the other personality types by using the Diamond Locator as a reference guide. This way, if you are dealing with a Mediator type, you won't treat him or her like a Doer, Planner or Communicator personality. A sense of respect instead of malice can then be achieved.

Eight ways to effectively deal with each personality:

Planner

1. Be very business-like and proper.
2. Go at a slow and purposeful pace.
3. State your purpose, be it for personal or business
4. State what you plan to do.
5. Establish credibility with them.
6. Give them the facts in straight, pointed data.
7. Planners want solid, tangible proof.
8. Finally, after you have said your piece, give them space to think it over.

Be it an argument, an item to be purchased or a problem that needs solving, the most dominant question on a Planner's mind is: How does it work? The Planner's personality challenge is making timely decisions, as they are constantly seeking more information.

Doer

1. Never let them see you sweat! Always walk in confidently.
2. Get to the point of your visit, chat, whatever.
3. State your purpose by getting to the matter at hand.
4. Show consideration for their time. Doers are always busy.
5. In an argument or sales pitch, give facts, details, specifics, logical details, and your plans for all of the above in short form.
6. Use assertive, powerful gestures to make your point (no weak hand shakes). Doers appreciate strong people.

7. Use pointed relevant humour.
8. Finally, have a contract or solution ready to be signed with a date of completion clearly visible.

Doers usually have a dry sense of humour and are satirical in nature. The most dominant question that the DOER will be looking to answer is “What can you/it do for me, and by when?” The Doer’s Personality challenge is over-committing their time. You might hear them jokingly referred to as “human doings,” instead of a human beings.

Mediator:

1. Reassure them that they are liked.
2. Make sure they feel that everyone is being treated fairly.
3. Offer them some guarantees.
4. Move at an easy pace; they do not like feeling pressured.
5. Listen carefully. Do not look like you would rather be somewhere else.
6. When trying to sell them on something, use third-party stories.
7. Share your feelings and opinions. They are open-minded people.
8. Before jumping into an argument, let them tell you what is important to them.

The most pressing question on the *Mediator’s* mind regarding any decision is how this decision will affect him/her personally. Mediators need to feel safe and know that others will not be adversely affected by their decision. The main personality challenge *Mediators* have is the inability to *take risks*.

Communicator:

1. Walk in confidently for a chat or a business meeting.
2. Give a quick greeting.
3. Allow the *Communicator* to talk. They like nothing better than to talk about themselves as well as what others are up to.
4. When preparing for a discussion, ask specific questions that will help guide them to the answers you need.
5. Focus your conversation on opinions and new ideas. They love to feel on top of everything happening around them.
6. Tell stories to emphasize your point. Communicators love stories.

7. Don't go into heavy details as this will only bore them.
8. If the meeting requires a decision, negotiate it immediately. Finding the time to pin them down again may be difficult.

The most pressing question on a Communicator's mind, whether it concerns a child's problem or sales proposition is: Who else is doing it, or who else has it? They do not like to be first in their decision making. The main personality challenge a Communicator has is the ability to commit to just one thing.

Bear in mind that if you come across someone that really irritates you, they may be mirroring characteristics that you really dislike in yourself! We should all be striving to be equal in all the positive aspects of each personality category. By studying these four categories, we are more likely to understand why each person acts and reacts differently to any given situation. It also gives us a key as to how to respond to each different type of person in a way that speaks to their personality style. This knowledge can be very beneficial if you are trying to do business with them or if your boss has a personality style that is very different from your own.

Food for thought.....

*Answers to the quiz on page 33:

1 = C 2 = B 3 = A 4 = D

STEP 2

Wear Your Power Colours



Mirror, Mirror in my hand
what makes me look
Oh, so bland.....

Why do I feel cold
when I look at blue
then feel warm
when I see a gold hue

How do colours affect me so
some make me tired
others make me glow

When I wear my colours
on myself
I feel my best
without a doubt

Mirror, Mirror in my hand
I feel good now
Why, even grand...

Step 2: Wear Your Power Colours

Color Harmonics® The Colour Ruler System

Why do we buy items that contain colour? Colour fills a need within us. Just think what our world would look like if all our belongings were black, white or shades of gray, with no colour anywhere. Colour brings life, passion and expression to our personal world. It allows us to share our moods and gives us a glimpse of who we are in relation to others. Thank goodness for colour!

Colour is a large part of our everyday experience. Even feelings are expressed in colour. Take a moment and think about how colour affects your moods.

- *I am feeling blue.*
- *I am so angry I'm seeing red.*
- *That makes me green with envy, etc.*

Have you ever walked into an all blue room and felt cool and then walked into a terra-cotta coloured room in the same house and felt warm? How can that be? Does colour affect the temperature of the room?

It happens because colour radiates energy. In fact, science has proven that everything radiates energy! Most of these emanations are invisible to the naked eye (a trained eye can see them). Instruments like the Thermograph detect body heat. This technology is now used for security cameras, binoculars and other surveillance devices, to track the movements of people, and animals in the wild.

Colour does affect us on mental, physical and emotional levels. Red can excite us, orange can incite curiosity and pink has been used in prison waiting rooms to calm inmates. There is both mystery and magic to colour.

The Mystery of Colour

Colour theories go back more than two thousand years. There has been, and continues to be, a wealth of wonderful work contributing to our understanding of colour. Colour is one of life's greatest mysteries. There has never been a time when colour did not fascinate humanity. If you find colour as fascinating as I do, go to the index at the back of this book for some websites and books on this wonderful subject.

A Quick Colour History Lesson

In the fourth century BC, the great philosopher, Aristotle, considered blue and yellow to be the true primary colours, relating as they do to life's polarities: sun and moon, male and female, stimulus and sedation, expansion and contraction, in and out. Furthermore, he associated colours with the four elements: fire, water, earth and air. Sounds a lot like *Yin* and *Yang* to me!

The greatest contributions to our understanding of colour came from men whose work combined science and mathematics with art, metaphysics and theology.

Hippocrates, the father of medical practice and a contemporary of Aristotle, used colour extensively in medicine and recognized that the therapeutic effects of a white violet hue would be quite different from those of a purple violet hue. The greatest contributions to our understanding of colour came

from men whose work combined science and mathematics with art, metaphysics and theology. Unfortunately, by the latter part of the nineteenth century, the medical community had virtually all but erased the age-old practice of colour therapy, dismissing it as "mumbo-jumbo."

Thankfully, now in the twentieth and twenty-first century, the interest in colour has exploded. The art of colour therapy has been re-born and today some of the most mainstream doctors use colour as an everyday part of their work.

In the 1920's, at the famous Bauhaus school in Germany where the teaching staff included such luminaries as Itten, Kandinsky and Klee, technology and art were completely reunited. Johannes Itten was particularly interested in the connections between colours and emotions and colours and shapes.

He also observed that each of his students seemed to favour the same palette for their work, and furthermore, the favoured palette appeared to be in some way related

For centuries, colours were thought to be part of the object viewed.

to that student's own physical colouring. Itten's book, *The Art of Color*, published in 1961, is a worthwhile investment if you are looking for a deeper understanding of the workings of colour.

The Science Behind Colour

Where does colour come from? For centuries, colours were thought to be part of the object viewed. In 1672, the great scientist, Sir Isaac Newton, published his first controversial paper on colour and then, forty years later, his work *Opticks*. When Newton shone white light through a triangular prism, he found that wavelengths of light refracted at different angles, enabling him to see the separate components – colours.

In 1840, Johann Wolfgang Goethe's *Theory of Color* disputed Newton's prism experiments and proved that light splits into its component colours. He shone a white light onto a screen in a darkened room and found that the centre of the image remained white and colours appeared only at the edges. This led him back to Aristotle's ideas that blue is the first colour to appear out of darkness and is most visible at night, and yellow is the first colour to appear out of light and is the most visible colour in light conditions. Therefore, our perception of the sun is that we are looking at white light as being yellow and the vast blackness of space as appearing blue.

If a white beam of light is shot through a prism, it registers all the visible colours of the electromagnetic spectrum from red to violet.

Of the tiny portion we see as visible light, red has the longest wavelength (closest to black light; absorption of all colours) and violet has the shortest wavelength (closest to white light; reflection of all colours). All other colours fall somewhere in between. Colour Therapists often refer to these pure colours as “rays.”

The sun is our local source of almost all the electromagnetic spectrum, both long and short waves. Our atmosphere screens out most of the harmful rays so when we damage our atmosphere by pollution, we ultimately hurt ourselves.

So, round and round we go and come back to the theory that the origin

Each colour of the spectrum moves to a different wavelength.

of colour is light. Without light, we would not be able to distinguish the differences between colours. Light travels in waves. The wave is a characteristic movement of all types of energy. Light is a small portion of the electromagnetic spectrum, which also includes X-rays, ultraviolet and infrared

light, microwaves and radio waves. Each colour of the spectrum moves to a different wavelength.

Colour is magic and can even appear to play tricks with our mind. Some of the most common tricks are as follows:

Colour Illusions and Effects

Afterimage: This image is related to simultaneous contrast. Simply stated, if you stare at one colour long enough and close your eyes, you’ll see its complementary colour. For example red creates a green afterimage.

Light on Texture and Finishes: The same colour can be applied to several surfaces and all appear different due to the inherent distinctions of the surface used.

Metamerism: Using a colorimeter will show that some colours don’t

have the same reflectance curve. They can appear to match under certain lights but not under others.

Simultaneous Contrast: This colour phenomenon was discovered by Michael Eugene Chevreul. He discovered that each hue projects its complement on the adjacent hue. Therefore, to receive the maximum intensity of a hue, surround it with its complement!

Value Relationships: The degree of the lightness or darkness of a colour is affected by the adjacent colour values. Strong contrasts cause light areas to appear lighter and dark areas to appear darker.

Natural Light: Even in natural daylight, there are differences seen in colour. Have you ever noticed how the sun, cloud or twilight affect the appearance of colours?

Try this experiment. If it is a sunny day, look around at nature and in your dwelling place. Note and observe a few items that hold colour. Now monitor those items at different times of the day and see if the colour appears to change. It doesn't matter what colour the item is. You will notice the following:

- On a clear sunny day, items will appear brighter and infused with a soft yellow tone (Bright Yang).
- Around sunset the same coloured items will taken on more saturated richness and golden hues (Deep Yang).
- At twilight coolness begins and causes the colour in the item to display a more dusted blue hue (Subtle Yin).
- By midnight, the blackness of the sky creates a strong blue - back drop for the light reflecting moon (Strong Yin).

As you can see, colour is far more complicated than it first appears. But so are most things, when you look beneath the surface. The psychology behind colour is fascinating. Scientific studies have shown that we associate colours with past events and emotions. Being aware of this can help us remove our irrational blocks to using or wearing certain colours.

The Inner Psychology Behind Colours

Colour evokes feelings. These feelings come from many different sources, like fond memories or traumatic events. They may even be associated with cultural, ethnic or religious beliefs. It is important to understand your underlying reasons for your colour choices for personal, home or business use. Here are some examples of how colour may unconsciously effect us.

WHITE	Yang	Colour
-------	------	--------

Physical: White light contains all colours and is the reflection of all colours. It is also an advancing colour.

Emotional: Represents revelation, “I’ve been enlightened”, innocence and radiance.

Mental: Represents the positive, purity, masculine, active force, *Yang*.

Negative Aspect: Too much power, even positive, can destroy instead of create if it is not balanced.

BLACK	Yin	Colour
-------	-----	--------

Physical: Absence of all light, or negation of all colours and is a receding colour.

Emotional: Represents the physical, material, or earthy (Mother Earth).

Mental: Represents the opposite polarity or negative charge (not evil), feminine, receptive form, *Yin*.

Negative Aspect: Seen as evil, dark, mourning (Western belief) or black magic.

BROWN	Ying	Colour
-------	------	--------

Physical: Brown usually consists of green, red and yellow, and a large percentage of black.

Emotional: Much of the same seriousness as black, but warmer and softer. It has associations with the earth and the natural world

Mental: It is a solid, reliable colour and most people find it quietly supportive.

Negative Aspect: Lack of humour, heaviness, lack of sophistication.

GRAY | Ying | Colour

Physical: Combination of Black/ White and possibly Brown

Emotional: Psychological neutrality. Heavy use of gray usually indicates a lack of confidence and fear of exposure.

Mental: Suppressive as absence of colour is depressing.

Negative Aspect: Lack of confidence, dampness, depression, lack of energy, hibernation.

RED | Yang | Primary Colour - longest wavelength

Physical: Revitalizing effect on our bodies, clears impurities from the blood stream, vital energy.

Emotional: Intensity of feeling, achievement, ambition, “grounding to earth.”

Mental: Initiator, creator, the pioneer colour.

Negative Aspect: Too much red can result in agitation, (from anger to destruction). Use as an accent to enliven and create warmth.

PINK | Yin | Tint of Red

Physical: It soothes, rather than stimulates.

Emotional: Represents the feminine principle and survival of the species; to sooth, nurture, create warmth, femininity, love, sexuality.

Mental: Powerful colour. Too much pink is physically draining and can be somewhat emasculating.

Negative: Inhibition, emotional claustrophobia, emasculation, physical weakness.

ORANGE	Yang	Secondary Colour (Red + Yellow)
--------	------	---------------------------------

Physical: Body cleanser, an aid to colds, digestion & asthma.

Emotional: Buoyant colour that can lift the spirits – warm peaceful colour that allows freedom of expression and creativity.

Mental: Self-motivation allows for ambition and change, a rebirth so to speak.

Negative Aspect: If tone is towards the red end of the scale, in large amounts, it can become an aggressive colour. If tone is towards the yellow end, in large amounts, it can become domineering.

YELLOW	Yang	Primary Colour
--------	------	----------------

Physical: Has a stimulating and refreshing quality about it. It helps with indigestion and restoring tattered nerves – use to brighten up an otherwise dark or cool room.

Emotional: Yellow personality is always compulsively looking at the future in child-like anticipation.

Mental: Awakens the intellect, good to use in a child's study room.

Negative Aspect: If used in large amounts, can appear overpowering; uncultured and child-like, seeking isolation and protection from disappointment.

GREEN	Ying	Secondary Colour - Blue + Yellow
-------	------	----------------------------------

Physical: Helps to reduce high blood pressure, beneficial to the nervous system, a colour that promotes peace and harmony in any environment.

Emotional: The Balance Colour of new life and growth that requires the reason behind belief systems.

Mental: A very practical, self-assertive, transitional colour used by all personality types.

Negative Aspect: Personified- if green does not receive due recognition, tension and distress, leading to jealousy and envy, can take over control. Balance is the key.

BLUE

| Yin

| Primary Colour - short wavelength

Physical: Helps to heal the mind / brain, and all components. Also cools the blood, to relieve swollen conditions.

Emotional: Peaceful, relaxing, and soothing.

Mental: Think sky, oceans, space. A very expansive colour that is peaceful and harmonious.

Negative Aspect: Personified - if used exclusively, tends to become cold and unfeeling, creating a sense of melancholy, and a life that does not measure up to one's ideals.

INDIGO

| Yin

| Tertiary Colour - Blue + Violet

Physical: Here is a helpful colour for the insomniacs, or those with eye, ear, or nose problems. In homes or clothes, use as a background colour.

Emotional: A calming colour that helps dispel the feeling of frustration and negativity associated with mental conflict.

Mental: An uplifting, artistic and spiritual colour; cool and mysterious, that is becoming more popular today.

Negative Aspect: An indigo personality can become conceited or full of contempt for those that do not understand them and their work.

VIOLET

Ying

Secondary Colour - Blue + Red

Physical: Helps to stimulate the electrochemical elements of the nerves, creating a cool, tonic-like effect for the whole body.

Emotional: A mysterious colour that seems to permeate reality with vision.

Mental: Is the combination of a spiritual blue and realistic, artistic indigo.

Negative Aspect: Violet personalities can appear to be critical and obsessed with injustice, but unwilling to do what is necessary to change the situation.

Our Personal Colouring Characteristics



Under normal circumstances, skin colour and tone remains constant throughout our lives. These colours can change somewhat, due to the following factors: diet change (too much carrot juice), medical problems, jaundice, and anaesthetic during surgery. Skin grafting or plastic surgery can also alter the outward appearance of the skin. Nevertheless, understand that the basic undertone and composition of our skin remains constant.

In this book we focus on colour harmonies. These are the colours that enhance our skin, hair and eyes. Healthy, natural hair colour is automatically coordinated with the colour of our complexion and eyes. Even during the aging process (as those components change) colour harmony remains.

We are the artist or creator of our own outward image. As such, we should be trying to make a life-size picture of harmony. This is where cosmetics can play an important part (e.g. lipstick, blush, foundation). When we use cosmetic colours that blend with our natural colouring, the overall appearance is pleasing. If colours are used that are in discord with the skin and hair, the overall effect is not as pleasing to the eye. An example of this would be if a dark brunette with brown eyes and olive skin dyes his/her hair a bleached platinum blonde creating a definite discord. Likewise, if a redhead with peach skin and freckles dyes his/her hair jet black, colour conflict is very evident. Whether you are a blonde, black, brown or red haired person, enhanced correctly, your inner person will shine through.

The Color Harmonic® Ruler

Let me introduce to you **Color Harmonics®** - the colour Ruler system. Here's how the system works:

Colours are arranged in four ways: Two Rulers illustrate the cool, blue tones of the *Yin* colour side and the other two display the warm, yellow under-toned or *Yang* colour side.

Each Color Harmonic® tool (hereafter referred to as CH), is bordered on the top and bottom by its metallic compliment. Gold is used for warm Rulers (Bright and Deep Yang) and silver is used for the cool Rulers (Strong and Subtle Yin). Here are the basic differences:

- While both Bright and Deep Yang are considered warm colours, they differ in their intensity. Bright Yang has clear, bright colours with a soft yellow undertone and Deep Yang has saturated and muted colours with a golden undertone.

On the two sided Color Harmonics® 9" Ruler, the 5 Power Neutrals of both the warm Yang tones and the cool Yin tones are on the top. These are the basic colours to build your wardrobe or home around. The 19 harmonizing colours below them are the "punch" or "accent" colours that give life to the neutral tones.

All colours, even neutrals, have warm or cool undertones. When you wear your power neutral colours, they act as the base that supports and balances your skin colour to your clothes and environment.

The Four Color Harmonic® Rulers

Now let's discover your particular ***Color Harmonics®*** Ruler. If you have been colour-coded in the past, this will prove to be an interesting twist. If not, you will need to get a few items before we begin.

- Full daylight spectrum light (or natural daylight)
- Mirror (large enough to see your head and shoulders)
- Gold metallic cloth and a silver metallic cloth

Match the colours below to the swatches on the colour section to make a fabric drape:

- Dark Emerald Green Cloth – Pantone # 3298
- Soft Kelly Green Cloth – Pantone # 3258
- Light Lime Green Cloth – Pantone # 5815
- Deep Khaki Green Cloth – Pantone # 374

*NOTE: All fabrics should be a minimum of 36" x 36", to cover the upper body. To create the most accurate personal colouring results, you should wear a white or very neutral coloured head wrap and robe to prevent possible distraction from unnatural hair dye or clothing colours. You must also remove all make-up or the test will be invalid.

One of the first decisions you make each day involves colour harmony. You ask yourself, "What am I going to wear?" Whether you're choosing clothing, make-up or designing a new room, the colours you choose affect your final results. Colour is light and light is energy. As you just learned, scientists have found that mental and physical changes take place when you're exposed to colours. They can stimulate, excite, depress, tranquilize, and create a feeling of well-being and peace.

Determining Your Personal Colouring

Choose from the a, b, c, or d categories below for each component. Place an X on the line before the best description of that component. These descriptions fit most with Caucasian colouring. If you are fortunate enough to get your glorious colouring from having a different ethnicity, see page 54 for your adjusted descriptions.

Your Eye Colour:

- a) ___ Blue, gray blue to dark blue to blue violet
 ___ Green, gray green to turquoise to emerald
 ___ Hazel, dark rosy brown to black brown
- b) ___ Blue, clear bright to pale blue gray - cloudy
 ___ Green, clear - gray green with white flecks
 ___ Hazel, brown with a blue or green overtones
- c) ___ Blue, bright blue - may appear sky blue
 ___ Green, aqua to blue green with flecks
 ___ Hazel, golden brown with green to topaz
- d) ___ Teal or turquoise, no true blue
 ___ Green, pale and clear to deep olive green
 ___ Hazel, golden to amber to rich dark brown

Your Hair Colour:

- a) ___ Black, blue black to brown black
 ___ Brown, dark, medium to ash brown
 ___ Platinum blonde (rare)
 ___ White or silver gray to salt and pepper
- b) ___ Brown, medium with high lights (from sun)
 ___ Blonde, dark ash to light golden (from sun)
 ___ Pearly White or blue gray to silver gray

- c) ___ Brown, golden to dark brown to auburn
 ___ Blonde, honey to flaxen to strawberry or
 ___ Creamy White or golden gray
- d) ___ Charcoal brown to brown black
 ___ Brown, golden to deep chestnut to auburn
 ___ Blonde, muddy to strawberry or deep red
 ___ Warm White or golden gray

Your Skin Colour:

- a) ___ White or alabaster to delicate pink tone
 ___ Beige (often pale and sallow)
 ___ Light to rose beige to Olive (beige gray)
- b) ___ Pale beige with pink cheeks (blush easy)
 ___ Pale to rose beige (can be sallow)
 ___ Rose beige - fair to deep and rosy pink
- c) ___ Ivory (with freckles)
 ___ Beige to light golden beige
 ___ Translucent Peachy Pink
- d) ___ Ivory (also with freckles)
 ___ Beige to deep golden beige (with freckles)
 ___ Peach to Deep Peach to Copper Beige

Now add up your scores to see what your dominant colouring is.

_____ a	_____ b	_____ c	_____ d
Strong	Subtle	Bright	Deep
Yin	Yin	Yang	Yang

Read about your dominant Color Harmonics® Colour Ruler Characteristics on the following pages to discover which colours enliven you and make you feel powerful.

If You're Deciding Between Colour Rulers Ask Yourself:

Strong Vs Deep:

Being a Strong Yin, I look good in black, white and clear rich colours unlike my friend, a Deep Yang, who looks great in brown, green and rich amber colours.

Strong vs Subtle:

I am a *Subtle* because I look good in pastels like powder pink and denim blue. If I am a *Strong*, I will need darker and brighter colours because pastels make me look washed out.

Strong vs Bright: I am a Bright, so I look really terrific in ivory, peach and bright navy. I am a *Strong* because I look best in black, white and dark blue hued colours.

Subtle vs Deep: I am a *Subtle* that looks awesome in periwinkle blue, sage and rose but I look sickly in a Mustard or Pumpkin colour that *Deep's* wear so well.

Deep vs Bright: I am a *Deep* that loves gold, moss green and rootbeer brown. My friend who is a Bright Yang, likes buff, light clear gold, peach and light golden brown.

Once you have determined which Color Harmonic® Ruler you belong to, the next step is to find out which of those colours enhance your natural colouring best.

Here are answers to some frequently asked questions:

Q. I have heard that having your “colours” done is coming back in vogue. Is this true? Why is this important? Also, I had my colours done years ago and I do not like or wear the colours selected for me. Why?

A. Yes, personal Colour Consultation is back. Actually, it never left. It is a tool largely used by Image Consultants to help their clients with their clothing, make-up and hair colour selections. As far as not liking the colours selected for yourself, a couple of things may have been at fault. One, errors have occurred in colour identification because some Colour Consultants weren't trained properly and/or did not have the skill level to identify the undertones of colour in different individuals. Secondly, due to the increased diversification of personal care and fashion products, re-education and experimentation, personal colour theories have adapted and changed. For example: you can now use a blend of warm and cool neutral products to balance your colouring and create a more approachable look and/or environment. You may need help from a Colour or Image Consultant to accomplish this.

Q. Can I be a mixture of *Colour Harmonies*?

A. Yes, it is genetically possible, if your parents or grandparents are of mixed races. For example, if your mother is Scandinavian and your father is Japanese, there is a good chance that you will have a mixture of colouration in your skin. One undertone (warm or cool), however, will always be dominant.

Q. Can I be a mixture of *Colour Intensities*?

A. It is possible but not the norm. The basic law of abstract colour theory states that the base or temperature of a colour determines its shade. Your skin tone is the same. *High contrast* colouring needs clear shades to enhance and bring out the intensity. *Blended* colouring needs saturated colours to allow the subtlety of your colour to show through. If your skin has a mixture of colour intensity, you will have to choose clothing that

uses both intensities of colour when you dress. For example if you have colouring that is 80% **Strong Yin** and 20% **Subtle Yin**, use 80% of your dominant CH colours with an infusion of 20% of the opposite neutral to serve as a way to balance out the differences. This will create a harmonious contrast between the two colour intensities and will honour your dominant intensity while providing support for your secondary colour intensity.

Note: Personal colouring characteristics for descendants of North American Indians, Africans, Asians, and Latin Americans

Persons who have inherited their colouring from one of the above cultures are most often Strong Yin in colouring. However, a few will be found in each of the other groups. Skin tone is the main determining factor, since hair colour can be black in all groups.



Cool “Yin” Colour Groups: Strong & Subtle

The range of skin tones include white or ivory, olive, beige, rose beige, rose brown, ash brown, red brown, dark brown and blue black. When compared to the **Strong**, the **Subtle’s** skin tone is either lighter, more grayed, or rosy. The **Subtle’s** eyes are not as dark. There is a softer, more muted look to the skin and eyes, rather than black. The hair may be ash brown or dark brown.

Warm “Yang” Colour Groups: Bright & Deep

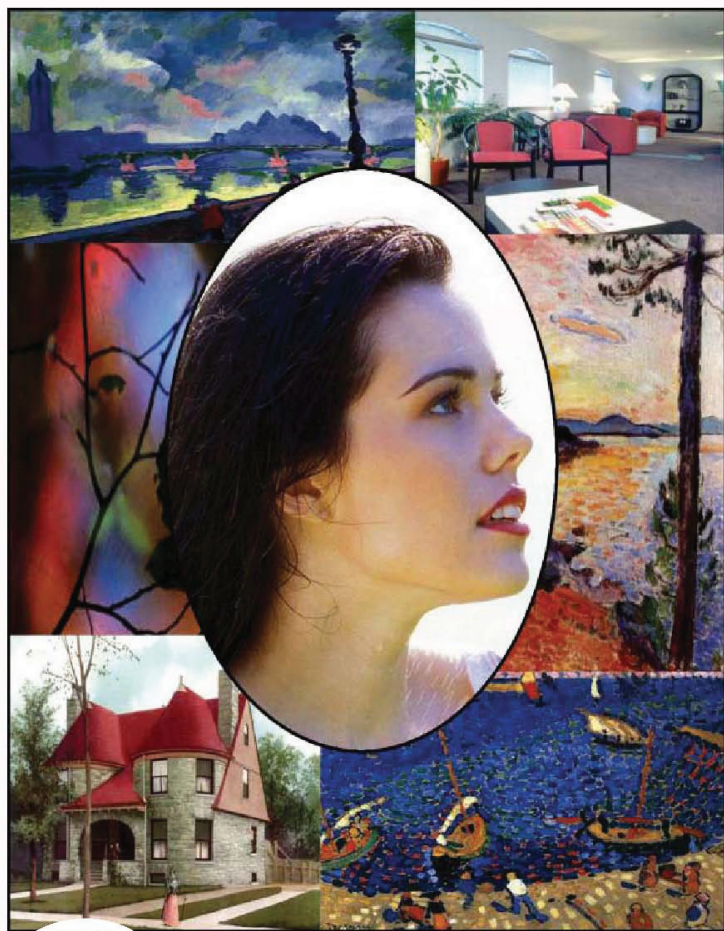
The range of skin tones includes ivory, peach, beige, golden beige, copper, bronze, caramel and golden brown, (light to dark). Skin tone must be a true golden, with no olive undertones. Eyes will be dark brown, not black, golden brown or even hazel. Hair might still be black, but may also be dark brown with some gold, chestnut, or red in it. Sometimes there may even be a light, golden-brown tone in it.



STRONG YIN:

Intense blue-based colours of high contrast

HINT: Visualize colours under a full moonlit night reflected on winter snow



STRONG YIN

Colouring

A Strong has high contrast between their hair, eyes and skin colours. A typical Strong has dark hair and eyes with a much lighter skin tone by comparison. Primary colours that are clear and vibrant with a blue undertone, bring a Strong's eyes to life.

Colours To Wear

Reds: Poinsettia red, scarlet, rich blue-reds, burgundy. No orange-red.

Blue: Deep blues, royal blues, blue-purple, any navy, electric blue, bright turquoise.

Yellow: Light lemon or butter yellow. No gold, no orange.

Green: Emerald green, deep blue-greens. No yellow-greens.

Purple: Purple blues, royal purple, rich, deep purple.

Brown: If you wear brown, it should be a black / brown or charcoal brown, worn with black accessories. No other browns. The only beige you can wear is taupe (grayed beige).

Icy Tones: Very pale, icy versions of your colours are especially effective in a fabric that has a texture that glows or shimmers. No pastels.

Black & White: Midnight black and stark white to tooth white. True gray.

Good Basic Colours: Pure white, soft true gray, charcoal gray, black, navy, taupe, burgundy. Intense deep, vivid colours are magnificent on a Strong Yin. Colours should be clear and pure, not muted or powdered. If lighter tints are used, they should be cool, icy values of colour.

Strong's don't wear middle value colours well. Dark /light colour contrasts or monochromatic colour schemes are very effective and just as striking as complimentary colour combinations. Solid colours are best, but high-contrast prints work as well.

Cosmetics

Strong's can apply more dramatic make-up than other colour groups, but lighter make-up is also flattering.

Foundation: Pink or rose base. Avoid yellow/orange.

Lipstick/Nail Colour: Deep, strong rose or pink, plum, burgundy, true red, blue/red. Clear colours, not muted.

Blusher: Pink, plum, red.

Eye Shadow: Smoked or silvery blues, gray, mauve, or plum. If colour is too bright, add gray or smoked charcoal or a silvery blue to soften the colour.

Hair Colour: A *Strong* should keep their own colour as long as possible. A good colourist can add the right tone of highlights so as not to negate your striking colouring. Think rich mahogany or jet black accents that look quite striking as well as salt and pepper to pure white as we age.

Accessories

Shoes & Handbags: Black, navy, gray, burgundy, taupe, bone, white, silver.

Hosiery: Gray-beige, and tones of your palette.

Glasses: Silver, gun-metal, black or rich coloured frames that coordinate with your palette. Two tone Black and Brown or Silver and gold are good.

Jewellery: Smooth or shiny, simple or heavily detailed. Match your jewellery to your personal style. i.e.: Polished, Natural, Classic or Artistic.

Metals: White-gold, platinum, silver or mixed metals like silver and gold.

Gems: White and black pearls, emeralds, rubies, sapphires, jade, jet crystal. Clear, sparkling stones are best. Especially diamonds!

A Strong Yin's Basic Colour Wardrobe

Here is an example of a Strong Yin's Color Harmonic® closet. The colours and clothing items listed below should be used as a guide to assist you in creating your own well-organized wardrobe that transitions you from winter to summer and from work wear to casual.

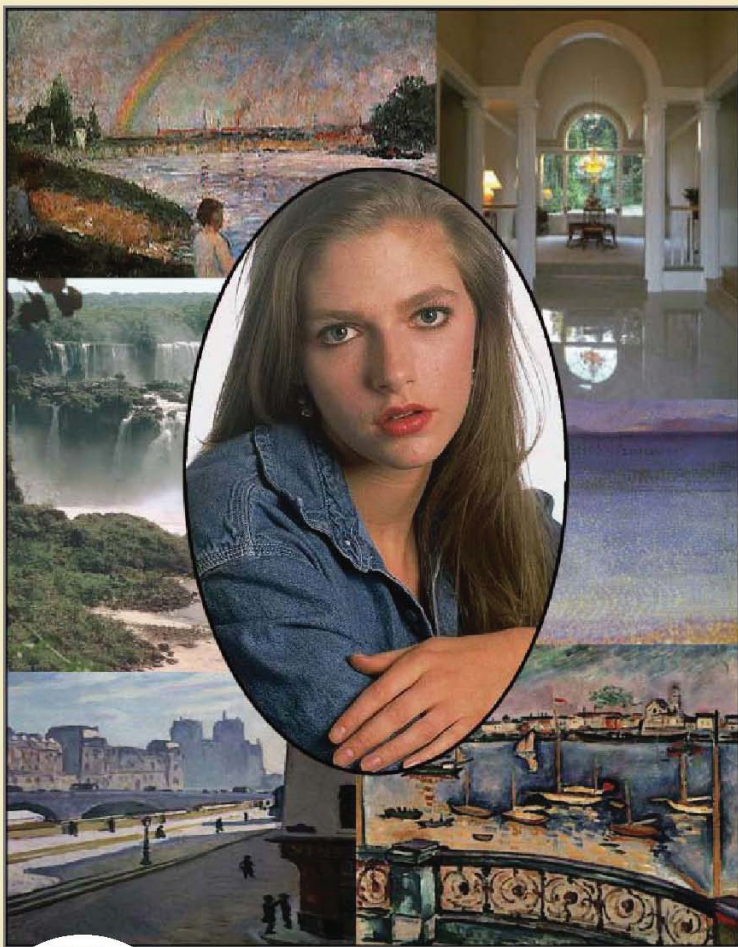
Work Wear:	Winter	Summer
Jacket	Black	Navy
Skirt	Black	Navy
Pants	Black	Navy
Dress	Burgundy	Cherry Red
Blouse 1	Deep Burgundy	True Red
Blouse 2	Royal Blue	White
Dressy Blouse	White	Purple
Sweater	Silver Gray	Navy (Knit)
Evening Wear	Black	White

Casual Wear:	Winter	Summer
Casual Pants	Navy or Black	White and Taupe
Casual Skirt	Navy or Black	White and Taupe
Casual Top	Red and Purple	White Knit
Coat	Black	White
Trench Coat	Charcoal	Taupe
Evening Wear	Emerald Green	White Shrug

SUBTLE YIN:

Subtly dusted blue-based colours

HINT: Think how colours look at twilight on a Cool Summer evening



SUBTLE YIN

Subtle Yin Colouring

A Subtle's colouring is more translucent than a Strong's colouring as they have more rosy tones appearing at the surface of their skin.

They look best when they use softer and more dusty blue undertone colours in their makeup and hair.

Subtle colours are harmonious in their muted hues, tinged with rose or blue, often grayed like the soft incandescence of twilight. Shades are soft, not intense, as though seen through a gentle haze.

Good Basic Colours: Soft white, blue-grays, silver-grays, rose-beige, dusty rose, grayed navy. Subtle's can wear and use all eight hues (red, yellow, green, blue and purple, white, black and brown) of colour that display soft, pastel blue undertones.

Cosmetics

Subtles should try and create a soft, blended look in their make-up. Strong, or dark colours, will make them appear harsh.

Foundation: Pink/ rose beige. Avoid yellow/tan base.

Lipstick/Nail Colour: Pink, rose, mauve, soft burgundy.

Blusher: Pink, rose, plum.

Eye Shadow: Violet or lavender, blues, blue-green. Grayed or smoky tones. Avoid overly dramatic eye make-up. Go for the blended look, and add gray or taupe brown if the colour is too bright.

Hair Colour: Soft delicate shades with ash tones, no gold or red. Frosting is good for highlights, and wonderful effects can be achieved with ash blond tints on graying hair. Silver hair can be glamorous on a *Subtle*.

Accessories

Shoes And Handbags: Gray, blue-gray, soft navy, rose-brown, bone, silver.

Hosiery: Rose or gray-beige and tones of your palette.

Glasses: Frames in a nickel or silver metal, or soft tones of your palette that coordinates with most of your colours.

Jewellery: Silver toned, pewter, white gold or platinum, and any colour that blends with your colours, soft and muted.

Gems: Stones that glow, rather than sparkle. Opal, star sapphire, pink and blue sapphire, amethyst, cameos, ivory and rose ivory, moonstone, pink coral, pink pearls.

Subtles wear pearls better than any other Color Harmonics® Colour Group.

Colours To Wear

Red: Blue tones, not too dark. Soft wine tones. No orange-red.

Pink: Blue base pastel to deep rose. Not peach

Blue: Most blues, from pale to medium. Periwinkle blue gray. Navy.

Violet: Lilac and lavender. Deeper violet pinks.

Yellow: Only pale butter yellow. Not gold or orange.

Green: Pale to medium blue-green. Pale aqua. Not yellow green.

Gray: Tones of silver and blue-gray.

Brown: Pale rose-brown, or grayed, soft brown.

White: Soft white (hint of gray or beige, no yellow).

A Subtle Yin's Basic Colour Wardrobe

Here is an example of a Subtle Yin's Color Harmonic® closet. The colours and clothing items listed below should be used as a guide to assist you in creating your own well-organized wardrobe that transitions you from winter to summer and from work wear to casual.

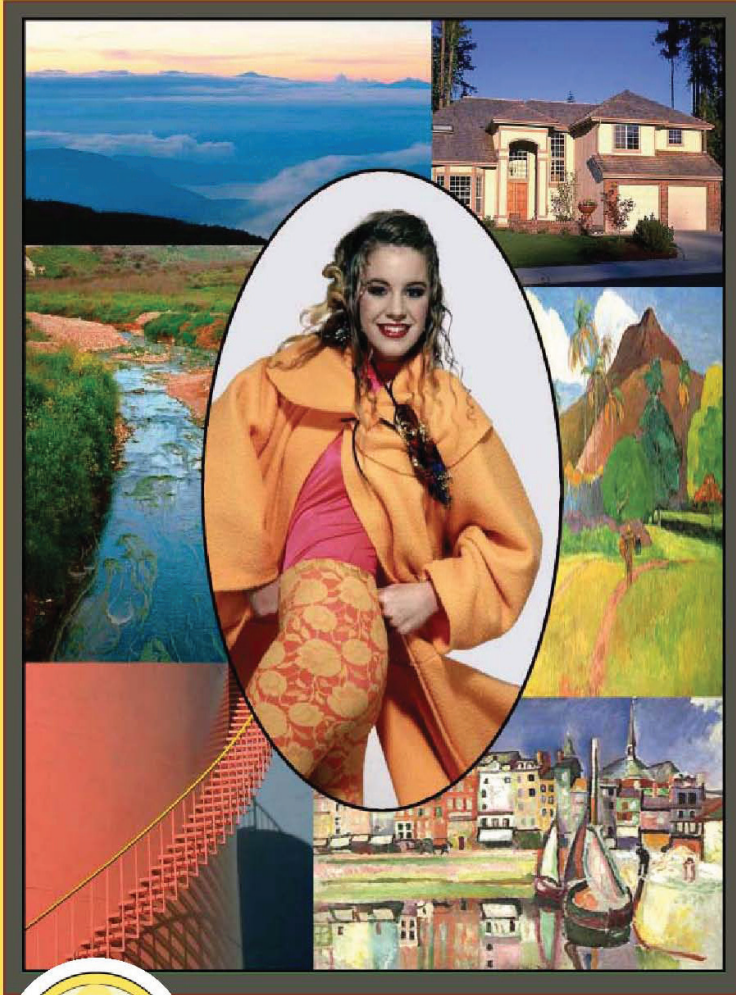
Work Wear:	Winter	Summer
Jacket	Steel Blue	Milky White
Skirt	Steel Blue	Milky White
Pants	Slate Blue	Grayed Navy
Dress	Rose Pink	Powder Blue
Blouse 1	Soft Wine	Sage Green
Blouse 2	Plum Rose	Off White Print
Dressy Blouse	Soft White	Grayed Navy
Sweater	Soft Blue-red	Grayed Navy
Evening Wear	Burgundy	Pale - Rose Brown

Casual Wear:	Winter	Summer
Casual Pants	Cocoa	Gray - Blue
Casual Skirt	Cocoa	Gray - Blue
Casual Top	Denim Blue	Watermelon
Coat	Grayed Navy	Soft White
Trench Coat	Rose Beige	Powder Blue
Evening Wrap	Burgundy	Soft White

BRIGHT YANG:

Bright Sunlit yellow based colours

HINT: Visualize colours on a clear sunny day in the Spring



BRIGHT YANG

Bright Yang Colouring

Bright's have clear and bright eyes and complexion. They have a high contrast between their eyes, hair and skin but with a clear yellowish undertone that appears peach-like instead of pink.

The colours of a *Bright* are alive with sunlight, radiant and fresh. Colour clarity is the main thing to consider. They can be vivid or delicate, but not muted or dark. Although Bright's have a delicate quality, they are the most radiant and eternally youthful of all the colour groups. They can wear and use all eight hues (red, yellow, green, blue and purple, white, black and brown) that display clear and bright yellow undertones. They glow with colours that are clear and lighter in value.

Cosmetics

Bright's should have very light-looking make-up.

Foundation: Yellow-based beige, ivory or peach. Avoid pink tones.

Lipstick/Nail Colour: Peach, apricot, coral, warm pink, clear orange/red. Avoid browns. Use clear tones, not too dark.

Blusher: Peach or apricot, warm pink.

Eye shadow: Yellow-green, turquoise, aqua, peach, golden brown. Keep eye shadow subtle and iridescent. Add warm brown, if too bright.

Hair Colour: Try to have glistening hair - avoid a dull look. Keep gray out of your hair as long as possible. Tint your hair with golden blonde, golden brown; or red, if you are a redhead.

Accessories

Shoes And Handbags: Tan, golden brown, camel, light navy, ivory, gold.

Hosiery: Golden beige, and tones of your palette.

Glasses: Gold metal frames, or pale tones of your palette that coordinate with your colours.

Jewellery: Gold metal, or any bright or light tones from your palette. Use a pale yellow gold to pick up hair and skin highlights. Bronze or copper is usually overpowering. Green gold is good.

Gems: Creamy pearls, coral, opals, yellow topaz, turquoise, aquamarine, yellow sapphire. Try to use stones that sparkle.

Colours To Wear

Red: Orange or yellow reds. No blue-reds, no burgundy.

Pink: Peach or coral pinks. No blue-pink.

Blue: Bright blue, clear navy, periwinkle blue, peacock, turquoise.

Violet: Medium tone, warm violet's.

Yellow: Soft daffodil yellow, sand, clear golden yellow.

Green: Yellow-greens, lime, pale or bright, aqua.

Gray: Soft yellow-gray.

Brown: Beige, camel. Golden - honey browns, not too dark. No rose-browns. Light rust.

White: Creamy ivory.

Orange: Light clear tints, apricot.

Black: Can wear a golden Khaki black not a strong blue black.

Good Basic Colours: Ivory, sand, beige, camel, golden browns, warm gray, clear navy, peach.

A Bright Yang's Basic Colour Wardrobe

Here is an example of a Bright Yang's Color Harmonic® closet. The colours and clothing items listed below should be used as a guide to assist you in creating your own well-organized wardrobe that transitions you from winter to summer and from work wear to casual.

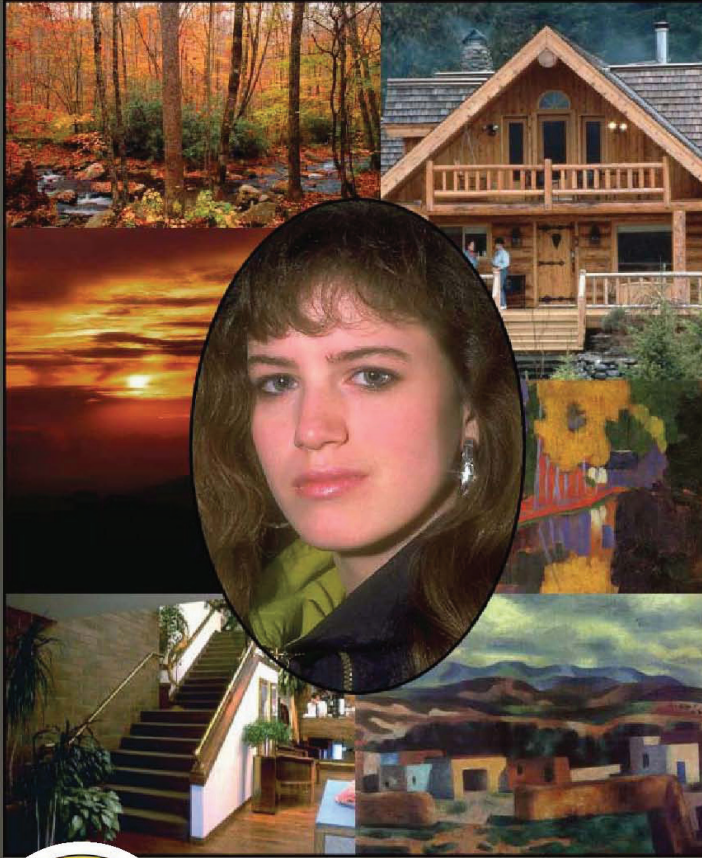
Work Wear:	Winter	Summer
Jacket	Clear Navy	Ivory
Skirt	Clear Navy	Ivory
Pants	Camel	Clear Navy
Dress	Tomato Red	Peach
Blouse 1	Clear Salmon	Aquamarine
Blouse 2	Tangerine	Bright Coral
Dressy Blouse	Bright Beige	Light Green
Sweater	Dusty Camel	Clear Navy
Evening Wear	Light Warm Beige	Ivory

Casual Wear:	Winter	Summer
Casual Pants	Golden Tan	Wheat
Casual Skirt	Golden Tan	Wheat
Casual Top	Periwinkle	Lime Green
Coat	Golden Brown	Light Warm Beige
Trench Coat	Light Warm Beige	Ivory
Evening Wear	Ivory	Soft White

DEEP YANG:

Deep golden-based colours

HINT: Visualize the rich blended colours of an Autumn Sunset



DEEP YANG

Deep Yang Colouring

A *Deep's* colouring is intensely saturated with a golden hue. They have rich deep eyes and warm toned hair that is luminous. No blue eyes in this colour group.

Think of rich harvest colours and brown earth tones. Colours are mostly muted, but some are vivid. They may be mellow and rich but they are always warm. In the *Deep* palette, there are no pure, primary colours. All of these colours are blends. They can wear and use all eight hues (red, yellow, green, blue and purple, white, black and brown) displaying saturated golden undertones that are muted or dusty.

Cosmetics

Dark-hair *Deeps* can use more dramatic make-up, but lighter-hair *Deeps* are best in subtle, blended make-up.

Foundation: Yellow or gold-toned beige, bronze.

Lipstick/Nail Colour: Orange-red, peach or deep coral, mocha, brown tones, metallic (bronze or copper). Avoid pink.

Blusher: Deep peach or apricot, coral, bronze.

Eye Shadow: Browns, warm beige, gold, muted green, bronze or copper, smoked turquoise. Add warm brown, if too bright.

Hair Colour: Red, gold, coppery brown, or auburn tones. No frosting, and no ash tones. Colour graying hair until completely gray, then avoid blue tones.

Accessories

Shoes and Handbags: Brown tones, bone (creamy), tan, bronze, copper, olive or gold.

Hosiery: Golden beige, and tones of your palette.

Glasses: Gold metal frames, tortoise shell, or hair colour, or colours that match palette.

Jewellery: *Deep* Yang coloured women should use jewellery to bring out the highlights of their skin and hair. Gold, antique gold, copper, brass or bronze are the metals of choice. Topaz, yellow sapphire, coral, fire opal, turquoise, sardonyx, smoky quartz and tortoise shell are your best gemstones. Creamy-coloured pearls and amber-coloured jewellery are both acceptable.

Colours To Wear

Reds: All reds must have yellow or orange in them. No pink, no blue-red.

Pink: No pink but a rich salmon colour.

Purple: Rich eggplant purple with brown in it.

Orange: Vivid or muted pumpkin to terra cotta. Deep peach or apricot.

Green: Yellow-greens, rich or grayed, olive, khaki, medium to deep forest green.

Blue: Deep muted with green in them. Periwinkle, rich bluish purple. No clear blue navy.

Yellow: Gold tones, light to dark.

Brown: Most browns, golden to chocolate. Warm beige, rust, camel, copper and bronze.

Black: Warm olive or brown-black, no gray.

White: Off white, beige-toned.

Good Basic Colours are: Beige, tan, brown, khaki, rust, coral, gold and deep forest green.

A Deep Yang's Basic Colour Wardrobe

Here is an example of a Deep Yang's Color Harmonic® closet. The colours and clothing items listed below should be used as a guide to assist you in creating your own well-organized wardrobe that transitions you from winter to summer and from work wear to casual.

Work Wear:	Winter	Summer
Jacket	Tobacco	Khaki Green
Skirt	Tobacco	Khaki Green
Pants	Rust	Olive Green
Dress	Copper	Deep Lime Green
Blouse 1	Terra Cotta	Daffodil Gold
Blouse 2	Green, Rust & Orange-Red	Coffee Print Green & Beige
Dressy Blouse	Warm Beige	Salmon
Sweater	Forest Green	Olive Green
Evening Wear	Dark Brown	Beige

Casual Wear:	Winter	Summer
Casual Pants	Khaki Green	Camel
Casual Skirt	Khaki Green	Camel
Casual Top	Pumpkin	Deep Coral
Coat	Dark. Cocoa Brown	Deep Cashew
Trench Coat	Walnut Brown	Ivory
Evening Wear	Dark Cocoa Brown	Ripe Banana

By now you should know what your personal Color Harmonic® Ruler is. You will love to wear your power neutrals and add touches of your harmonious accent colours. You've been given a list of item colours that would enhance your specific colouring along with clothing pieces that would give you a strong basic wardrobe.

Solids neutrals should make up the majority of your clothing. By knowing and wearing your colours you can quickly dress to look your best.

An accent patterned jacket whose background colour is one of your "power neutrals" would make a great addition to your wardrobe. Be careful though when selecting the size and style of the pattern as patterns and heavy textures in clothing can draw attention to areas of your body that you don't want accentuated.



Unfortunately, understanding what "your colours" are is only the second step to achieving your G.U.R.U style. Now you need to move on to the third step and discover what your body shape is, along with its unique qualities, in order to display it to the best advantage.



STEP 3

Understand Your Body Shape



Mirror, Mirror on my plate
I see an image
that I hate

Oh what must I do
to stop the curse
of curly hair
and even worse

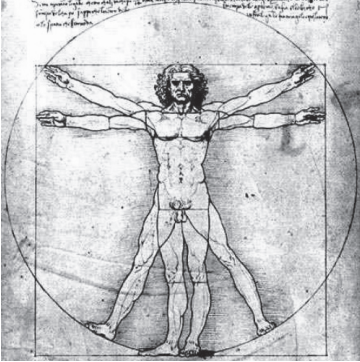
Small bosom & too wide hips
legs too long
and waist too thick
too thin brows, hair and lips
pedicures, manicures and waxes
to make me slick

Mirror, Mirror what do I see
is the reflected image really me?
I look good, why even nice
so pretty I had to look twice!

Step 3: Understand Your Body Shape

Body Shapes – What Am I?

Body type theories have been around for ages. Many are quite scientific and intricate in nature and others are more subjective. Following are a few of the well known theories and images for the different body types. If you would like to read more about them, books and web site links are provided in the index area.



The well recognized drawing of the Vitruvian Man drawn by Leonardo da Vinci in 1490 is based on an earlier work by the Roman architect Vitruvius illustrating the human model of “ideal proportions.” The drawing is of the human body framed within a square and a circle, but Leonardo used his extensive data to break this principle and placed his square outside of the circle to obtain more aesthetic proportions.

So it seems that the illusion of ideal proportions has always been presented in art and fashion as the definition of ideal beauty. Most images you see portray a body form that is 8 heads high (a “head” instead of inches was and still is used as the artist’s measurement guide). FYI, the human figure, is between 6-8 heads high. This puts us all in the difficult position of trying to be the perfect body. So rather than trying to live up to an ideal, we can understand what we have, learn to maximize our good qualities and minimize our lesser qualities to become real as well as beautiful.

Balance Not Symmetry

This book is about creating balance by understanding the structural components of our body, along with the intangible elements of our psyche. We first need to recognize that there are polar opposites in this world. The easiest and most recognized concept of this is the study of Yin and Yang.

Most people have seen the famous Yin Yang symbol but few realize that it is a sphere, not a circle, and that the black and white elements within are displaying continuous movement between the polar opposites to ensure flowing balance. Another interesting fact is that when most women are asked which colour they think is the feminine colour on the yin and yang symbol, they inevitably choose white. They explain that it is because white is considered the colour of purity. They are always surprised when they find out that the feminine colour is actually black. This is a simple example of how unaware we really are of our true feminine side.

Here are some examples of Yin and Yang as seen in nature:

Our sun is considered Yang and the moon is Yin.

Dogs are Yang and cats are Yin.

Oak trees are Yang and Willow trees Yin.

Think of Yang as strong and dominant and Yin as supple and receding. Both aspects are needed to create stability and flow in nature as well as in ourselves.

This is how the theory of Yin and Yang Works in us:

Some people are inherently very ***Yin*** in nature while others are extremely ***Yang***. There are also those that are a mixture of both. We will be finding out where you fit on the ***Ying*** scale. Then we will have a starting point to find out who you really are, and why we are that way. Let's look at some extreme Yin and Yang features as seen on the human body.

An Extreme ***Yin*** in the female form is petite with a curvy body shape, delicate rounded bone structure and sloped or tapered shoulders. Usually

they have large rounded eyes, small hands and feet with fine textured hair and delicate skin. They are alluring and receptive with a magnetic and diplomatic nature.

Examples in the celebrity world are: Marilyn Monroe, Dolly Parton, Pamela Anderson, Angelina Jolie and Selma Hayek.

Extreme **Yang** in the female form is usually tall with broad or sharp bones and straight body lines. They probably have larger hands and feet. Their face will be more angular than rounded with a blunt jawbone, prominent nose or facial features and most likely have extreme texture to their hair. They are charismatic, bold and commanding.

Examples in the celebrity world are: Katherine Hepburn, Barbara Streisand, Cher, Christie Brinkley, Britt Eckland.

Some of us are taller and put weight on in different places, yet our frame or bone structure stays the same no matter how much weight we lose or gain. The sooner we accept the limitations of our unique body structure, which includes height, large or small bones, large or small hips, waist or bust area, the sooner we can move on and learn how to love the body we were born with and dress realistically to enhance who we are.

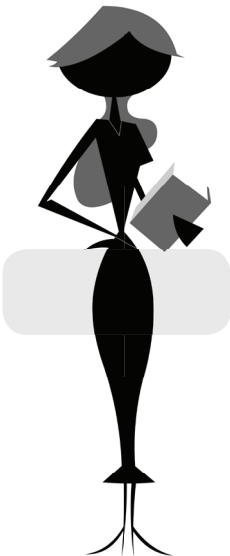
First, realize that as we age, our body-shapes change due to a gradual shift in body composition. Bone structure, internal organs, body fat, and skeletal muscle tissue determine this shape. Only two of these can be modified - body fat and skeletal muscle tissue. For women, each year after the age of twenty, fat replaces half a pound of muscle weight. This means that even if you keep the same weight, a woman will have added ten pounds of body fat by age 40. This is what causes us to cringe when we see ourselves in a swimsuit.

So this is why, even when we have lost all the weight we felt we needed to lose, we still don't look like the "model" image we thought we would. Dieting alone will not change this natural phenomenon, but exercise and strength training can. The most important components of a fitness

program are muscle strength, cardio-respiratory efficiency, flexibility, and acceptable levels of body fat. If you want to keep that young and fit look you need to combine aerobics with your body sculpting exercises.

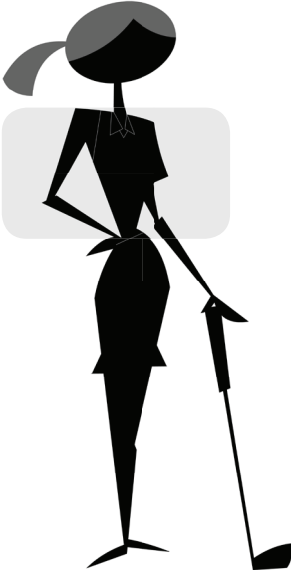
In order to understand your unique features, let's first determine which body shape you have. There are Four Basic Body Shapes, or skeletal frames. This is how we are built from the bones up. Skeletal frames carry weight differently in both muscle and fat. Add the fact that our appendages may be longer or shorter than other frames, and you can see why we have the variety of body shapes we see today. Common elements do occur within each of the four body shapes, and it is these factors that we will be concentrating on in this book.

An easy way to remember the four body types is to use letter and number shapes to represent each body. For example an A represents a straight body shape, while T represents a substantial, H is a symmetrical shape and 8 represents a spherical shape. This gives you an easy visual cue to each body structure. Let's delve further by comparing the unique components that create the four body shapes:



If You Have a Straight Body Shape:

- Your shoulder width may be narrower than your hips with a straight and sharper angle to them. This gives you an "A" shaped body structure.
- You appear taller than you really are.
- You have a wider and flatter hip bone area which causes weight to land on your hips and thighs. You may even take on a decidedly *Pear* shape if you become very overweight.
- You may have a rectangular, diamond or triangular face shape.
- You tend to be a very analytical and fastidious person that likes a sense of purpose and form that creates comfort.



If You Have a Substantial Body Shape:

- Your shoulder width will be square and wider than your hip area. This gives you a decidedly T shape to your structure.
- You tend to gain muscle easily.
- You become barrel-chested and square looking when you gain weight.
- You have a square, rectangular, or triangular shaped face.
- You tend to be a very active person that likes function, efficiency and comfort over all else.



If You Have a Symmetrical Body Shape:

- You are average height. Neither too short nor too tall.
- Your shoulders are the same size as your hips or slightly wider or narrower.
- You have a slight curve to your waist-line and tend to get a pot belly. But, you can be 10 lbs. over or underweight before anyone notices, as you put on weight equally.
- Your face shape is likely an oval, soft-edged square, or rectangular.
- You tend to be a practical person that likes structure and organization but also needs a sense of comfort. Therefore, form and function play equal parts for you.



If You Have a Spherical Body Shape:

- You are petite to average height
- Your shoulders are round and tapered not square.
- You may feel overweight even when you are not.
- Weight goes to fleshy areas like your face, hips, or thighs but you always have a defined waistline.
- Your face shape tends towards round, oval or heart shaped.
- You tend to be a very communicative person that is very tactile. Having a freeform artistic expression in all you wear or do is your mantra.

Here is a list of standard bodily proportions that

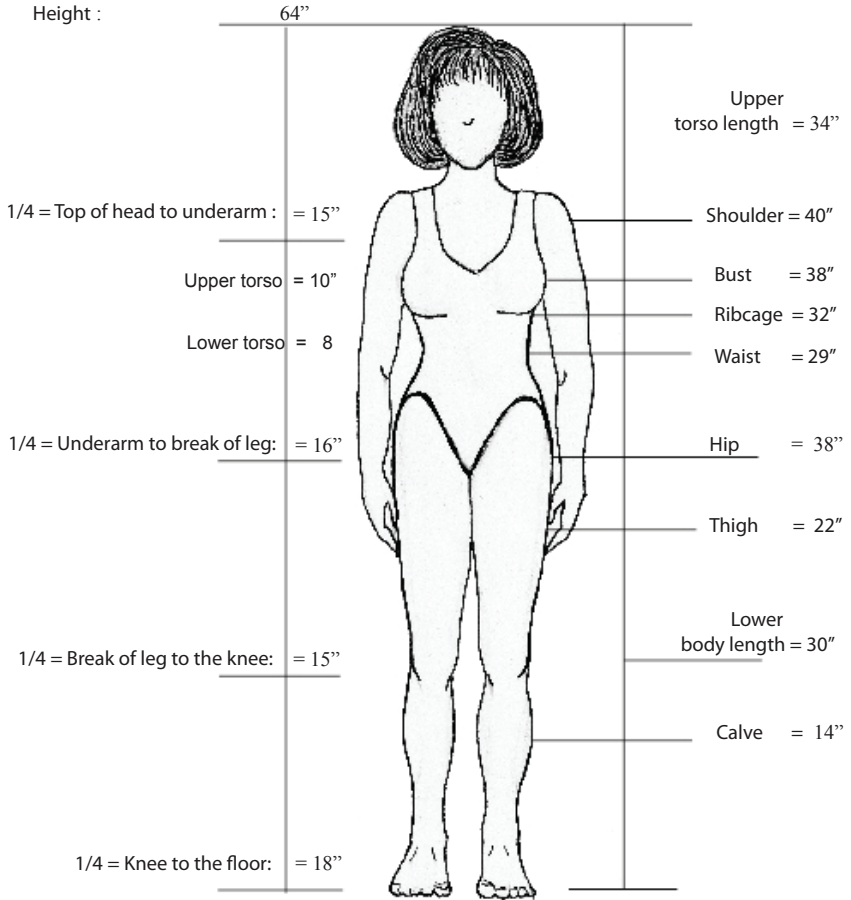
can give you an idea of what is considered to be “ideal” proportions:

- The human figure is an average of 7 heads high.
- The width from shoulder to shoulder is 3 heads.
- The distance from the hip to the toes is 4 heads.
- The distance from the top of the head to the bottom of the chest is 2 heads.
- The distance from the wrist to the end of the outstretched fingers of the hand is 1 head.
- The length from top to bottom of the buttocks is 1 head.
- The distance from the elbow to the end of outstretched fingers is 2 heads.

Of course, all these “ideal” measurements do not necessarily make for a perfectly balanced body. On the following page is a picture of the “perfect body”, divided into four equal parts. Notice that the measurements aren’t proportionate. It’s time to accept the fact that anything “natural” isn’t going to be perfect. Perfection doesn’t occur in nature. It’s man that strives to make everything perfect, so if it seems perfect, it’s either man-made or industrial!

**THE PERFECT BODY IS DIVIDED INTO FOUR EQUAL PARTS:
Nobody is Perfect....**

Your body is unique. By taking accurate measurements you will know what type of clothing will best enhance your particular structure or body shape.



Let's Learn How To Measure Up Your Body .

Let start with an example of a normal body shape. You can fill out your own measurement sheet after we see how it works. OK, let's say the line model (shown on page 81) has the following measurements :

Model's Height:	64"
Top of the head to Hip Bone (pivot joint):	34"
Hip Bone to the Floor:	30"

If measurements are *Equal* = You are *Evenly Proportioned*. If head to hip measurement is greater = You are *Short Legged*. If hip to floor measurement is greater = You are *Long Legged*. The model is: *Short Legged*

Waist Line Measurement:

Measure from the crease of the underarm to hipbone: (Don't raise your arms)	18"
Determine where natural waist appears and Measure from your underarm to your waist:	10"
From waist to your hip bone (pelvic hinge bone):	8"

An *Evenly-proportioned* waist falls halfway between your underarm and your hip. If underarm to waist measurement is less than waist to hipbone = You are *Short Waisted*. If measurement is greater from underarm to waist than waist to hipbone = You are *Long Waisted*.

The model is: *Long Waisted*

Hips And Waist:

Bust Measurement:	38"
Waist Measurement:	28"
Hip Measurement - (fullest part at pivot bone):	38"

On an average body, the hips will measure 2" more than the bust, and 9-10" more than the waist. The model on page 81 has: *Small Hips*

BUST MEASUREMENT:

Pull cloth tape measure across fullest part of your breasts
(measured straight across your back): = 38"
Chest (diaphragm) measurement just below the breast is: = 32"
Add 4" if this measurement is even, if odd add 5" = 36"

The general rule is to subtract the bottom number from the bust to get your Cup size < 1" = A; < 2" = B; < 3" = C; < 4" = D etc.

*Note: When trying on any bra, always remember the 4 C's: Control, Comfort, Coverage & Cleavage.

Test the Band for Comfort - it does not ride up the back or too tight; straps are for Control and lift; Cup is for Coverage - no bulges or overflows; and Cleavage for expression.

The model should try on 36C - 34D Bras as she has an Average to Large bust.

SHOULDER MEASUREMENT:

The circumference of the shoulder relative to the hips is:
Circumference of shoulders: = 40"
Circumference of hips: = 38"

Consider EQUAL WIDTH of shoulders to width of hips = Average. Wider shoulder measurement than hips = Broad Shoulders. Shoulders that are less than hip measure = Narrow Shoulders.

The model has: **Broad Shoulders.**

Now go back to the figure drawing, and transfer all the measurements that you have received here, to the appropriate spots. You will instantly see why you may need longer pant length or arm length in jacket or need them hemmed up as the case may be.

With this overview, you should be able to see and understand why some styles will look more flattering on you, than other styles. Armed with this information, it allows you to save time and energy when looking for new outfits, or when assembling your old ones.

How do you measure up?

Your Height:

Top of the head to Hip Bone (pivot joint): _____
Hip Bone to the Floor: _____
I have _____ Legs. _____

Waist Line Measurement:

Measure from the crease of the underarm to hipbone: _____
Natural waist indentation - from your underarm to your waist: _____
From waist to your hip bone (pelvic hinge bone): _____
I have a _____ Waist. _____

Hips and Waist:

Waist Measurement: _____
Hip Measurement - (fullest part at pivot bone): _____
I have _____ Hips. _____
(Average, Small, Large)

On an average body, the hips will measure 2" more than the bust, and 9-10" more than the waist.

Bust Measurement:

Pull tape across fullest part of breasts and straight across your back: _____
Your diaphragm measurement just below the breast: _____
Add 4" – 5" to this measurement for Bra Band size: _____
Minus this from your Bust Size this equals your Cup size: _____
I have a _____ bust and I need a _____ size Bra.

If band measurement is 1" smaller than your bust measurement = you are Small
If band measurement is 2 - 3" smaller than your bust measurement = you are Average
If band measurement is 4 – 6" smaller than your bust measurement = you are Large

This is the guide to Cup Size:

Small = A Cup; Average = B or C cup; Large = D Cup or larger

Shoulder Measurement:

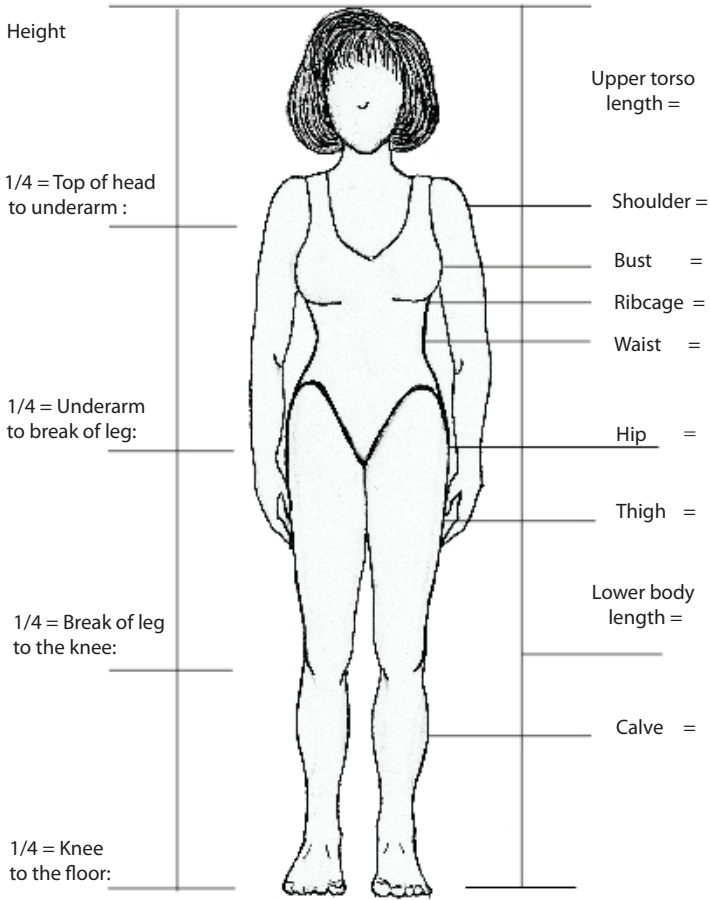
The circumference of the shoulder relative to the hips is: _____
Circumference of shoulders: _____
Circumference of hips: _____
I have _____ Shoulders. _____

Consider EQUAL WIDTH of shoulders to width of hips = Average.
Wider shoulder measurement than hips = Broad Shoulders.
Shoulders that are less than hip measure = Narrow Shoulders.

THE PERFECT BODY IS DIVIDED INTO FOUR EQUAL PARTS

No Body is Perfect....

Your body is unique. By taking accurate measurements you will know what type of clothing will best enhance your particular structure or body shape.



Fill in your measurements here for a visual record of your body shape.



Dividing Space To Create Balance

Next, let's see how colour, texture, size and shape of pattern in garments can be used to create the silhouettes and images that you want to project.

Using positive and negative space in your clothes creates balance. For example, when space is horizontally divided evenly, this shortens, widens, and squares off the garment.

When using an uneven or unequal division of space, an illusion of length is created. The greater the difference between the top and bottom section of clothing, the taller the body will appear. The waist is a good stop, as it is normally less than 1/2 way on the body.

The use of colour blocking on a garment works in an even more pronounced way, e.g., light colours and large patterns create width and attract attention. Conversely, medium to dark colours and smaller patterns (in proper balance to body type), narrows and gives the illusion of receding or diminishing size.

*Note: Whenever a horizontal line is drawn, this will bring attention to that particular spot on the body.



Texture Use In Garments

Obvious textures like tweeds, herringbone, etc., expand space. Shiny surfaces, like satin or polished chintz, do so as well.

Soft pile fabrics such as velvet, terry cloth or corduroy create the illusion of taking up more space because more light is absorbed in the folds, than is reflected at the surface.

Rough-textured, stiff or crisp fabrics suggest bulk. These fabrics are mainly used for outer garments in more vertical-lined silhouettes, as they also hide our lumps and bumps. Pliable fabrics, like knits, emphasize contours, so if you do not want yours accentuated, it is best to avoid them!



Pattern Use In Garments

When choosing patterns in a garment, remember that filled spaces appear larger than unfilled space. For example, the greater the distance between stripes, be they vertical or horizontal, the wider the whole garment will appear.

To create an elongating look, use vertical patterns or stripes on a stiffer fabric and straight-cut the garment. Alternately, to create a look where curves are emphasized, use a softer fabric and a flowing structure. The vertical line now appears horizontal.

If plaids, checks or prints are used, make sure that the size of the print relates and balances with your body size (smaller prints for smaller bodies, larger prints for larger frames).

Medium sized patterns, using harmonizing rather than contrasting colours, are the most becoming on all body shapes.

Use your predetermined CH power neutrals in a monochromatic (different shades of the same colour) to achieve a total pulled together look. For example: If your personal colouring is Strong Yin, then wear your body shape flattering style in either black pants or a black skirt with a charcoal top and textured jacket in charcoal / black / white. You can do the same idea with any of the CH “power neutrals.”



As a rule, the use of one colour in a garment or outfit is the most elongating. The reason behind this is that the eye has no place to stop except the face (which is where we would like it to stop)! This is an excellent dressing technique when you wish to appear taller than you are, or wish to present a slender, more elongated presence. Medium to dark colours, especially from the cool side of the spectrum, allow your garment to recede.

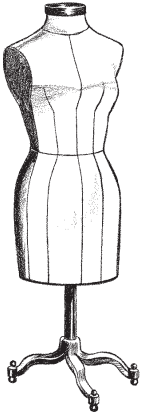
Light colours, pastel or vivid, especially from the warm side of the spectrum, emphasize or draw attention to your garments. This can also create the illusion of a larger space. Be careful where you use these colours if you want to present a sleeker appearance. It is better to use these colours for special events, where you want to stand out in the crowd.

Use light colours to expand a narrow bodice or very narrow hips. Don't use lighter colours if you are trying to de-emphasize a particular figure problem! Contrasting with lighter colours can be quite effective for drawing attention to a particular feature you wish to emphasize. For example, a light coloured collar can draw the eye to a nicely shaped face.



All in all when you use colours that flatter and enhance your natural complexion, you will look healthier and more vibrant. Colours however are not the only thing that is necessary to look pulled together. You must also become aware of how the lines of clothing you wear (structure and shape as well as the fabric's pattern) can either enhance or detract. The next section describes how the line of a garment visually creates a distinct image.

The use of colours that harmonize and enhance your natural colouring can really help create the most flattering effect when combined with your figure balancing styled clothes!



Clothing Lines That Create Balance

Dominant Line Of Clothing: This means the outline or silhouette of the garment. The line should compliment the natural body shape and be used to balance your body form.

Accent Lines: These are lines used to attract the eye or distract the eye from looking where we don't want it to. Use accent lines including top stitching, darts, accent colour bands, alternating fabric strips etc.

Vertical Lines: These lines create the illusion of length or height. A thinner look is created when properly placing vertical lines in or on a garment.



Horizontal Lines: These lines stop the eye from moving up. They create a feeling of width, and used appropriately, can make narrow shoulders appear broad, or allow narrow hips to look balanced with broad shoulders. On the reverse side, if used improperly, they can create width where we really don't want it!



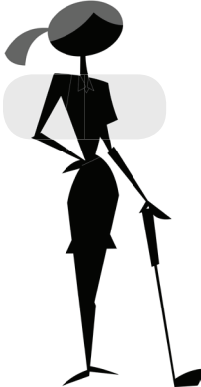
Diagonal Lines: These lines suggest movement, allowing the eye to move upwards, creating a slim line on a body. This can be achieved through using two neutral colours moving upwards on a garment or by simply draping a long scarf diagonally on your body.

Oblique Lines: These lines are used to create a feeling of width or narrowness, depending on how they are positioned. This is especially noticeable on garments like wraparound tops or skirts. Also, when the tied edge is dropped at an angle on the side, a slimming factor is added as your eye tends to stop at that point, not at the horizontal line of the garment.

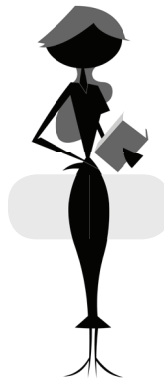
Body Shape Worksheet



Spherical



Substantial



Straight



Symmetrical

I am a _____ Body Shape

I, _____ accept that I am a *natural beauty* that has unique features.

My structure challenges are _____

Therefore I need to look for clothes that _____

STEP 4

Uncover Your Clothing Personality



Mirror, mirror in the hall
Clothes displayed on the wall
Which item should I try
pleasing to my eye

I feel youthful
even though I'm mature
I want to feel beautiful
without turning hauteur

Clothes that defy gravity
to make me look pretty
Garments made to lift and push
while squeezing in a bountiful tush

I want to create wows
without lifting brows
What is my clothing style
to go the long mile

Time to take the test
to find the look that's best
A style that's mine
will save me money and time

Mirror, Mirror what do I see
A beautiful reflection
of the real me.....

Step 4: Uncover Your Clothing Personality

In this step to G.U.R.U. we are going to help uncover your clothing personality style.

This area of our life can cause a great deal of unnecessary stress. Unless you work in the fashion industry that requires you wear each “season’s look,” trying to force your body to fit within those constraints can only lead to distress. So relax a little in this area.

The current trend may go against your personal style or body shape. There is no advantage to dressing in a style that does not suit you, just to keep current. It can even look quite ridiculous if you happen to be past the age of twenty.

If we try to force our body into all the current fashion trends, we will create unnecessary stress.

Honouring your inner style doesn’t mean that you have to ignore current fashion trends. It means that while accepting and expressing your uniqueness, you are able to integrate fashion trends, when they enhance your body shape and personality. Looking good is more than just wearing what is currently in vogue. It is wearing it with a style and flair all of your own.

In the next few pages I will show you an example of a completed clothing personality quiz. The client’s dominant style is uncovered in the corresponding information. The clothing personality quiz is divided into nine key sections meant to help you identify the clothing you feel most comfortable in under different circumstances.

As you continue on this journey, you will start to see a pattern develop, your own personal style pattern.

Clothing Personality Style Quiz

This quiz was completed by a client identifying her **Clothing Personality Style**. She answered the questions spontaneously, and marked **One** choice in each group. At the end of this exercise, the total amounts of a's, b's, c's and d's were recorded. The largest number was her dominant clothing style and the next largest number, her secondary clothing style.

1. My favourite hairstyle is:

- a. Simple, sleek or asymmetrical
- b. Feminine style, soft curls or curves
- c. Casual, with a windblown, natural look
- d. Controlled hair style, neat but not severe

2. The clothes I most love to wear are:

- a. The latest clean lined trends
- b. One or two piece dressy outfits
- c. Separates - shirts, pants, skirts
- d. Tailored suits, or co-ordinated suit type looks

3. My favourite fabrics are:

- a. Rich, tailored, hard-finished fabrics of quality
- b. Jersey, or soft-flowing fabrics with movement
- c. Natural fabrics of comfort; raw silk, linen, cotton
- d. Natural fabrics - silk, wool or rayon that keep their form

4. Dressing for a lunch date with a friend:

- a. Sleek, styled outfits that draw attention to my face
- b. Soft & feminine, preferably a dress
- c. Jeans or casual pants, with a blouse or T-shirt
- d. Tailored, suit look ensemble - monochromatic

5. Dressing for an evening out:

- a. Silky evening pants with a striking top in latest style
- b. A dress to suit the occasion
- c. Dressy slacks, with a dressy blouse or sweater
- d. Dressy suit, tailored for the occasion

6. My favourite blouse or top is:

- a. Exotic print or coloured fabric that has clean lines
- b. Feminine form enhancing style with interesting detailing
- c. Jean shirt, Tee, or comfortable cotton shirt
- d. Tailored cotton, silk, or rayon blouse in a solid colour

7. The shoe I prefer to wear is:

- a. High-heeled boots or high brand quality pumps
- b. High-heeled strap sandals, or funky shoes
- c. Comfortable flats or low-heeled shoes or boots
- d. Leather boots (with pants), or classic closed pumps

8. The jewellery I love to wear is:

- a. Bold, sleek jewellery of value
- b. Delicate, artsy or vintage pieces
- c. Simple, natural stone or engraved metal
- d. Fine quality, heritage or simple classic pieces

9. The overall image I like to project is:

- a. Polished, planned and sophisticated
- b. Soft and feminine with a sense of funky whimsy
- c. Carefree, informal, relaxed and comfortable
- d. Understated, poised and presentable for all occasions.

TOTALS:

a. 0 b. 2 c. 3 d. 4

POLISHED

ARTSY

NATURAL

CLASSIC

DOMINANT STYLE: Classic

SECONDARY STYLE: Natural

Now Let's Find Your Clothing Personality Style:

This quiz will help you identify your own ***Clothing Personality Style***. Answer these questions spontaneously. Mark only **One** choice in each group. At the end of this exercise, total the amounts of a's, b's, c's and d's that you marked. The largest number will be your dominant clothing style and the next largest number, your secondary clothing style.

1. My favourite hairstyle is:

- a. Simple, sleek or asymmetrical
- b. Feminine style, soft curls or curves
- c. Casual, with a windblown, natural look
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- ___b. Soft and feminine with a sense of funky whimsy
- ___c. Carefree, informal, relaxed and comfortable
- ___d. Understated, poised and presentable for all occasions.

TOTALS:

a. _____ b. _____ c. _____ d. _____

POLISHED ARTSY NATURAL CLASSIC

Dominant Style: _____

Secondary Style: _____

Personal Style In Clothes

Clothes are your way of letting the world see you for who you are. Whether you like it or not, people judge you by what you wear. It may not be right but, if you are honest with yourself, you will recognize that you do this as well.

Clothes tell others about your status, background and, possibly, what your personal lifestyle is like. When you understand this ahead of time, you will be able to enter a room and make a positive first impression. I am sure that

Style is more than just personal colouring or the clothes you wear.

everyone has heard the expression, “you never get a second chance at a first impression.” This is true but that doesn’t mean that if you made a bad first impression that you are cursed for the rest of your life.

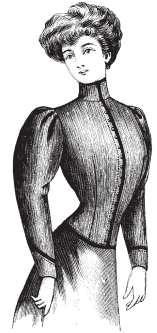
Your own personal style will develop as you begin to use all the information in this book. Remember though, style is more than just personal colouring or the clothes you wear. It is your bearing, grooming, mannerisms and the way you project your inner self! As you become more familiar with your body shape, inner style, and clothing personality, you will feel far more confident than you ever have been before. It will be reflected in not only what you wear, but how you carry yourself. This will make people sit up and take notice. Any bad impressions you might have made before will be quickly changed in light of your new, **GURU** image.

*Please Remember:

1. Don’t let your clothes say something you do not want to convey about yourself.
2. Keep it simple, but try new looks that flatter your body and personality.
3. If your clothes enhance your personality, not alter it, you have truly mastered the art of dressing.

Clothing and History

Clothing styles have transformed over the years to reflect social change. Witness the amount of external world and cultural changes that have taken place since the turn of the 20th century. Where external change happened, personal inward changes also occurred.



In North America during the times of World War I and II, the role of women (traditional house wife and mother), was expanded to include working outside their home in schools, hospitals, offices, and factories to keep the economy flowing while their spouses were overseas tending to world peace. This started an interest in career fashion. With a taste of being the bread winner at home, the revolution was on. The fashion of the twenties, thirties and forties displayed this.



In North America the fifties, sixties and seventies brought with it prosperity, peace movements and rebellion. These attitudes took a back seat in the eighties and nineties and we became more self indulgent and then cocooned ourselves.

With the 21st century still in its infancy, the evolution of expression is sure to continue. As the future unfolds, world economy, industry and education will become truly global. Our personal style will incorporate colour, fabrics and styles from all countries and ethnic backgrounds. A global rather than regional style will evolve.

This evolution of style will require a real understanding of your inner traits, clothing personality, personal colouring and body shape to allow you to not only stay individual but continue to be authentically you.

Tip: If staying current is important to you, follow shoe styles. Your pants, skirts, dresses and jacket styles should flatter your body line not the trend of the day. New shoes however, can add a trendy flair to classic styles.

The Polished Look

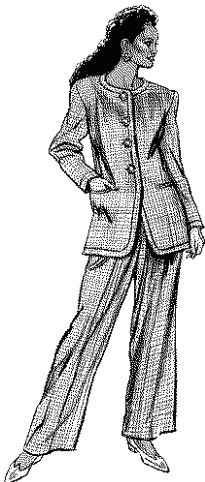


If you picked *Polished* as your clothing style, and your body shape is Straight, then you will find that this description will fit you perfectly.

The Polished style is *Yang* in nature, strong and beautiful. You are probably on the tall side. Even if you are of average height, people will always think of you as tall. The reason for this is that your bone structure or body shape is quite narrow for your size, therefore, your vertical line will appear taller. You tend to have long narrow and sinewy arms, legs, hands and feet.

Usually, you will have sharp, square, and narrow shoulders. Your face shape will probably be either rectangular, diamond or heart-shaped, though always longer than wider. Your hair will be of extreme texture; very fine and silky (either poker straight, or with a bend) or, it could be very coarse and wavy.

You have probably noticed that any weight you gain will first appear from the waist down with this weight stubbornly lodging itself on your hips and thighs. If you become extremely overweight, you may take on a decidedly *Pear* shape. Even when you are poker thin, you have wide hipbones but a flatter derriere. You have probably lamented over having prominent facial features. They may be a forceful jawbone, sharp cheekbones, or an outstanding nose. "Polished" women have a tendency to feel less than beautiful, because they focus on the offending feature, when in fact those are some of the most sought after features in photography!



Some of the most beautiful models and actresses are Straight body shapes with a Polished air about them

i.e.: Cher, Joan Crawford, Lauren Bacall, Lena Horne, Connie Sellecca, just to name a few. Male actors that classify as Straight, are: David Schwimmer, Ted Danson, Eddie Murphy.

Important Polished Enhancements

Shape is your most important feature. Strong, geometric shapes such as squares, triangles and rectangles are the best shapes for your clothing and accessories.

Your hairstyle, make-up and eyeglasses should be sleek and sculpted, with crisp edges. The key is to enhance your Yang features, not hide or mask them. The fabrics which look best on you will have a defined shape. Do not use flowing fabrics. Instead, use medium to heavy weight fabrics and fabrics which are tightly woven with a matte or smooth surface. Any colouring group is possible, high contrast or blended. When dealing with colour, think head-to-toe ensemble. Monochromatic looks add to your regal presence.



All your clothes should be structured. The jackets and tops you wear should have shoulder pads in them to balance off your hip line. Not only do the pads balance your narrow shoulders, they also create a slimming illusion. Pants and skirts should be straight and tailored without horizontal pockets. Avoid using draped pants or full skirts.

All accessories should be angular with geometric shapes. Keep everything crisp, tailored and straight. The best hairstyle and accessories for enhancing your face type is listed in Step 7 on page 143 - 145.

Polished men like to wear the latest styles and trends in clothes. They like tailored, European-cut suits like Armani. They like very structured and high-class clothes. If they wear jeans, you can bet that they will be designer jeans!

The Natural

If your dominant clothing Style is **Natural**, and your body shape is Substantial, then the following information will fit you to the "T".

Your **Natural** style is also **Yang** in nature. You have a commanding presence but are commonly misjudged. You are really a jolly giant that wants everyone to feel welcome.

You are probably on the tall side. When asked, most people may think you are shorter than you are because your bone structure is broader than it is long.

When you gain weight, you will have a tendency towards becoming barrel chested. Your legs tend to be muscular. A top heavy appearance is your structure challenge. You are often considered to be quite athletic looking even if you aren't!



You may tend to have a square, oblong or triangular-shaped face. The best hairstyle, glasses, etc. for you are listed in the **Face Shape** section in Step 7. You are a free-spirited person that likes comfort over all else. This would include a casual wind-blown look in your hair. Little to no make-up as well as clothes that don't restrict your natural flow are the ticket.

Celebrity Examples: Christie Brinkley, Linda Evans, Cybil Shepard, Tom Selleck, Brian Denahee, Arnold Schwarzenegger.

You will tend to gravitate towards casual separates in your clothing, items such as shirts and jackets.

Pants and sweaters and loosely structured tops will probably be your mainstay clothing items. You like medium to very textured fabrics in natural fibres, especially cotton. Other appropriate fabrics are jersey, gabardine, hand-knits, corduroy, suede, and leather, as well as wool tweeds. Summer fabrics include cotton, rough linen, gauze,

and raw silk. You may enjoy plaids and checks, paisley and large casual designs, especially if they are images seen in nature.

Neutrals are the backbone colours for your wardrobe. Medium to dark colours of your palette work as well.

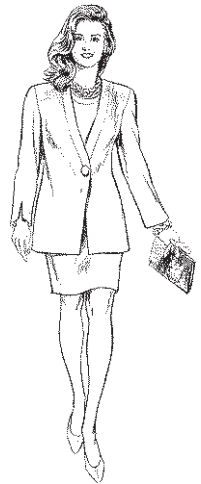
Your body shape warrants rectangular, loose fitting, boxier but flowing styles that enhance your basic structure. Straight man-tailored or slim boot cut pants will balance off your broad upper body. If you wear snug fitting pants that narrow at the ankle, you will look very top heavy. Layered looks are excellent on you, and you will look very pulled together. You should use raglan-type shoulder pads to soften your broad shoulder line. Loosely structured, simple, straight skirts look best on you. Remember, balancing your body line in your clothing style is the key to looking your best.

Natural guys love to wear jeans and comfortable shirts. For business, a box-cut, loosely structured sports jacket with suit pants is their preferred garb. They hate anything that is overly structured. They want to wear clothes that are comfortable, not restrictive.

The Classic

If your body shape is Symmetrical and your clothing personality style is *Classic*, then what follows may ring true to you.

Your body shape and image style puts you in the middle of the Yin and Yang scale. You are truly balanced between the male and female aspects that all have. Some people carry more of the feminine on the outside and masculine on the inside. Others are vice versa. Then there are those that have an equal amount of both, inside and out. This is you.



You are of average height. Most people can guess your height right on. Your most noticeable traits are that you are symmetrical. This applies to almost everything. When you gain weight, you can be 10 pounds overweight before anyone notices. Conversely, you have to lose 10 pounds before anyone notices this as well. Your face will most likely be a soft-edged square, rectangular shape, or oval. You like to have a simple, soft, sculpted hairstyle that is either straight, or has a controlled curl. Medium length hair that accentuates your face shape is what you find most flattering and comfortable.

A **Classic** is fashionable, never trendy or faddish. You like simple, tailored, structured designs in natural fabrics. Cotton, silk, wool or rayon are your preferences. You believe in quality in your wardrobe, preferring the timeless basics to extremes in fashions, fabrics, or prints. The best way to describe your silhouette would be slight curve. Smooth, matte-finished fabrics of fine linen, wool crepe, jersey or cashmere, in light to medium weight, are best on you. Sheer or shimmery fabrics do not suit the Classic.

Most Classics prefer solids to prints in fabrics. They will, however, choose prints of medium size in stripes, geometric or floral. Evening wear brings out the beautiful fabrics like soft brocades and tapestry or silks, crepes and chiffon.



Accessories, like everything else the Classic wears, is understated and of fine quality. The key to accessorizing is to keep it simple, not dramatic. A good quality leather handbag of medium size is best. The closed pump is the most flattering shoe style for you. Try wearing a soft and flowing scarf at your neckline painted in one of your accent colours to help draw attention to your face. Keep your jewellery simple but eye catching.

The biggest challenge that a Classic clothing personality type faces is becoming too nondescript. Add more colour and a little drama to your wardrobe through accessories, and you will feel more powerful.

Classic men like suits, classy understated shirts and ties, as they feel best when they are in more structured clothes. When classic men dress casually, they feel best in coordinated separates. Quality, rather than quantity, is their mantra!

Celebrity examples: Jackie Onasis, Annette Benning, Demi Moore, and Maria Shriver. Some Male counterparts are Robert Redford, Warren Beatty, Tim Allen, and Jerry Seinfeld.

The Artistic Style

If your body shape is Spherical and your clothing personality type is **Artistic**, then this is a description of you. Your image style is extreme **Yin** in nature, very feminine, soft and yielding.

Your body is curvy and possibly hourglass-shaped, which historically is the ideal feminine look. You may feel overweight when you are not. This is because you are more fleshy than muscular. When you put on weight, it usually goes in all of the more fleshy areas such as your face, bust and hips.

On the positive side, even when you are very overweight, you will always have a definite waistline. Conversely, even when you are at optimum weight, you will still have a fuller face, possibly but not always, a definite bust, and a fuller derriere and hips. This is a plus!

You are probably of average height, maybe even petite. Your facial features are soft and rounded. Artistics usually have beautiful eyes and facial features, and should wear colours, jewellery, and clothes that draw attention to these features.



Celebrity Examples: Dolly Parton, Jane Seymour, Delta Burke, Susan Lucci Paul McCartney, Dom Delouise, and Dan Akroyd.

As an Artistic you love to wear soft and flowing fabrics that make you feel graceful and feminine. Choose silk, georgette, soft woollens, batiste, chiffon or gauze-like fabrics. Evening wear that flows with colour and pattern that is kept in proportion to your size will look lovely. Velvet and lace are always a nice touch.



Dresses and skirts are probably your clothing mainstays. If pants are worn, they are usually soft in texture, unstructured and flowing. Blouses will be soft and flowing, possibly ruffled or embroidered. Suit fabric must be soft and the lines should be gently curved.

Choose silk, crepe de chine, georgette, soft woollens, batiste, chiffon or gauze-like fabrics.

Artistics love accessories. You must be careful not to overdo a good thing. Scarves, hair clips, ribbons, lace, silk flowers, beaded handbags, and strapped sandals are all part of your wardrobe. You have a tendency towards unique styles of dress. This can be on the folksy or trendy side that uses one-of-a-kind pieces in both jewellery and clothes.

Artistic men will like the look and feel of raw silk, cotton, rayon and sweaters. They will have a tendency to like wearing clothes that flow and are comfortable, not restrictive. Artistic men can be more flamboyant than others are, and get away with it.



Celebrity examples include: Bernadette Peters, Dolly Parton, Goldie Hawn, Pamela Anderson, Angelina Jolie.

The Sprite

Up to this point I have said that there are only four clothing personality styles, and have mentioned four body shapes. There are in fact, five.

The Sprite is actually a combination of Yin and Yang living in the same body. You are petite, which is Yin in stature, but you are definitely Yang in internal nature.

Every Sprite I have met has opposing inner-traits and outer-traits. They have two equal dominant inner-traits. Most often they are a dominant Doer inner-trait with strong Mediator, Planner or Communicator inner-traits very close behind. Dynamic people in every sense of the word!



The sprite body shape can resemble any of the preceding four, with size the only real physical difference. Sprite people are the shorter, smaller, more petite forms of the other four body shapes. They can be ruled by any Color Harmonics® group: Strong Yin or Subtle Yin; Bright Yang or Deep Yang. Their body shape could be Straight, Substantial, Symmetrical, or Spherical.

The difference in clothing style shapes is simply smaller versions of the other four types. It is very important for the Sprite to wear clothes tailored to fit their particular height, shape and form dimensions, so as not to look like a little person in big people's clothes.

Your Clothing Personality Style could be Polished, Natural, Classic, or Artistic.

The Sprite is actually a combination of Yin and Yang living in the same body.

Celebrity examples: Holly Hunter, Rita Pearlman, Michael J Fox, David Spade, Danny DeVito.

My Personal Style Notes:

Name: _____

Dominant Inner-trait: _____

Secondary: _____

My Personal Colouring: _____

Eye Colour: _____ Hair Colour: _____

Main Colour Preference: _____

Secondary: _____

My Body Shape: _____

Height: _____ Weight: _____

Body Shape Challenge: _____

My Clothing Personality: _____

Secondary: _____

My Clothes Clock:

Suit Types: ____ Dressy: ____ Casual: ____ Dressy /Casual: ____

Clothing Challenges: _____

My Favourite Clothing items:

Suits:

Dresses:

Pants:

Tops:

Skirts:

Cruise wear:

Evening wear:

Shoes:

Accessories:

Undergarments:

STEP 5

Resolve Your Style Conflicts



Mirror, Mirror on the wall
I ask you once
and for all...

This just can't be
this image I see
must be a mock up
of the authentic me

I am CEO of a company
That deals overseas
I need to look professional
But want to wear jeans

Where is the smile
I once knew
I must seek the child
for a clue

Mirror, Mirror now I see
the child within speaking to me,
I listen, I laugh, I love her now
A true vision of beauty
behind her once furrowed brow

Step 5: Resolve Your Style Conflicts

When you have a style conflict, there are many ways to resolve them. Here are a few examples of how to resolve common conflicts. OK, let's say you've taken the inner traits quiz and found out that you are a **Dominant Communicator**. You then filled out your clothing personality quiz and discovered that you have an **Artistic Clothing personality with Classic Admiration** (which fits with the first quiz) but your career role is CEO of a male dominated oil company. Do you see the conflict?



You have an Artistic Clothing Personality and with Dominate Communicator inner-traits locked into a position that demands time and people management to the extreme. Short of looking for a new position you need to think of this challenge as a game. Learn the rules, master your techniques and then smile your sweetest Mona Lisa smile! There are a few guidelines to follow and the rest is play.



Here's How to Create Your Corporate Image Style:
Being a Communicator / Artistic Style on the inside and a secret Classic admirer, learn to play and "display" both roles.

Does your company have a dress code in place? If it does, read through their requirements to determine what leeway you have. These guidelines were created to maintain the company's image not yours. So, the key to retaining your personal inner style in this kind of environment is to understand your company's boundaries and then expand them where you can.



In your case you can tone down your naturally Artistic style by using your power neutral colours and dressing monochromatically. Wear pants not dresses, but add a distinct piece of jewelry or scarf, your funky handbag and a more classic styled, form fitted, neutral jacket and voila, you have conquered the corporate cougar.

(PS: keep a fun and funky jacket in your vehicle for the quick change from Corporate to Casual after work.)



What if you are a **Dominant Doer** with a **Planner** secondary and are in charge of booking events for artists and musicians. The artists want to come in and talk. You are working on the details of promoting their careers. You are trying to get them to change their wardrobe, speech and work ethic but they want to explain to you their latest creative idea. They might think you are harsh and you might think they are slackers. But, you both love your career choices.

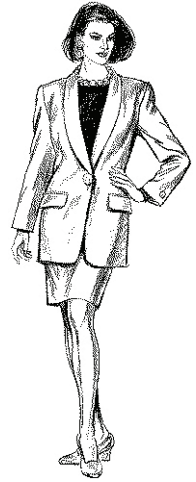


So what can you do to all work together? First off, you need to lighten up without losing your focus. After all, without your tenacity, the artists won't have a place to display their works. On the other hand, if you don't show that you are trying to relate to them and care about their feelings, you may lose them to another agent, that has a dominant **Communicator** or **Mediator** inner-trait.

The one thing you must do is listen to their plight. The next is to dress in a manner that brings out your own creativity. You need comfortable

easy-to-move-in clothing. Create layers as it shows a sense of artistic flare that will be appreciated by your clients. Just make sure they are loose and comfortable, and buy the pieces in your power neutral colours (learned about in Step 4). Viola! You have married the two styles without losing yourself in the process.

Maybe you are a Dominant Mediator with a Planner secondary that was recently the head of the Human Resources department for a large company. You are now on maternity leave as you have just started your family, and find yourself being a stay-at-home Mom. Can you see the possible conflict here? These clothes have served you well in the past but now your biggest challenge is which day park to take your precious one for his / her morning stroll. Somehow a suit would not be appropriate.



Step 6 - Designing a full proof wardrobe- will show you a great new tool called the **Clothes Clock**. This clock will show you how to choose your daily wardrobe by charting the activities and times of day in which you will be active. It's a fabulous tool that makes dressing a snap.

Meanwhile, set aside the suits for now and invest in some separates that are both comfortable but stylish. No need to give up your Classic and timeless style just because you are working at home instead of an office. Purchase figure enhancing, casual pants or jeans that are slightly sculpted, and wear them with a top and sweater jacket to give you the corporate feel in a casual way.



Solving your wardrobe conflicts will become easier as you begin to understand who you are and the role you play during the day. If that doesn't match the "inner you," then maybe there is more to change than your wardrobe.

Resolving Style Conflicts

Let's walk through resolving your style conflict together. Fill in the blanks below with your personal information. Seeing your challenges in print will help clarify the problem areas and create a resolution.

I am a dominant _____.
(Doer, Planner, Mediator, Communicator)

I also have _____ secondary inner-traits.
(Doer, Planner Mediator, Communicator)

I am a very _____ (Receptive, Reserved) person that has a tendency to be very _____ (Obscure, Obvious) in how I deal with people or situations that challenge me.

My favourite colours are in the _____ (Warm, Cool) colour tones and I believe my Color Harmonic® Ruling Group is _____.
(YIN – cool toned, YANG – warm toned)

My favourite colour Ruler is _____.
(Bright, Deep, Subtle, Strong)

My body shape is _____ (Straight, Substantial, Symmetrical Spherical) and my biggest body shape challenge is _____.

My clothing personality style is _____.
(Polished, Natural, Classic, Artistic)

I love _____ (celebrity's name) style.

I am most happy wearing _____.
(Suits, Jeans, Dresses, Casual Pants etc.)

I am a _____ (your career and position). My work demands that I wear _____ (Suits, Jeans, Dresses, Casual Pants).

On the average day I usually see _____ people, mostly _____ (how many and who).

My style challenge is that I am a _____ (Doer, Planner, Mediator, Communicator) locked in a _____ (Straight, Substantial, Symmetrical, Spherical) body shape and _____ career position.

I need to appear _____ (Business-like, Casual, Sophisticated, Professional, Approachable, Stylish) _____ but I want to feel _____ (Business-like, Approachable, Feminine, Sophisticated, Casual, Professional, Stylish, Comfortable, Contemporary).

I must wear _____ (Pumps, Runners, Sandals, Boots).
I want to wear _____ (Pumps, Runners, Sandals, Boots).

I need to own more _____ clothes.
(Suits, Dresses, Pants, Dressy, Casual, Formal, Uniforms)

Describe your Resolved G.U.R.U. style: _____

These are my "Adjusted Favourite" G.U.R.U Clothing items:

Suits: _____	Dresses: _____
Pants: _____	Tops: _____
Skirts: _____	Shoes: _____
Accessories: _____	Undergarments: _____

Insider Tips: *You and Your Industry Image* by Deborah Reynolds



About Face Image Consulting Inc.
9673 – 205A Street
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www.aboutfaceimage.com

The image you create for yourself will be distinct from the image of your company, yet it will be similar in many aspects. When someone builds a company, it is usually a reflection of themselves, and hopefully the best aspects of their character. It will be a reflection of their hopes, dreams, vision, experiences, knowledge...

The best image, whether you are dressing yourself, a client, or creating a company image or brand, is designed to:

- Reflect an awareness of first impressions
- Be an intentional, purposeful image
- Be appropriate for the environment, the occasion, the industry, and the client
- Be timeless
- Reflect the best aspects of your company or the company you represent
- Reflect your client, target market and industry
- Connect with your audience
- Create and build rapport
- Reflect the best of what you have to offer
- Be integral and ethical
- Reflect your uniqueness as you want to be noticed, known and remembered
- Focus on creating a great lasting impression.

“It’s important to create a good first impression, but it’s essential to create a great lasting impression.” – Deborah Reynolds

STEP 6

Plan a Foolproof Wardrobe



Mirror, Mirror in my closet
I'm in a hurry
To find an outfit

Inventory list on the door
Clothes no longer on the floor
Items hung and grouped by style
Shapes and colours make me smile

Jackets, pants, tops and skirts
Side by side on separate hooks
Neatly organized inside a box
Are undies, tees and tidy socks

Mirror, Mirror I feel free
Clothes Clock Complete
and totally me!

Step 6: Plan a Foolproof Wardrobe

In this step I will describe how to plan and build a basic working wardrobe by using a unique clock, unlike the ordinary “tick, tock” that tells the time. This clock tells your wardrobe lifestyle by the hour - The *Clothes Clock*. You will also find smart & cost effective insider tips to help you make good shopping decisions, and help you avoid buying fashion mistakes “on sale.”

The normal 1 am position is replaced with a 7 am start time and moves around a normal day, ending at Midnight to 6 am when the majority of us are sleeping. For those of you that aren't getting your beauty rest then, adjust your Clothes Clock to suit your own personal time schedule.

Let's recap the steps we've taken thus far:

- In Step 1 you learned what your dominant inner-trait response was.
- In Step 2 you discovered what your power colours are and how to incorporate them into your wardrobe.
- In Step 3 you recognized, measured and accepted your unique body shape and learned tips on how to enhance it.
- In Step 4 you uncovered your clothing personality.
- In Step 5 you have gained insight into how your clothing personality may conflict with either your body shape or your career and learned ways to resolve this.

OK, now it's time to both mentally and physically clean out your closet.

Because of this new awareness you are now in a position to adapt your personal style to a more authentic version of yourself.

OK, now it's time to both mentally and physically clean out your closet. This chapter will show you how to plan a working wardrobe that reflects and enhances your inner and outer body, career and lifestyle.

The Pyramid Rules

Just as the Pyramid is a three-sided structure of power, majesty and balance, so can we be, if we borrow from this ideal. Remember, there is nothing new under the sun. Everything is either borrowed, reworked or shared!



What we learn from the Pyramid is that whenever you use three elements together you create a balanced structure.

When you are selecting your wardrobe, just as in arranging accessories in a home, two pieces, like pants and a blouse (or a tree positioned behind a side chair), are a casual arrangement. But add a jacket (or a lighted table) and the three piece arrangement creates a sense of balance and formality.

Be careful when adding too many clothing accessories with an outfit, as this can negate the Pyramid power.

For example if you wear a skirt or pants with a top or blouse you have a casual look. Add a scarf at your neckline or dressy sweater and you have moved up the power scale to dressy casual. Replace the scarf and sweater with a necklace and complementary jacket, now you have the three piece power suit. How many men do you know in the corporate world that wear only a shirt and pants? They may, when they are working in their office alone. However, if their boss or a client comes in, you can bet that the jacket is put on, to give him a more powerful and "in control" feeling!

The same is true for most women in the corporate world. A business suit is their uniform, so to speak. The trouble arises when a woman wears the wrong styled suit for her body shape. This can undermine her power. Instead of feeling in control and confident, she feels ill at ease, and can hardly wait to get home and change into a sweatshirt and yoga pants.

Granted, sweatshirts and yoga pants are comfortable, but there is no reason why your work clothes cannot be comfortable, look good, and fit as well. Gone are the days when a businesswoman could only wear a dark blue or black suit to designate her position. She is now able to wear a large variety of timeless styles that convey her position, as well as allow her to feel like a woman.

Clothes, like furniture arrangements, portray a certain sense of mood. They can be either formal or informal, relay a sense of power or an essence of calm. When you are assembling a career wardrobe you must be aware of the environmental mood you work within.

Here is a quick list of clothing ensembles that will help to create the correct first impression you seek. *Note that this list moves from the four star, most formal, to one star, least formal.



The Matched Suit ★★★★★

A Jacket & skirt with a white or off-white blouse is the basic foundation of a matched suit.



The Complementary Jacket ★★★

A dress or one colour line blouse and skirt with a long, medium, or short jacket that compliments the other pieces in style and colour will create a formal business look.

The Complementary Patterned Jacket ★★

To create a less formal appearance, use a patterned jacket that has your Colour Group base and accent colours in it. Make sure that the pattern size is in keeping with your shape and size. Use your power neutrals in a monochromatic top and bottom and voila a casual but still professional look is achieved.



The Duster, Or Long Coat ★

The Duster has long held a glamorous allure mainly used by Designers, Art Directors and Starlet's. Think of a black tuxedo style jacket over a black straight shift dress. Or, a patterned velvet smoking jacket over satin pants. I think you get the idea. These types of jackets are not for the faint of heart, as you will definitely create quite a stir.

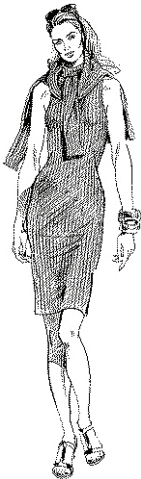
The following items do not grade on the Power Scale:

Knits

These have made a big comeback in recent years, due to the more relaxed and casual attitudes being adopted by employers and employees alike. These garment items can range from the formal and timeless Chanel suits to yoga pants combined with form fitting zippered jackets. Unfortunately, not all of our bodies are flattered in this casual style, especially for work!

Sweater Or Shrug

A sweater over a casual pant outfit can dress up even a jean outfit - if selected with care. This is the most casual form of business garment accepted by employers, unless you are the boss! If this is the case, just consider who will be seeing you during the day. Will what you are wearing add credibility and professionalism to what you do, or will it diminish your authority?

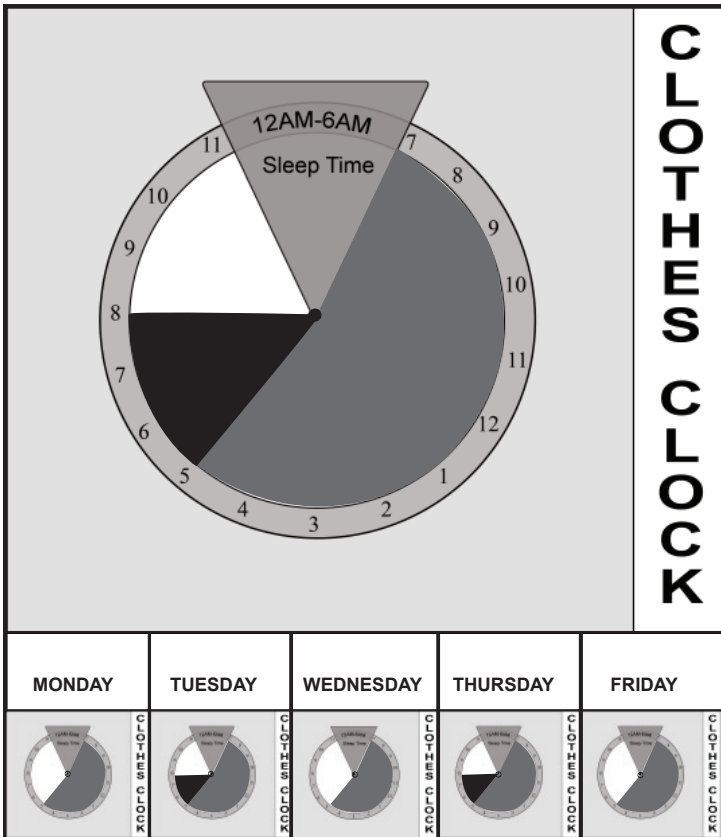


The All Important Accessories

An eye catching necklace, or scarf and earrings, with a simply cut plain dress can look just as classy as a three-piece suit. This is especially true when the colour and style enhances your body shape.

The next section displays your wardrobe lifestyle by the hour - I call it the "**Clothes Clock.**"

The Clothes Clock Tells Your Lifestyle



This is an example of a Mortgage Broker's "Clothes Clock".

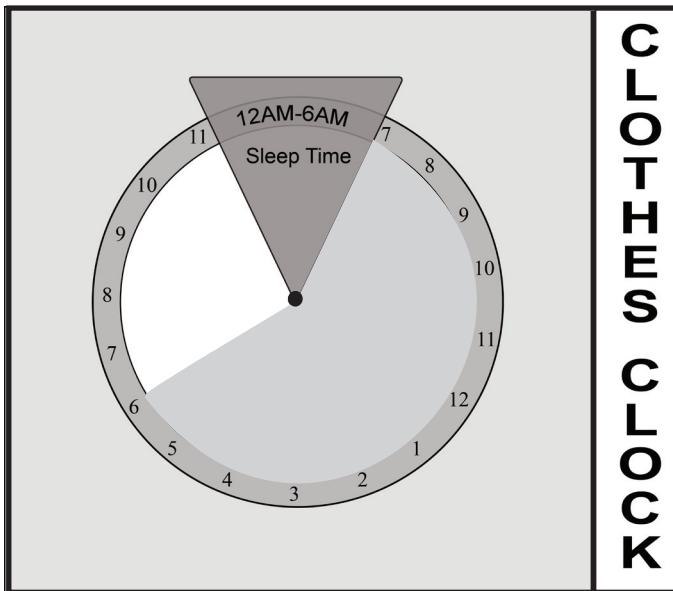
The standard "Work Week" clocks are individually coloured to represent the clothing styles she needs for each day. In this example, the Clothes Clock displays that 60% of her clothes budget should be spent on Career Wear, 25% on Casual wear and 15% on Formal Wear.

CLOTHES CLOCK GUIDE	Casual Wear:	
	Dressy Casual:	
	Career Wear:	
	Formal Wear:	

The previous example of a Personal Clothes Clock displays a mortgage broker's lifestyle. She works in a high profile position where she meets prospective clients both in and out of the office. Two to three times a week she attends evening networking functions, so her wardrobe has to move easily from office to evening wear. As you can see, suit type classics with shift change jackets or skirts and jewellery should make up the majority of her wardrobe.

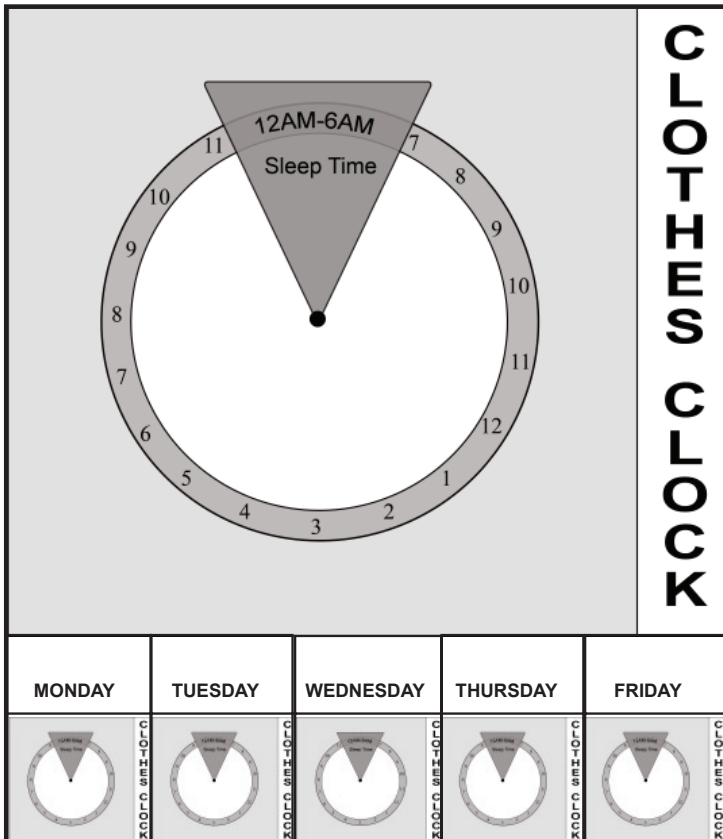
Conversely, below is a former career woman that has chosen to take on the important role of "stay-at-home Mom!" She would need a very different wardrobe since her first priority now is ensuring the health, and happiness of her little one. If however, she adopted the role of a consultant working from home, that occasionally needed to see clients, her wardrobe would have to be tweaked again to include this.

Insider Tip: If you are working from home it is a good idea to use a routine of grooming and dress to help you make the transition to a more work-focused mindset.



To make your own personal “Clothes Clock”, draw a line from the time you start work, towards the center dot and then to the time that you usually finish work. Do the same for all other “clothes” function changes required during your day. Now fill in the each time period with the gradient colours from the guide.

The standard “Work Week” clocks can be individually coloured to help you quickly assess which clothing style mood you need for each day. This is a handy tool to tell you where, what and how much of your clothing budget should be spent on each style.



CLOTHES CLOCK GUIDE	Casual Wear:		
	Dressy Casual:		
	Career Wear:		
	Formal Wear:		

Getting Unstuck From Your Clothing Rut

Sometimes we get stuck in a wardrobe rut and don't know how stuck we are, until something or someone shows us. The Clothes Clock is an excellent aid to help you see where you need to make wardrobe changes. This tool is especially effective if you have recently changed careers or employment positions. It lets you account for where you spend your time in the day and what you need to have as wardrobe basics to feel your best in every situation.

Whether you are setting out to create or recreate your wardrobe there are a few things that you need to consider: Who you are, what role you play most days, and what type of clothes you realistically need and want to wear each day. For example let's say you are a gardener or house painter but you love to wear dresses. Unfortunately your work involves a lot of manual labour where climbing or kneeling frequently occurs. If you were to purchase casual, but more feminine style pants, or tops and smocks with a strong feminine flair, this may meet your needs during your work day.

In the next few pages are tools to help you determine which colours you want to build your wardrobe around. It is now time to know what types of clothes you have, need and want to wear for work or play and how to bring them together in a workable basic wardrobe.

The goal here is to be able to reach into your closet, and within 5 minutes pull together an outfit that fits, makes you look fabulous and reflects your G.U.R.U. style.

If you need support through this process bring in a girlfriend and call it a "Renew the GURU, Girlfriend Day," grab a glass of wine and cheese nibbles or special tea and pastries. It doesn't matter what, just have something that gives you pleasure. Remember "pain" needs to have more "pleasure" involved in order to create an urgency to change. So, crank up the music and get your foundation flattering undergarments on and have some fun.

Foolproof Wardrobe Planning

Below is an example of a Classic Strong Yin’s planning guide. She knows her Inner and Clothing personality, Body Shape and “Clothes Clock” now it is time to assess her existing clothes closet to see what she has, wants and needs to build her renewed GURU working wardrobe on.

Her basic wardrobe plan uses “separates” that “coordinate.” She chose these 3 basic (2 neutral + 1 accent) colours from her CH Ruler to create her working wardrobe:

1. Black	2. White	3. Red
----------	----------	--------

To make more than 48 COORDINATING OUTFITS:

- 2 Solid colour suits (two skirts & jackets)
- +
- 2 Pants or skirts (solid O or patterned #)
- +
- 5 Tops (blouse + top + sweater + cardigan+ jacket)

The chart below displays the colour number and pattern symbol of clothing items in your closet right now. The symbols are as follows:

√ = Have ! = Need ? = Want O = Solid # = Patterned

Two Suits	Two Pants	Two Skirts
1 O	1 O, #	1 O
2 #	3 O, #	3 #

Combine with any of the following:

Blouse	Top	Sweater	Cardigan	Jacket
√ 1,3	! 2 O	? 2 O	√ 3 #	! 3 O

Use this table with the “foolproof wardrobe planning” page. Once you have chosen your three (2 neutrals + 1 accent) basic colours from your CH colour Rulers, use this chart as a quick reference to organize outfit combinations with your chosen colours # 1, 2 and 3. For a seasonal change of wardrobe, simply change the colour choices on the wardrobe page.

CLOTHING ITEM:	COLOUR:	COMBINES WITH:
Jacket	Basic colour #1	All skirts & pants
Jacket	Basic colour #2	All skirts & pants
Skirt	Basic colour #1	All tops & jackets
Skirt	Basic colour #2	All tops & jackets
Skirt (patterned)	Coordinate #1, #2	Most jackets & blouses
Skirt or pants	Basic or accent colour #3	All jackets and blouses
Blouse (solid colour)	Basic colour #1	All skirts, pants & jackets
Blouse (solid colour)	Basic colour #2	All skirts, pants & jackets
Blouse (patterned)	Coordinate #1, #2	Most skirts, pants & jackets
Blouse or Sweater	Accent colour #3	All skirts, pants & jackets
Soft-Structured Jacket	Accent colour #3	All skirts, pants & jackets

Note: The patterned blouse and skirt could be a two-piece dress outfit.

Foolproof Wardrobe Planning

At this point, you know your Dominant Inner-trait, Color Harmonic® Ruler, and what your Body Shape is. You also know your Clothes Clock needs. It's time to build your working wardrobe.

A Basic Wardrobe Plan uses "separates" that "coordinate."
Choose 2 OR 3 Basic Colours from your CH Ruler.

1. _____ 2. _____ 3. _____

To make more than 48 Coordinating Outfits you will need:

- 2 Solid colour suits (two skirts & jackets)
- +
- 2 Pants or skirts (solid O or patterned #)
- +
- 5 Tops (blouse + top + sweater + cardigan+ jacket)

The chart below displays the colour number and pattern symbol of clothing items in your closet right now. The symbols are as follows:

√ = Have ! = Need ? = Want O = Solid # = Patterned

Two Suits	Two Pants	Two Skirts

Combine with any of the following:

Blouse	Top	Sweater	Cardigan	Jacket

OK, now it's time to take the plunge and evaluate your wardrobe! We must remove, replace, and recreate your basic wardrobe to reflect your true G.U.R.U. style.

Take out everything that doesn't fit right now.

Take out all bad purchases that you've never worn.

Try on each outfit and ask the following questions:

1. Does the item blend with my personal colours?
2. Does the style flatter my body shape?
3. Have I worn it recently (within the last year)?
4. Does the item have sentimental value?

Clothes have to look good now and always! Dated styles that look good on you but are no longer current, should be discarded unless they hold sentimental value. Be ruthless when evaluating clothes that you haven't worn in the past year. There is a reason that you haven't worn them.

Let's organize what is left.

a) Separate the warm from the cool colours.

b) Group all your clothing pieces together that aren't in your colours, that you are unwilling to give up. Don't throw them out! When you want to wear them, just add some of your CH colours to them, via scarves, blouses, etc. when you want to wear them.

c) Separate Spring/Summer clothing from Fall/Winter clothes. Place the off season clothes in a spare closet, trunk or suitcase. This will lend a bit of excitement as well, when you bring them up for the next season.

Following is an example of how to fill out a "closet inventory sheet" with your colours and clothing items listed. Use the example of a filled in Closet Inventory Sheet on the following page, along with your "Foolproof Wardrobe Plan" to guide you. Tape it up in your closet to be able to easily see what you have, need and want. This way when you purchase those items "on sale," mistakes will be a thing of the past!

CLOSET INVENTORY SHEET

Example of a Strong Yin’s Working Wardrobe

(√) Already own the item (!) need the item now
 (?) want the item soon

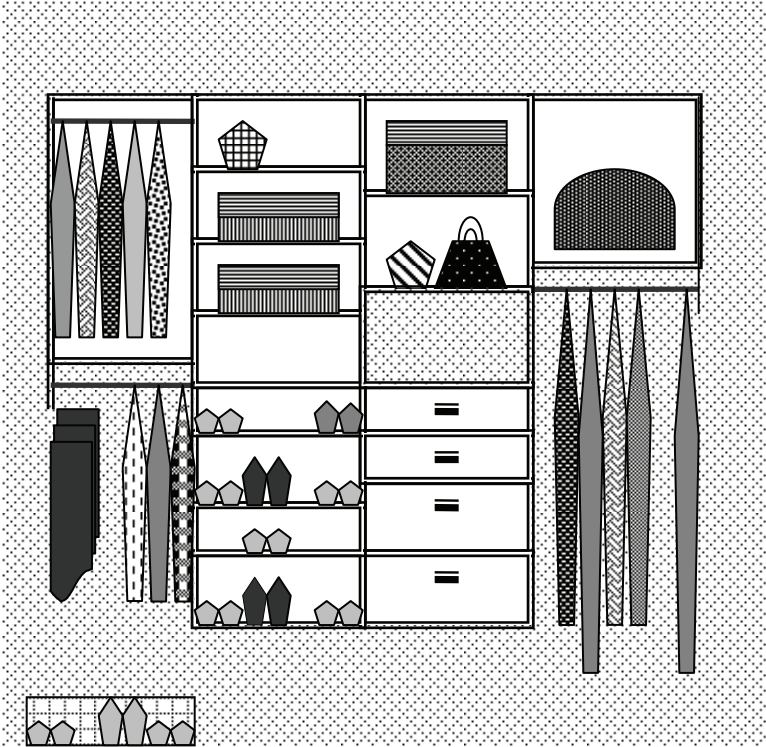
COLOURS	JACKETS	SKIRT/DRESS	PANTS	BLOUSES
① 2 3 4	Black White	Black White	Black White	Black White
NAVY	!	√	√	√
Gray				
YELLOW				
ORANGE				
RED	√	√	!	√
GREEN				
BLUE	!	!	!	
VIOLET				
OTHER		! Formal		
PRINTS	√ !	!		√

All clothes selected in the chart above should harmonize with the following category that was selected.

- | | |
|-----------------------|-------------|
| 1 = Black / White | Strong Yin |
| 2 = Taupe / Off White | Subtle Yin |
| 3 = Camel / Ivory | Bright Yang |
| 4 = Brown / Beige | Deep Yang |

By just a quick glance, you can see that this Strong classic has her black and white basics looked after. She owns a red jacket, dress and top, and a navy skirt & top. To expand her wardrobe, she is adding royal blue and has added a formal dress to her needs list. You can create your own closet inventory sheet on the blank copy on page 133.

The Clothes Clock Closet



8 quick tips on designing your closet space for ease of use:

1. Layout your outfits as you would read – left to right.
2. Jackets on the top left will help select your style for the day.
3. Pants and tops on the lower left add your bottom balance.
4. Shelves of boxes filled with Tees, Scarves, belts + socks.
5. Shoes below placed 'side by side' on open shelves.
6. On upper shelves put old purses (filled with treasured items) and three basic handbags with transferable items i.e. your wallet, makeup, PDA and *Discovering your Inner Style Journal*.
7. The drawers divided + filled with underwear, bras and hose.
8. Your jewelry placed inside 'length cut' egg carton boxes (one side has individual cups for earrings and necklaces; flat side for bracelets, watches and larger items. Bonus they are stackable)

That's all there is to dressing well and feeling good.

CLOSET INVENTORY SHEET

_____ **Working Wardrobe:**

(√) Already own the item (!) need the item now (?) want the item soon

COLOURS	JACKETS	SKIRT/DRESS	PANTS	BLOUSES
1 2 3 4				
NAVY				
Gray				
YELLOW				
ORANGE				
RED				
GREEN				
BLUE				
VIOLET				
OTHER				
PRINTS				

*All clothes selected in the chart above should harmonize with the following category that was selected.

- A = Black / White
- B = Taupe / Off White
- C = Camel / Ivory
- D = Brown / Beige

- Strong Yin
- Subtle Yin
- Bright Yang
- Deep Yang

Notes:

Tips On Buying Accessories

Undergarments

We need the proper foundation to build our image upon. These include bras, panties, teddies, slips, stockings and shoulder pads. These items can make or break an outfit! When purchasing one-piece undergarments always keep your body shape in mind. Are you long or short waisted? Nothing feels more uncomfortable than ill-fitting teddies or body suits! This also includes panties that ride up if they are the wrong size or shape for your hips and waist. Look into alternatives like G-string or V shaped boy short panties that stay put and do not ride up. Do not knock it until you try them. They are truly amazing – if they are the right size!

Bras

Make sure you are buying the proper size and colour of bra. The rule is to measure the circumference of your rib cage directly below your bosom. This is the BRA size. Next measure the circumference of your bust line. This becomes your CUP size – A, B, C, D, DD etc. Use your measurement guide on page 167 to ensure a snug but comfortable fit. Because every manufacturer is different, always try them on for personal fit. Do not buy the bra just because the label lists the right size.

Stockings

Should be the same tone or lighter, never darker than your shoes or skirt or attention will be drawn to your feet.

Shoulder Pads

If used to balance the bodyline, should be as follows for each Body Shape:

Straight: Medium to larger foam, with edge cut at shoulder.

Substantial: Do not need them because you already have larger, square shoulders, but if needed, go with the Raglan style.

Symmetrical: Medium sized, soft, square-shaped pads that end at shoulder line are best.

Spherical: Small to medium-sized, rounded foam pads only. Shoulder pads are a great body-balancing tool, as well as a visual weight reducer.

Scarves & Belts

These accessories are not only functional, but also very decorative. For effective accessorizing, keep in mind size (scale to body) and colour (neutral or accent), or else you could create a body chopping distraction.

Shoes & Boots

These items should display quality, or they can wreck an otherwise great outfit. Quality is only one ingredient; appropriate style for the outfit is another. For example, closed-toed pumps are always best for work. High-heeled strap sandals are party wear. Boots can also add or detract from an outfit. Use your dark, neutral colours in high-cut, high-heeled boots under long skirts, and low-cut, low to medium heeled boots with pants.

Jewellery And Hair Ornaments

Your personality can really come through in these items. For example, Polished clothing personality types can wear striking, one-of-a-kind pieces. Naturals can wear simple chunky chains or uniquely cut stones on a pendant. Artistic types can wear floral and/or artsy creations and Classic types can wear timeless, simple pieces that speak quality.

If your body shape and your personality type are different, then accessories can show those differences without upsetting your bodyline. For example, if you are an Artistically bent Classic, you can wear one very elaborate Victorian pin or pendant with earrings to match. Alternatively, a Natural that has a touch of the Polished can wear her free style clothes with a dramatic stone necklace and earrings, or wear an exotically printed scarf over her shoulder.

Insider Tip: by Licensed Nail Technician Helen Sergiannidis

Beautifying yourself, especially having your nails done, is a simple way of feeling *“done.”* Gel nails are a very low maintenance way to achieve that. Plan for 1 1/2 hours to have them put on. Fills are every four weeks (1 1/2 hours). Are you wondering what the difference is between gel and acrylic nails? Gels are non-porous and non-toxic. That’s enough to convince me to choose gel over acrylic nails!

As you may have gathered by now, I am a very practical person. In *my* “perfect world” everything would be organized and easily accessible.

Here is a list of items I have in my special “just-in-case” carry all.

Personal Care Kit:

- | | |
|------------------------------|----------------------------|
| Nail clippers | Tweezers |
| Nail file | Clear nail polish |
| Polish remover | Dental picks |
| 8 hour lipstick | Lip gloss |
| Foundation | Concealer |
| Lip-liner | Eye, brow and white pencil |
| Travel tooth brush | Breathe mints |
| Visine | Contact lens rinse |
| Glasses Cleaner | Sunglasses |
| Sunscreen | Hat |
| Panti-hose – neutral | Extra pair of shoes |
| Umbrella | Net carry all bag |
| Plastic bags | Blanket |
| Napkins | Feminine products |
| Clear packing tape | Garment brush |
| Change purse | Note pad and pen |
| Pocket mirror with magnifier | |

Add your own items:

Insider Tips

When shopping for clothes:

1. Carry your *Discovering Your Inner Style* Journal, Color Harmonics® tool and inventory list to assist you in all your G.U.R.U. Style purchases.

2. Don't buy impulsively!

3. Have a shopping strategy and buy at season's end.

4. Spend the most money on the clothes you'll wear the most (see your filled in Clothes Clock on page 125)

5. Dress well when shopping. The store clerks will give you much better attention.

6. Wear or bring the foot wear and leggings you would normally wear with the outfit you are looking for to see the whole picture.

7. Use The Following As A Shopping Guideline:

Find your size first.

Next find your colour.

Is it your personality?

Does the style flatter your body shape?

How does the fabric feel & what does it contain?


Try the item on and check the fit. That's all there is to it.

8. Finally, find a friend that has done these exercises with you and understands you, the occasion you are shopping for, as well as the principles behind personal colouring and body type shape. Your shopping experience will then become an adventure to look forward to instead of dread!

STEP 7

Reveal Your Natural Beauty





Mirror, Mirror in my palm
I see a vision
Strong and calm

Hairstyle's perfect
Face shape enhanced
Skin glows youthful
Creates a second glance

Eyes open
Sparkling bright
Inner knowledge
Displayed outright

Mirror, Mirror that I see
A beauty revealed
The image is me!

Step 7: Reveal Your Natural Beauty

Your Face Shape

This step is about revealing your inner beauty and creating an authentic image by enhancing your natural assets.

In art and fashion the ideal facial proportions are noted as:

- Eyes are halfway between the top of the head and the chin.
- Bottom of the nose is halfway between the eyes and chin.
- Mouth is halfway between the nose and the chin.
- Corners of the mouth line up with the centre of the eyes.
- Top of the ears line up above the eyes, on the eyebrows.
- Bottom of the ears line up with the bottom of the nose.

You need to recognize which face shape you have in order to augment it with the appropriate make-up and hairstyle. You might be the artist's ideal image of beauty, the oval or you may have a round, square, rectangular, triangular, diamond or heart-shaped face. Do you know what your face shape is and how best to enhance it?

I have illustrated four different make-up styles as they relate to your inner-traits, body shape, and clothing personality style. This is an area where you can combine styles if you find you have a conflict. For instance, if you are a Classic that has a square shaped face but love the Artistic style, you can create the look of softness with a gentle wave around your face, focus on your eyes and give your lips a softer look and voila you have created an Artistically Bent Classic style! On page 146 you will find a filled in "Discover your Face Shape" worksheet to help you decide what your face shape is.

Have fun! And remember, this is play time!

BALANCED BEAUTY - THE OVAL FACE



Face Shapes:

Above is an example of the historically accepted signature face shape of beauty - the Oval. There are several reasons for this:

1. Oval shapes display balance - strength with softness.
2. The balanced look is created by subtle roundness in the forehead and cheek area that tapers down to a lightly defined chin.
3. The Oval is the easiest shape to enhance with different hairstyles, makeup and accessories.
4. The Oval look is often strived for by the other face shapes. This can be achieved through specific hair styles, makeup and eyeglasses that help create the illusion of the Oval shape. The next few pages discuss flattering makeup techniques for each body shape and corresponding clothing personality style.

Enhancing Your Face Shape

Psychological studies have shown that people relate beauty, intelligence and success to people's facial features and, believe it or not, their hair style! The quality, colour and style of your clothing fall in line next.

Your hairstyle should frame and enhance your face shape much like a picture frame and matt can either make or break the image contained within. Your eyeglasses, jewellery and make-up application are all part of presenting yourself as "life size art."

Note: Before selecting your new hair style, step back and look at yourself in a full length mirror. You need to take in the complete picture. Your body shape and height need to be included in the decision of length, volume, cut and colour of your new face shape enhancing style.

The following are some face enhancement ideas. Keep your career, lifestyle, hair texture, and the care time required foremost in mind when choosing your personal G.U.R.U. style.



Heart-Shaped Face

You have wonderful cheekbones that can be emphasized with angular hair styles.

Recommended Hairstyle: Minimize the width across the forehead with soft curls or bangs, and add fullness at the jawbone. Avoid styles that are shorter than the jawbone.

Wearing Eyeglasses: Choose a style that is either full, rounded or oval. Choose styles that extend past the cheekbones.

Choosing the Right Earrings: Use styles that are rounded or irregular shaped like tear drops, to add width to the jawbone.



Oval Face Shape

You have the easiest face to accentuate. It is usually wider at the forehead than at the chin, with a graceful taper from cheeks to jawbone.

Recommended Hairstyle: Shoulder length or shorter styles angled at the jawbone will accentuate the curve of the cheekbones. Also, use styles that add width to the face.

Wearing Eyeglasses: Any style, as long as they are wider than the widest part of the face.

Choosing the Right Earrings: Use curved and angled styles, nothing too long and dangling.



Diamond-Shaped Face

You have prominent cheekbones that need balance by styling your hair and using fullness around your temples and in the chin area.

Recommended Hair Style: Choose a style which maximizes width around the temple and use bangs or flips. The best length is chin to middle shoulder length.

Wearing Eyeglasses: Use narrow, vertical oval styles that draw attention to the centre of your face.

Choosing the Right Earrings: A rounded or irregular shape, like tear drops.



Round Face Shape

The round face is almost as wide as it is long. The cheekbones are not well defined.

Recommended Hairstyle: Long, layered or short styles that add height to the face, but not extra width.

Choice Eyeglasses: Square and angular shapes that do not extend past the cheekbones are the most flattering.

Choosing the Right Earrings: Rectangular, long narrow shapes.



Square Face Shape

The square face has about the same height and width at the forehead, cheekbones and jawbone.

Recommended Hairstyle: Styles that lengthen the face and add fullness on top. Avoid adding width at the jawbone. Emphasize angles by wearing asymmetrical and geometric cuts.

Wearing Eyeglasses: Use round or oval frames.

Choosing the Right Earrings: Curved, longer shapes work best.



Rectangular-Shaped Face

This face shape is longer than it is wide, with about the same width across the forehead, cheekbones and jawbone.

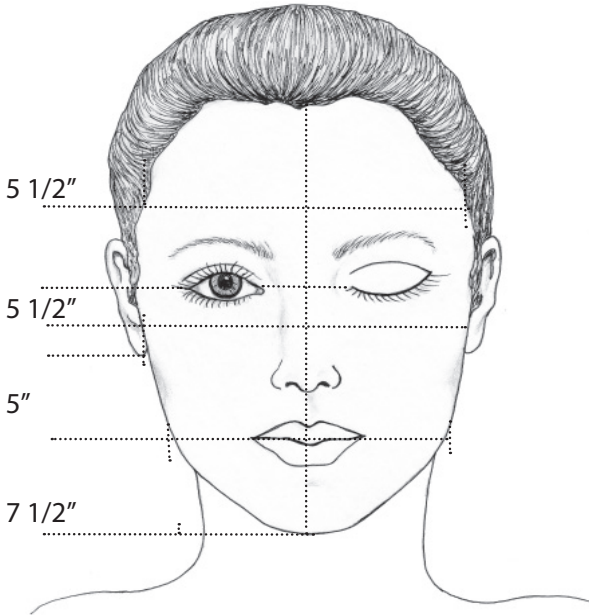
Recommended Hairstyle: Use a style with soft bangs to shorten the face and add width to the cheekbones. Avoid styles that add height to the top of the head.

Wearing Eyeglasses: Round or oval shapes, with frames that extend past the cheekbones, will diminish the width of the jawbone.

Choosing the Right Earrings: Wide, round, square or fan shaped earrings help create width around the cheekbone.

On the next page is a measuring guide that describes a rectangular face shape. Page 147 will help you determine your own face shape.

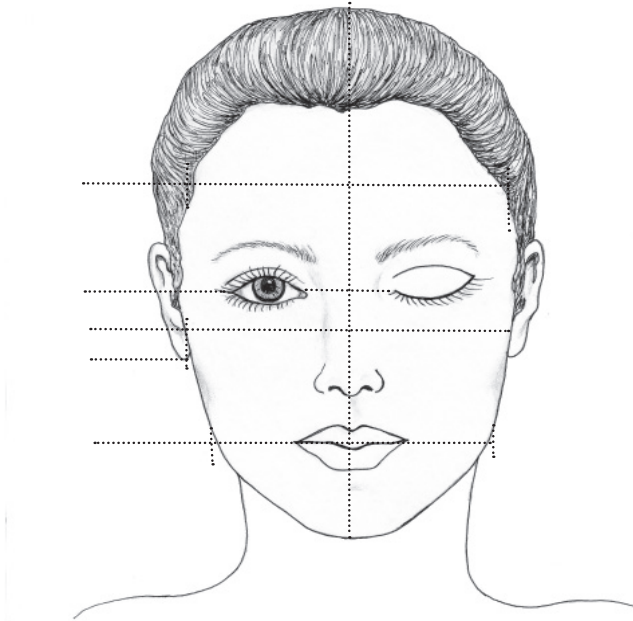
Discover your Face Shape



To find out the shape of your face measure it with a clear plastic ruler held perpendicular to a recipe card that is held next to the area of your face you wish to measure. Take the following facial measurements. If you are unsure, ask a good friend or significant other to help you do the measurements.

1. Face Width is 5 1/2". Measure your face across the top of your cheekbones. The measurement should extend from the edge of one cheekbone to the exact point on the other cheekbone.
2. Jaw Width is 5". Measure your jaw line extending from the widest point on one side of your jaw to the widest point on the other side.
3. Forehead Width is 5 1/2". Measure across your forehead at the widest point. Usually the widest point will be about halfway between your eyebrows and your hairline.
4. Face Length is 7 1/2". Measure from the tip of your face line to the bottom of your chin. You may notice your face length is the same as your shoe and gloves and hat size. Interesting.....

Discover your Face Shape



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3. Forehead Width _____ Measure across your forehead at the widest point. Usually the widest point will be about halfway between your eyebrows and your hairline.
4. Face Length _____ Measure from the tip of your face line to the bottom of your chin. You may notice your face length is the same as your shoe and gloves and hat size. Interesting.....

Insider Tips: *You and Your Hair Style* by Mary Campeotto



Licensed Certified Hair Stylist
Owner / Operator of Boccolli Hair
1340 Nanaimo St. Vancouver, BC
604 253-3616

Frequently Asked Questions:

Q. How should I decide which hair length and style I should wear?

A. Choose a simple style that you will realistically be able to maintain after leaving the salon. Your hair style should suit you as a person and your lifestyle.

Q. I was looking through the glamour magazines and there are so many styles. How do I choose the right one?

A. Stop picking up magazines and trying to mirror the models! Ask yourself which age bracket are you in - 30's to 40's; 40's to 50's; 50's to 60's? What do you do for a living? What image do you want to portray? And finally, are you being authentic for your age and experience level?

Q. How do I find a good hairstylist for myself?

A. Recommendation is always the best way. Sit in a mall and people watch. When you see someone that has a style that looks pulled together, yet natural, ask where she gets her hair done.

Q. How do I ensure a hair colour that will look good on me?

A. The short answer depends on your personality type and trend tolerance. Choose a hair colour that emulates your career and experience level. When in doubt, make it natural looking and harmonize the colour with your skin tone (muted for dark skin and brighter for light-coloured skin).

***Note:** Be aware of how much time you will realistically need to spend on maintaining your hair colour. You don't want roots to show, especially if you are trying to cover gray. A large contrast with your natural hair colour may mean a trip to the salon every three weeks.

An In-Depth Look At Our Skin

Your skin protects the underlying tissues from radiation and any mechanical injuries. It protects against any bacteria or other organism invasion. The sense organ maintains the body's temperature to within a few degrees of the average 98.6 degrees Fahrenheit. The skin also stores body fat and eliminates water and salt.

The skin is composed of three layers:

- the outer epidermis
- the middle dermis (regulates the flow of heat)
- the inner subcutaneous (fatty - insulator) layer

We shed millions of dead cells every day by either bathing or by what rubs off on our clothing. The skin also rebuilds itself every 27 days. The process is called keratinization. The cells in the epidermis also determine the colour of a person's skin. These cells, called melanocytes, produce the pigment melanin.

There are 4 types of skin:

Normal - Clear, smooth skin, neither excessively oily nor dry, and has good resiliency.

Dry - Skin is usually thinner looking and becomes easily dehydrated, and, therefore, is more prone to wrinkles.

Oily - Skin is thicker and resilient and has overactive sebaceous glands. These enlarge the size of the skin's pores, allowing more impurities to enter, thus causing break-outs.

Combination - This is when the majority of your skin is smooth and normal, but in the T-Zone (forehead, nose, chin) your sebaceous glands are overactive, causing shine and skin eruptions.

How to Care for Your Skin

Regardless of which line of skin care products you choose to use, the following steps apply.

The usual five-step skin care process is:

1. Cleansing
2. Toning
3. Moisturizing
4. Protecting
5. Exfoliating from 1 - 3x week.

Now it's time to understand how to create the proper foundation before you learn to apply your makeup style.

Tips For Creating A Beautiful Base

1. Determine whether you have warm or cool-based colouring.
2. Use a yellow or blue-toned colour stick to tone down imperfections.
3. Use a dot of colour on your jaw line of the foundation colour you wish to wear. If it is noticeable, **Do Not Wear It!** This will make you look like you are wearing a mask. **Do Not** wear foundation on your neck! It will wear off on your clothing, adding to your dry cleaning bill, not your beauty!
4. Once you have chosen the right colour and proper type of foundation (either for normal, oily, or combination skin), use a clean, damp sea sponge for application. Bring foundation from the forehead down, going with the hair follicles on your face, sealing in precious moisture. Also, this will assure that you are not filling up your freshly cleaned pores with colour! Finally, use your fingertips to smooth out the colour as needed.
5. Remember to remove all make-up before bed. Your skin needs to breathe and have time to rejuvenate itself no matter how light your make-up application is.
6. Drink up to eight glasses of pure water per day. This is your body's best friend. No matter where you live, water moves impurities out of your system and keeps your skin hydrated to look its best! If you're not a natural water drinker, fool yourself by placing up to a tablespoon of lemon or lime juice in a glass of water. Silly maybe, but it works!

How We Enhance Our Natural Beauty

Feature Make-up

1. Use make-up pencil liners to help delineate space.
2. If you wear contacts, put them on before applying any make-up. It helps to see what you are doing!
3. Apply your proper foundation colour and apply in a downward motion over your entire face.
4. Apply lip make-up first. This will set the tone for the rest of your make-up application (high contrast or blended).
5. Next do your cheeks. Never crowd the nose with colour; use the center of your eye as the guideline as what not to go beyond. Always apply cheek colour above the cheekbone, never below. Use contour colour there.
6. Work on your eyes next. Depending on the colours you selected for your lips and cheeks (which should be very close in tone and colour), choose your eye make-up to draw people's attention to your eyes. Do them subtly or very dramatically, depending on the effect you have chosen with your lip and cheek colour application. * See make-up application as it applies to each body shape. Remember, your eyes are the windows to your soul!
7. Your eyebrows supply the frame to your "windows." Make sure they are in good shape - not too bushy, nor too sparse. You can make the necessary repairs with colour, as need be. Just ensure that you use short, delicate strokes to mimic hair.
8. Do not forget your hands. Unbelievably, the first place we women show the effect of aging is in our hands and necks! Spoil yourselves with an occasional manicure and pedicure. It is worth it!
9. The final step to looking pulled together and feeling great is ***Fragrance***. Fragrance comes in many strengths and undertones, like floral, spicy, very potent, to only a delicate hint of scent. Whichever is your fancy, make sure it is you. It is an important part of your overall image. Remember, expense has nothing to do with whether it enlivens or overtakes you!

I've broken down the make-up types into four categories, which directly correspond to the four body shapes, straight, symmetrical, substantial and spherical.

Four Color Harmonic® Groups and Four Body Shapes = Four Make-up Styles & Techniques

Polished	=	Straight	=	Planned Elegance
Natural	=	Substantial	=	Casual Sporty
Classic	=	Symmetrical	=	Simply Timeless
Artistic	=	Spherical	=	Romantic Free Spirit

Do you want to look *simple and yet striking* for the day or a night on the town?

Then choose:

The Polished Face - Especially For The Straight Body Shape

Do you want to look *fresh-scrubbed, healthy, and tanned?* A look that says, "I'm a Free Spirit."

Then choose:

The Natural Face - Especially For The Substantial Body Shape

Do you want to look elegant and refined, trustworthy and timeless?

Then choose:

The Classic Face - Especially For The Symmetrical Body Shape

Do you want to look *feminine, artistic, and soft?*

Then choose:

The Artistic Face - Especially For The Spherical Body Shape

Colour examples of these makeup application types are shown in the colour section after page 49.

The Polished Look: (Straight)

*FACE: Use a liquid concealer to match skin foundation; can be light to very light. Translucent powders create a flawless look. Highlighter under the brow and over your cheeks is effective for evening.



*LIPS:

- Use lip liner
- Create lips for mood
- Vibrant palette colours

*CHEEKS:

- Use little cheek colour

*EYES:

- Anything goes
- Use of vertical shadows
- Eyeliners and coloured mascara

*EYEBROWS:

- Sculpted perfectly
- Arched, not rounded
- Use your dark, *Color Harmonic* neutral coloured eyebrow pencil

*NOTE:

The *Polished* make-up application for the *Straight* body shape is as follows: Use heavier application of your bright or dramatic colours for those evenings out, or use medium application and colours for any business activities. Then use a softer application of your *Color Harmonic*® palette colours for day, at home, or play.

Natural: (Substantial)

*FACE: In order to achieve the *Natural* look, you must create a freshly scrubbed, healthy complexion. Airbrush tanning, or applying sunless tanning products will help create a sun kissed look that is perfect for you. Using a foundation that is shade darker than your complexion will also work.

*LIPS:

- Use neutral lip liner mixed with gloss to create a pouty, sexy look.

*CHEEKS:

- Use little cheek colour, blend with sponge, touch face across high points. Use a shiny powder (like a bronzer) on top of the colour.

*EYES:

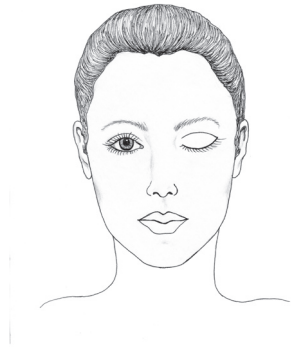
- Attention grabbing
- Use dusky shadows
- Soft eyeliners and lots of dark natural mascara

*EYEBROWS:

- Wild and untamed
- Straight lined, no arch
- Use your dark, *Color Harmonic*® neutral coloured eyebrow pencil

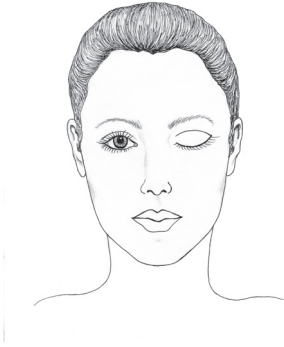
*NOTE:

The *Natural* application of make-up for the *Substantial* body shape can be used in several ways: heavier application of your dark neutrals for evenings out; medium colours and application for home and business; soft peach or pink shades (depending on your *Colouring Harmonic Group*) for that romantic evening.



Classic: (Symmetrical)

*FACE: To create the *Classic* look, use light foundation, paler than skin. Use ivories or beige foundation, well blended, for that perfect porcelain look. Use sheer powder to make a “matte” appearance.



*LIPS:

- Use a dark, neutral lip liner sculpted perfectly. Matte Red is the classic colour.

*CHEEKS:

- Sculptured cheek colour
- Use a matte powder

*EYES:

- Keep eye shadow in the crease of the eye
- Soft smudged eyeliners and dark, natural mascara

*EYEBROWS:

- Symmetrical
- Perfectly shaped
- Use your dark, *Color Harmonic®* neutral coloured eyebrow pencil

*NOTE:

The *Classic* application of make-up for the *Symmetrical* body shape can be used in a variety of ways. Use a dark neutral, or the darker colours of your palette, applied in a heavier manner for evenings out; use medium colours and application for home and business; use the quieter shades of your palette, softly applied but always sculpted, for those romantic evenings.

Artistic: (Spherical)

*FACE: To create the perfect *Artistic* face you have to begin by thinking heavenly. Use tinted foundations in lavender under your base. Then, depending on your colouring, use a pale pink or peachy foundation, using a sponge to blend, to get that perfect porcelain doll Cherub look. Dust lightly with an opal-like powder.

*LIPS:

- Think rosebud look
- Soft, rounded and dewy

*CHEEKS:

- Think "Apple Cheeks"
- No angles, soft, rounded edges only

*EYES:

- Soft and muted colours
- Soft smudged eyeliners, mascara
- Keep shapes rounded, not harsh

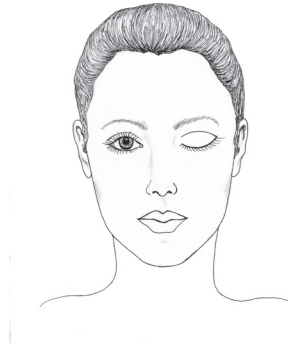
*EYEBROWS:

- Use your dark, *Color Harmonic*[®] neutral coloured eyebrow pencil, smudged soft and rounded.

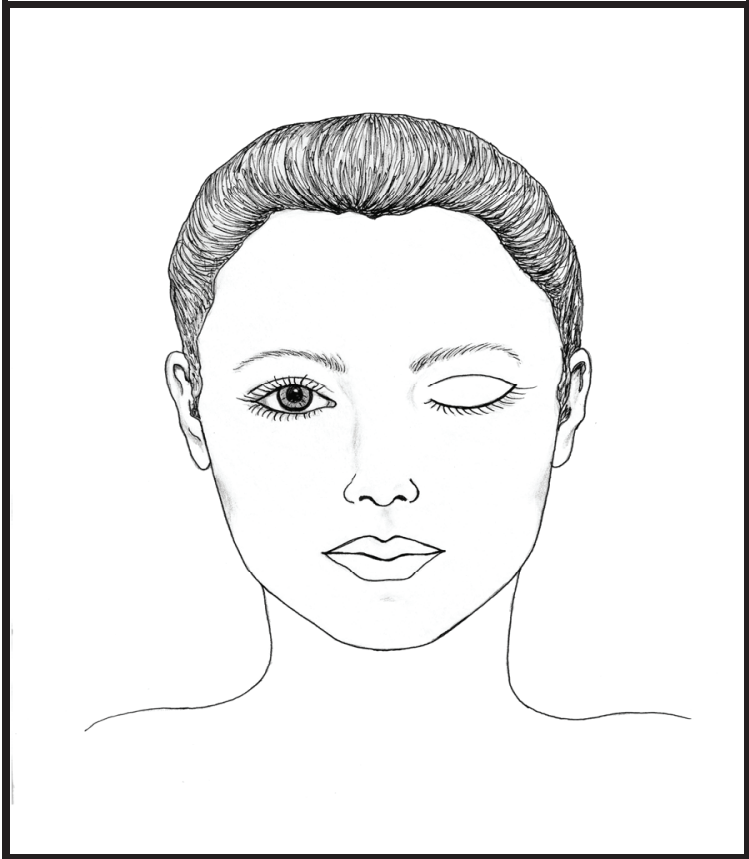
*NOTE:

The *Artistic* application of make-up for the *Spherical* body shape can be used in numerous ways. Heavier application of the deeper shades will look great for evenings out; medium colours and application for business and pleasure, reserving the sexiest look softly applied for those romantic evenings with your loved one.

Practice applying your favourite make-up style on the next page.



Your Make-up Style Looks Like:



Your favourite products and colours:

Makeup	Brand	Colour
Foundation		
Lipstick		
Lip Liner		
Eye Shadow		
Eyeliners		
Blush		
Perfume		

Insider Tips: by Kimberly A. Pettifer - Licensed Esthetician



How to look “pHresh” when you don’t feel it!

“Exfoliation” is the key!

On a regular basis, exfoliation will aid in removing dead skin cells that will have an immediate effect both short and long term on the appearance of your skin. Fine lines, shadows, ageing, pigmentation, sun damage, scars, luminosity, colour and texture of the skin can all be improved. Whether you choose AHA’s, gommage, scrubs, microdermabrasion, or advanced medical peels, exfoliating will initiate the cells growth at the DNA level to produce new skin. As a result, creams will now be able to penetrate through the layers of the skin and actively work rather than just sitting on the skin’s surface. Less product is needed for greater results and, therefore, saves you money.

Another secret is a simple “Soft White Pencil” from your local drug store!

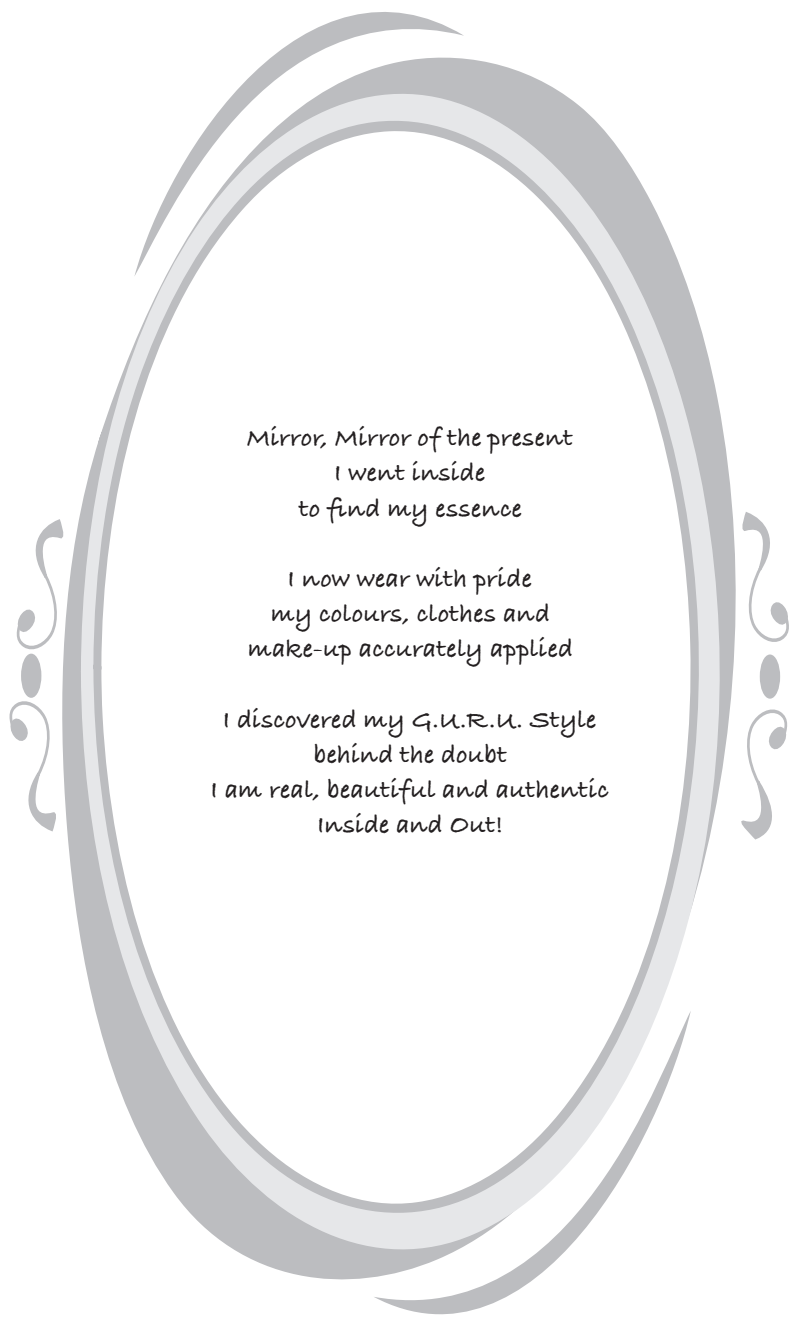
Soft white pencils (any brand marked from West Germany) are very instrumental in creating light to a dark areas. A tired, dark or shadowed area may be brought forward by highlighting. Wrinkles or crevice’s in the skin may, for a short term, appear to disappear by filling in the crevice’s with a soft white pencil. Applying a makeup base over the top, and a bit of powder over the entire face will create a canvas from which the finishing makeup touches can then be completed.

Note: dark circles under eyes could possibly be due to diet or vitamin deficiencies, check with your Doctor.

STEP 8

*E*xpress Your True G.U.R.U. Style





Mirror, Mirror of the present
I went inside
to find my essence

I now wear with pride
my colours, clothes and
make-up accurately applied

I discovered my G.U.R.U. Style
behind the doubt
I am real, beautiful and authentic
inside and Out!

Step 8: Express Your True G.U.R.U. Style

We have reached the final step to discovering your inner style and you are well on your way to becoming your own style G.U.R.U. My goal in writing this book was to help you discover that, regardless of your age, size or shape, when you express your true inner beauty, you transcend any social “norm.” By being true to yourself and your own personal style, you will begin to exude a confidence that is very attractive to others. This confidence shines brighter than conventional beauty and draws people to you. By expressing your G.U.R.U style, you are in essence, “coming into your own.”

The final step in your journey to express your own style G.U.R.U is to bring together all of the elements you have discovered about yourself. First we will review the steps and ask you to transfer the information from the quiz and style sheets to the step sheet on the following pages. Copy all of your information to the style sheets on page 163-167, to anchor the information into your brain at a deeper level and to create a summary that you can use as the foundation for designing your own style.

The preceding 7 steps have taken you on the journey of discovering your inner style to find where your growing edge might be.

In Step 1 you went inwards to discover your Inner-traits. This helped you recognize your reactions and responses to events and people in your external world. Your personality quiz helped you see what kind of “Diamond” you are.

In Step 2 you discovered importance of colour and how it affects you on many levels - mentally, psychologically and physically. You learned what and how to wear your Power Colours. You were also introduced to The Color Harmonics® Ruler. This tool was designed to help you find your

colours quickly and easily, when shopping for clothing and accessories.

In Step 3 you began to understand your unique body shape and learned how to measure yourself properly. Then we discussed the best ways to enhance your image through the use of proper pattern, texture use and clothing lines that created balance.

In Step 4 you moved on to uncover your clothing personality with a clothing personality quiz that drew out your style preferences and discussed which elements create your particular style.

In Step 5 you addressed and learned how to recognize and resolve your style conflicts that may have presented themselves through this process. The “Style Resolution Sheet” helped you create your newly adjusted favourite G.U.R.U. style.

By Step 6 armed with all this information you were ready, willing and able to design and plan a foolproof wardrobe around your personal body shape, power colours, clothing style and career image with the “Clothes Clock.”

Step 7 taught you how to reveal your natural beauty by discovering your face shape and learning to enhance it with the appropriate hair style, makeup and accessories. You now have a look and style that truly enhances you from head to toe!

Now its time to transfer the information from each step to the forms on the following pages. Use this information to help you pull together all your style elements and Express your G.U.R.U style! It is also handy to take this book with you when you go shopping. It has all the critical information you will need to make wise fashion decisions on the spot. Fashion mistakes will truly be a thing of the past if you use this book to guide your future choices.

My Personal Style Record

Name: _____

Mailing Address: _____

City: _____ Prov/State: _____

Country: _____ Postal/Zip : _____ - _____

Email: _____

Step 1 Inner-traits - my diamond is on page 166

I am a dominant _____.

(Doer, Planner, Mediator, Communicator)

I also have _____ secondary inner-traits.

(Doer, Planner Mediator, Communicator)

Step 2 Color Harmonics® Ruler -page 52

My favourite colour is _____.

My favourite colours are in the _____ (Warm, Cool) colour tones

and My Color Harmonic® Ruling Group is _____.

(YIN – cool toned, YANG – warm toned)

My Main Colour Preference: _____

Secondary: _____

Step 3 Body Shape - my measurements are on page 167

My Body Shape: _____

(Straight, Symmetric, Substantial, Spherical)

My Body Shape Challenge is: _____

Step 4 Clothing Personality - page 97

My clothing personality style is _____.

(Polished, Natural, Classic, Artistic)

I love _____ (celebrity's name) style.

I am most happy in _____.

(Suits, Jeans, Dresses, Casual Pants etc.)

I am a _____ (your career and position).

My work demands that I wear _____.

(Suits, Jeans, Dresses, Casual Pants)

Clothing Challenges: _____

Step 5 Style Conflicts - page 114

My style challenge is that I am a _____ (Doer, Planner, Mediator, Communicator) locked in a _____ (Straight, Substantial, Symmetrical, Spherical) body shape and _____ career position.

I need to appear _____ (Business-like, Casual, Sophisticated, Professional, Approachable, Stylish) _____ but I want to feel _____ (Business-like, Approachable, Feminine, Casual, Sophisticated, Professional, Stylish, Comfortable, Contemporary).

I must wear _____ (Pumps, Runners, Sandals, Boots).

I want to wear _____ (Pumps, Runners, Sandals, Boots).

I need to own more _____ clothes.
(Suits, Dresses, Pants, Dressy, Casual, Formal, Uniforms)

These are my "Adjusted Favourite" G.U.R.U Clothing items:

Suits: _____

Dresses: _____

Pants: _____

Tops: _____

Skirts: _____

Shoes: _____

Accessories: _____

Undergarments: _____

Step 6 - page 133

My Foolproof Wardrobe Sheet

(√) Already own the item (!) Need the item now (?) Want the item soon

COLOURS	JACKETS	SKIRT/DRESS	PANTS	BLOUSES
1 2 3 4				
NAVY				
Gray				
YELLOW				
ORANGE				
RED				
GREEN				
BLUE				
VIOLET				
OTHER				
PRINTS				

- A = Black / White
- B = Taupe / Off White
- C = Camel / Ivory
- D = Brown / Beige

- Strong Yin
- Subtle Yin
- Bright Yang
- Deep Yang

Step 7 - page 147

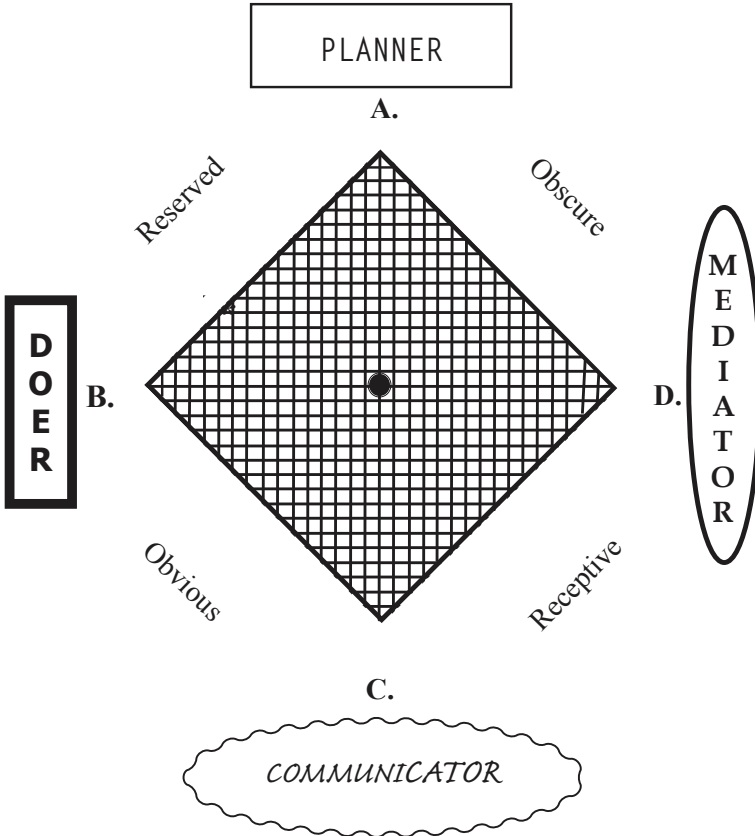
My Face Shape is: _____

Best Earrings To Wear: _____

Sunglasses Should be: _____

My Best Hairstyle: _____

The Diamond Character Locator



The **Diamond Character Locator** works as follows (the center circle starts as the value of 0 - 16): A is a **Planner**; B is a **Doer**; C is a **Communicator** and D is a **Mediator** personality type.

Complete your own answers from the quiz on pages 28 - 30. Insert your numbers: A = ____; B = ____; C = ____; and D = ____.

Your **Dominant Inner-trait** is _____ and you are a _____ Personality type that is both _____ and _____ about it.

Your **Secondary Inner-trait** is: _____

How do you measure up?

Your Height:

Top of the head to Hip Bone (pivot joint): _____
Hip Bone to the Floor: _____
I have _____ Legs.

Waist Line Measurement:

Measure from the crease of the underarm to hipbone: _____
Natural waist indentation - from your underarm to your waist: _____
From waist to your hip bone (pelvic hinge bone): _____
I have a _____ Waist.

Hips and Waist:

Waist Measurement: _____
Hip Measurement - (fullest part at pivot bone): _____
I have _____ Hips.
(Average, Small, Large)

On an average body, the hips will measure 2" more than the bust, and 9-10" more than the waist.

Bust Measurement:

Pull tape across fullest part of breasts and straight across your back: _____
Your diaphragm measurement just below the breast: _____
Add 4" – 5" to this measurement for Bra Band size: _____
Minus this from your Bust Size this equals your Cup size: _____
I have a _____ bust and I need a _____ size Bra.

If band measurement is 1" smaller than your bust measurement = you are Small
If band measurement is 2 - 3" smaller than your bust measurement = you are Average
If band measurement is 4 – 6" smaller than your bust measurement = you are Large

This is the guide to Cup Size:

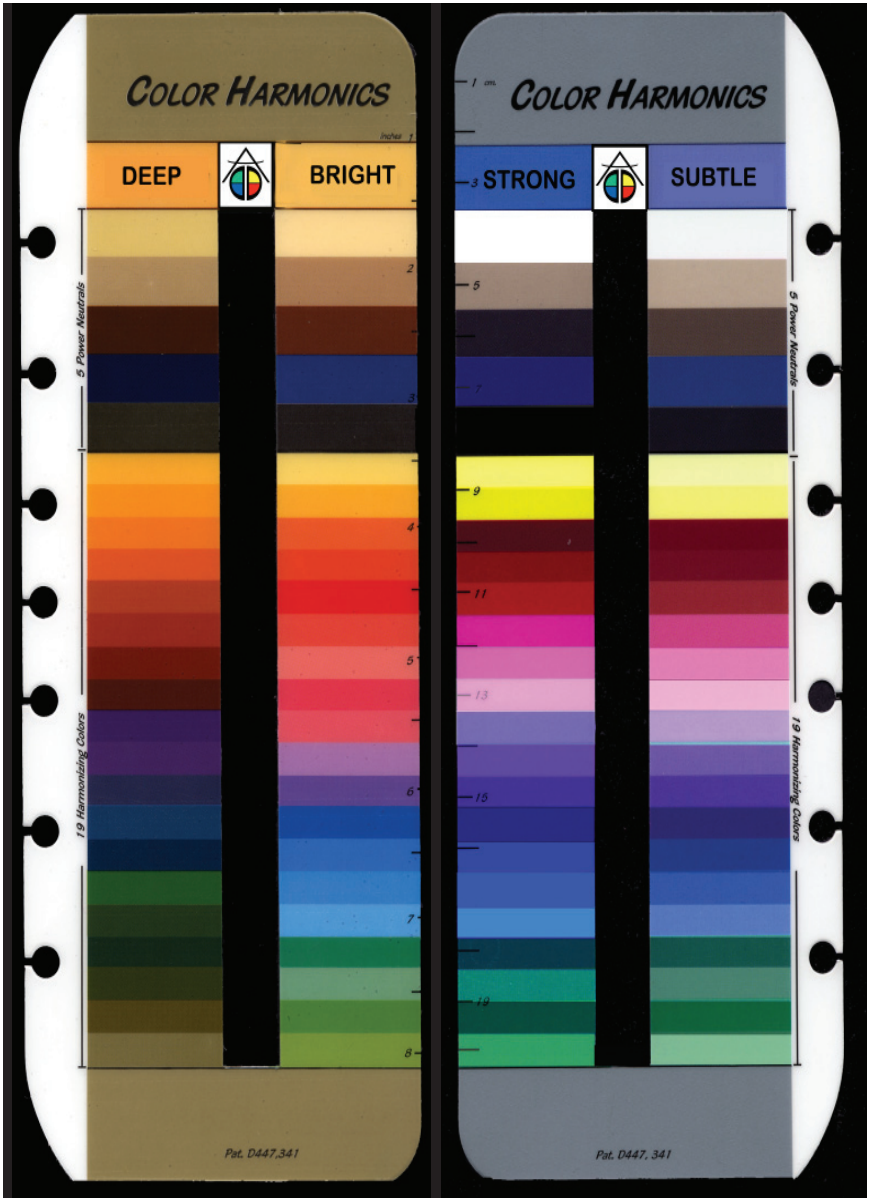
Small = A Cup; Average = B or C cup; Large = D Cup or larger

Shoulder Measurement:

The circumference of the shoulder relative to the hips is: _____
Circumference of shoulders: _____
Circumference of hips: _____
I have _____ Shoulders.

Consider EQUAL WIDTH of shoulders to width of hips = Average.
Wider shoulder measurement than hips = Broad Shoulders.
Shoulders that are less than hip measure = Narrow Shoulders.

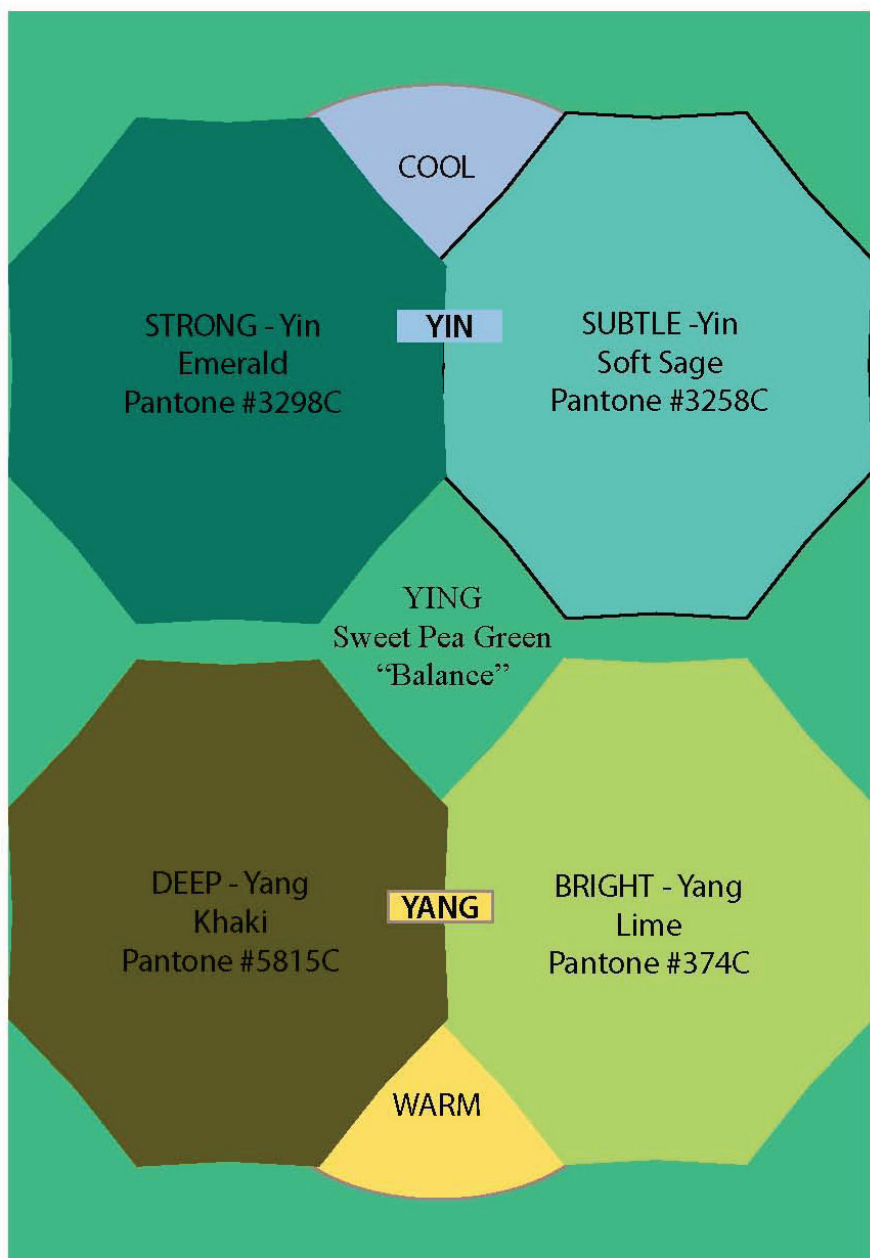
The Color Harmonics® Ruler Tool




This is a picture of the two sided Patented Color Harmonics Ruler Tool. The top displays 5 Power Neutrals of both the warm YANG tones on one side and the cool YIN tones on the other. These are the basic colours to build your wardrobe or home around. The 19 harmonizing colours below them are the “punch” or accent colours that give life to the neutrals.

Colour Work sheet #1

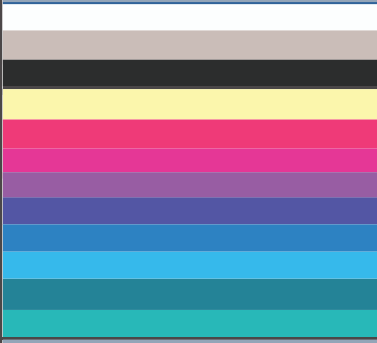
Match your 36"x36" colour swatches (described on p. 50)
to the following Color Harmonics® "Greens"
to determine where you sit on
the Yin / Yang colour scale.




Colour Work sheet #2




COLOR HARMONICS



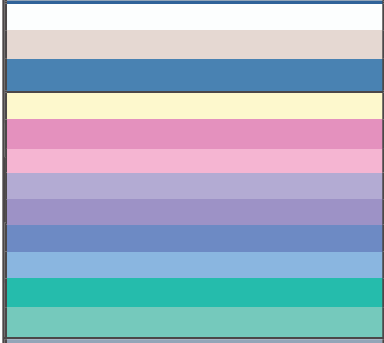
STRONG YIN
Pat. D447.341




- *Skin often looks swallow, appears yellow & seldom has rosy cheeks
- *A common eye pattern resembles spokes of a wheel radiating from a hub (iris).



COLOR HARMONICS



SUBTLE YIN
Pat. D447.341




- *Skin is often thin or translucent.
- * The blue undertone is easier to see and can have visible pink in skin.
- * Eyes often have a cloudy, cracked-glass look.



COLOR HARMONICS



DEEP YANG
Pat. D447.341




- *Pale beige or sallow, without rosy cheeks
- *Peach-colored skin, can be florid or ruddy.
- *No true blue eyes



COLOR HARMONICS

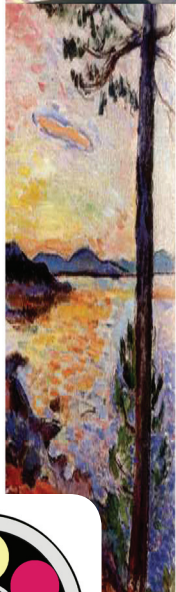
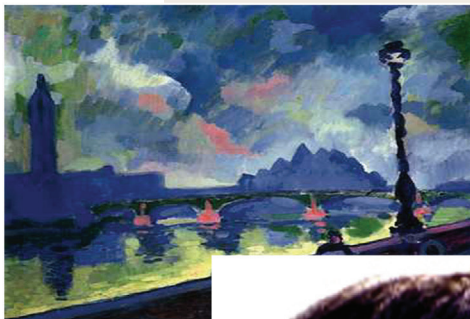


BRIGHT YANG
Pat. D447.341



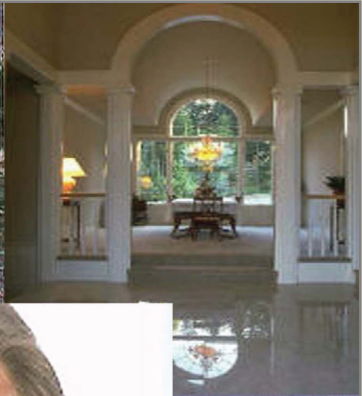
- * Colours are sunlit, fresh
- * Clarity is the key
- * Colours should be either delicate or vivid, never muted or dark.

Colour Work sheet #3



STRONG YIN

Colour Work sheet #4



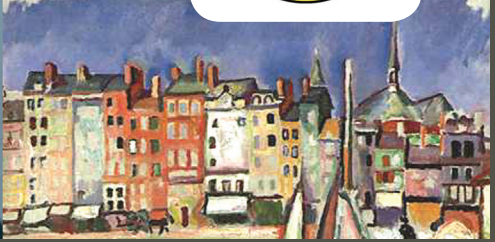
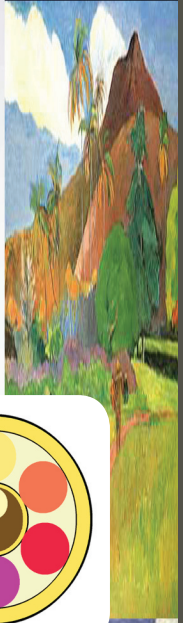
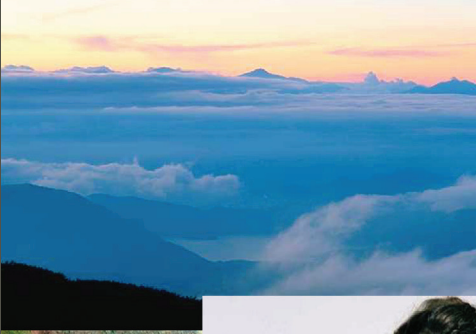
SUBTLEYIN

Colour Work sheet #5



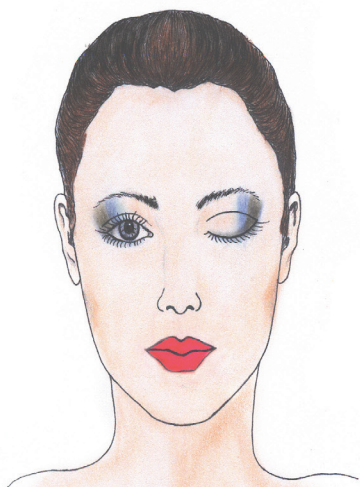
DEEP YANG

Colour Work sheet #6

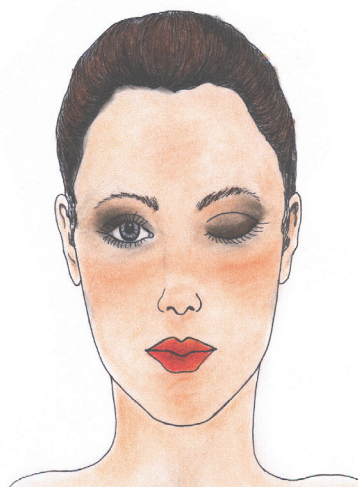


BRIGHT YANG

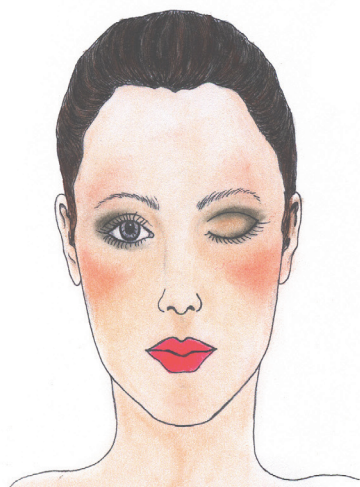
THE FOUR MAKEUP STYLES:



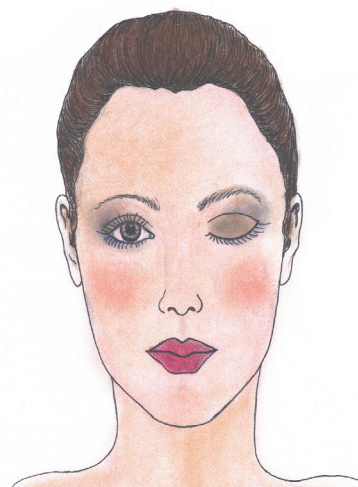
POLISHED STYLE



NATURAL STYLE



CLASSIC STYLE



ARTISTIC STYLE

Where Do I Go From Here?

Once you have learned to express your inner GURU style through your wardrobe, makeup and hairstyle, it's time to look at whether your home is expressing who you really are. Often our homes become a collection of items that are "good enough for now," and we never reach a point where we evaluate what we want our home to say about us. Here is an introduction to my next book, which will cover how to express your personal style in your home, and create a comfortable oasis that reflects your style.

Expressing Your G.U.R.U. Style In Your Home

Most of us are attracted to a variety of colours and styles. Sometimes our homes reflect this, but not necessarily in the most pleasing way. The next book blends your Personality, Colouring and Body Shape into an Interior Design Style that is timeless to you. This is not a designer's or friend's idea of the perfect interior. (She/he may be a Subtle Substantial Doer and you a Bright Symmetrical Mediator. See the possible conflict?)

There are many interpretations of Interior Design Styles. Books, magazines and "how to" television shows make most people think of design as "a never-ending sea of confusion." Interior design and decoration is the final way of expressing ourselves! Think about it. At work, we play out the part our profession dictates. Our employers, peers and even our competitors' tell us how to dress, speak, think and act. Interior design and / or decorating on the other hand can be fun and rewarding when you have an overall game plan of which colours, furniture and accessories make you feel comfortable and eager to come home to your castle, refuge and sanctuary.

Many hours of hands on working experience with hundreds of clients have gone into developing a book that can help you identify your own personal style. Your heredity, environment, education and travel experiences form a more multifaceted person and in turn can create a more Eclectic or Synchronistic living space. This book helps you to blend these facets into a unique design style that expresses your personality with flair.

By now it should come as no surprise that the shape, size and structure of furniture pieces that appeal to you is often determined by your Body Shape (i.e.: larger active bodies need bigger comfy furniture). Your Color Harmonic® “power neutrals” act as the base palette of your interior and finally your Inner-traits help determine what, how and where to display your furniture, accessories and accent colours. In the upcoming book *Discovering Your Interior Style – 8 Steps to Design Diva*, I will share with you designer tips, tricks and guidelines along with “Feng-tional” secrets to help you create a home that is “Simply You by Design.”

For now here is a quick outline to help you create the foundation of each style.

Points To Remember For Each Colour Ruler

Bright Yang’s have a radiant yellow undertone to their skin. A high contrast is seen between their hair, skin and eyes. They can wear and use all eight hues (red, yellow, green, blue and purple, white, black and brown) that display clear and bright yellow undertones.

Deep Yang’s have warm golden undertones to their skin. They have blended colouring between their hair, skin and eyes. They can wear and use all eight hues (red, yellow, green, blue and purple, white, black and brown) that display a rich and mellow golden yellow undertone.

Subtle Yin’s have a soft blue undertone to their skin. They have blended colouring between hair, skin and eyes. They can wear and use all eight hues (red, yellow, green, blue and purple, white, black and brown) that display soft, pastel blue undertones.

Strong Yin’s have cool blue undertones to their skin. They portray the highest contrast between their hair, skin and eyes. They can wear and use all eight hues (red, yellow, green, blue and purple, white, black and brown) that display clear, vivid and strong blue undertones.

Here are some quick clues on how to apply your Color Harmonic® Ruler to the interior decoration of your home.

BRIGHT YANG:

Wheat coloured walls and floor coverings. This colour works well with all the other lighter and brighter shades of the Bright palette. Light natural hardwood floors, beige lino or tiles also make great floor coverings.

Ivory: trim (windows, doors, baseboards etc.)

Clear Navy: in furniture and / or accessories with one or two of your Colour Harmonic Accent colours (maybe yellow and / or tomato red) to create a distinct look in your window coverings, bedding, lamp and pictures. Introduce other CH "accent colours" by using fabric prints (with your strongest neutral as its background) in your design shape style to create personality punch and balance.

DEEP YANG:

Dark tan coloured walls and floors. Use dark, warm brown and russet hardwood floors, terra cotta or slate tile are also great floor covering choices.

Oyster white (white with a green beige tinge) trim, baseboards or cabinets. Or, use the medium to dark honey coloured woods throughout the home for trim.

Forest Moss Green in furniture and / or accessories will create a nice neutral to build around and add your CH accent colours for punch. Try introducing accent colours from other CH Rulers palette that reflect your design style. Use prints with your strongest neutral as the background colour.

SUBTLE YIN:

Mauve Taupe coloured walls. This is a dusty colour that blends well with your neutral colours. Use medium toned maple, natural cherry or rosewood

hardwoods. Light porcelain or honed marble tile also looks great for flooring.

Off white (or cream) trim, baseboards, entrance doors, windows, cabinets. This neutral can also pull together all the other elements.

Cream coloured furniture with pillows and accessories in your subtle accent blues, greens and rose tones make a nice colour backdrop to your style. Introduce other CH “accent colours” by using fabric prints (with your strongest neutral as its background) in your design shape style to create personality punch and balance.

STRONG YIN:

Taupe coloured walls and floor coverings. Use dark, rich mahogany, rosewood or walnut hardwood floors, white or taupe and charcoal porcelain or slate tile also makes a nice base.

White (or winter white) trim, baseboards, entrance doors or cabinets. Or, use your dark coloured woods that have a blue (not golden) undertone.

Black / Charcoal pieces of furniture and / or accessories are a strong anchor to build around. Feel free to combine your other neutrals or accent colours. To create personality, punch and balance try introducing other CH “accent colours” that reflect your design style in prints with your strongest neutral as the background colour.

Interior Design Styles at a Glance:

STRAIGHT Design Style lends itself to the *Planned Clean Lined* style that is most appreciated by the STRAIGHT body shape. These themes require straight, simple but elegantly shaped furniture that has no fussiness and is styled with *form* foremost in mind. Using planned arrangements (furniture or accessories) that highlight the item’s placement is the key element to achieving this look. Less is more is this styles’ theme (Spartan in feel and mood). Monochromatic colour

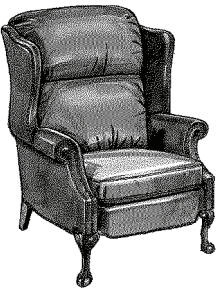


schemes are best used for this decorating style. If you have previous experience with colour treatments that use high contrast, then go for it in accent walls and fabrics. Quality, not quantity, is the ticket. Planned Form leads function to comfort, not the other way around.



SUBSTANTIAL Design Style: Lends itself to being more *Casually Comfortable* and is appreciated by the **SUBSTANTIAL** body shape. Think bulkier furniture (chairs, cocktail tables, lamps etc.) that exude comfort. These pieces have blunt rather than sharp edges to create a relaxed mood. Use natural woods like pine, oak and maple in simple non-fussy furniture styles left natural or painted in one of your palette colours and covered with natural fibers, preferably textures (tweed, plaids,

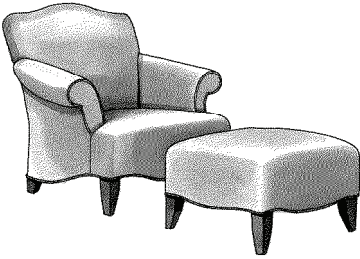
worn leather etc.) The key to remember is that **SUBSTANTIAL'S** are dominant Doer personality types that need a warm and comfortable place to crash after a long and eventful day. Function and comfort with asymmetrical placement lead form.



SYMMETRICAL Design Style: This is the *Balanced* Style and best suits the **SYMMETRICAL** body shape. Furniture is of medium weight, with sculpted not sharp or blunt edges symmetrically placed and balanced with collections of picture and/or accessories. A sense of the classic is sought after from clean and simple lines to the most ornate in style. History and old world charm is valued along with character imbued details. Size, shape and sculpted symmetrically balanced architecture, furniture and

accessories that display quality not quantity are the key to this style.

SPHERICAL: This Style is structure-less, simple and free flowing that expresses the Artist within and best suits the **SPHERICAL** Body Shape. Use a mixture of patterns that blend and co-ordinate through colour. Soft-edged, curved furniture and accessories artfully displayed to



reflect your style. Trends are important to note from the Retro to the modern funk. Think style on the edge. Free Form Structure would be the best way to describe this style.

Last, but certainly not least is the SYNCHRONISTIC or Eclectic Design Style. This is probably the most misunderstood and misused term in interior decorating today. Many people tell me that their decorating style is “eclectic”. Unfortunately most of those same people don’t really know who they are or what they like. As a result, they have mixed many styles, sizes and colours together and laughingly call it “Eclectic”.

I prefer the term “Synchronistic Style” meaning - A unique style requiring a keen eye and courage to combine the best in furniture and accessories regardless of which “Period, Style or Cost” bracket the piece came from.

Three elements are necessary to pull this off successfully:

- 1) The “Mood” or ambiance of the room must be consistent (formal, informal)
- 2) The “Scale” or size of each piece of furniture and accessory is in keeping with the mood of the room and finally...
- 3) The “Colours” and fabrics used act as the threads that tie everything together.

From Discovering Your Inner Style and transitioning this look into our interior space, we ultimately create our best and most authentic expression inside and out. The goal of Gee URU style is to proudly say, ‘I love my personal image, interior style and business expression, I am truly and Simply Me by Design’.

Now continue on your personal style journey...

Suggested Reading Materials

Books on the importance of colour:

The Art of Color: the Subjective Experience and Objective Rational of Color by Itten, Johannes, John Wiley & Sons Inc. Mississauga, Ont. 1974

Color Psychology & Colour Therapy: Faber Birren University Books, New Hyde Park, NY, 1961.

Color Therapy: The Ancient Art Of, Linda Clark, The Devin-Adair Company Old Greenwich, Connecticut.

Color Me Beautiful: Carol Jackson, Acropolis, Washington, D.C., 1980.

Color Your World: Frank Don, Van Nostrand Reinhold Co. NY, 1982.

Light, Color & Environment: Revised Edition, Faber Birren, Van Nostrand Reinhold Co., NY, 1982.

Living Color: Sarah Rossbach And Lin Yun, Kodansha America, Inc. 1994.

Principles Of Color: Faber Birren, Van Nostrand Reinhold Co., New York, NY, 1969.

Principles Of Color Technology: 2nd Edition, Fred W. Billmeyer Jr. And Max Saltzman, John Wiley & Son, New York, NY, 1981.

The Luscher Color Test: Scot Ian, Pocket Books New York, NY, 1971.

The Psychology Of Color & Design: Deborah T. Sharpe, Nelson-Hall Co. Chicago, Ill. 1974.

Books on image & wardrobe planning:

Clothes Sense: Barbara Weiland And Leslie Wood, Palmer And Plet'sch, Portland, Oregon, 1984.

Look, Working & Living Terrific 24 Hours A Day: Emily Cho And Hermine Lueders, Putnam's & Sons, New York, NY, 1982.

Metamorphosis: David Kibbe, Macmillan Publishing Company New York, NY, 1987.

The Woman's Dress For Success: John T. Malloy, Follett 1977. Also In Paperback By Warner Books 1978.

The Lutterloh International System: Modeverlag Lutterloh Mcmlxxiv - P.O. Box 3149, D-8990 Lindau, W. Germany.

Working Wardrobe: Janet Wallach, Acropolis Books, In Washington, D.C., 1981.

Face Reading Secrets: Rose Rosetree, Ottenheimer Publishers, Baltimore, Maryland, 1994.

Personality Plus: By Florence Litteraur.

The Celestine Prophecy: James Redfield, Warner Books, Inc. New York, NY, 1993.

Understanding Human Behaviour: (Text) BPC Publishing Ltd, Distributed By Columbia House New York, NY, 1974.

Books On Psychology:

Do What You Are: Paul D. Tieger And Barbara Barron-Tieger, Little, Brown & Co., 1992.

Modern Man In Search Of A Soul By C.G. Jung Translated By Ws Dell And Carl F. Baynes, Harcourt Brace Jovananich, Orlando, Florida.

Carl Rogers On Personal Power By Carl R. Rogers Phd., Delacorte Press, New York, NY, 1977.

Understanding Psychological Research: Marion Lewis.

Public Appearance And Private Realities: Mark Snyder, Wh Freeman And Co. New York, NY, 1986.

Books On Interior Design Styles:

Better Homes & Gardens New Decorating Book: Meredith Corporation, Des Moines, Iowa, 1990.

The House & Garden Book Of Romantic Rooms: Robert Harling And Leonie Highton And John Bridges, William Collins & Sons Co. Ltd., 1985.

Laura Ashley - Complete Guide To Home Decorating: Harmony Books, New York, NY.

The Feng Shui House Book: Change Your Home Transform Your Life
Gina Lazenby, Raincoast Books, Vancouver, BC, Canada, 1998.

Favourite Websites:

www.cale.ca- see how the amazing mind of a cartoonist works.

www.colormatters.com - Interesting colour facts and theories

www.pantone.com - Where colour comes from and is used personally and in industry

www.bodybuilding.com/fun/becker3.htm - Discuss Ectomorph, Mesomorph and Endomorph body type theories.

www.yumieto.com - Makes clothing to fit different body shapes

www.aboutfaceimage.com - Deborah Reynolds, an amazing image consultant.

www.phreshspa.com - Kimberly Pettifer, pHresh Spa & Wellness Club in Vancouver, BC

www.salonweb.com - Discusses face shapes and gives hairstyle tips.

www.visual-makeover.com - Gives tips on Hair styles

www.hair-styles.org - Hair style photos for face shapes

www.simplyproductive.com - Sherry Borsheim, a Professional Productivity consultant for home and office

www.kickstartcommunications.com - Cathrine Levan – a ‘butt kicking’ publishing agent that gets you to your goal

www.diamondstarcoaching.com -Laurel Hillton an amazing and dynamic personal and business coach

Testimonials

“Looking pulled together is hard enough, but creating a look that truly reflects your inner personality is rare. Jan makes it seem so easy and logical with her clothes clock and clothing inventory sheet. I don’t have to worry about what to wear anymore. I keep it on the wall in my closet, and take it with me when I go shopping. Jan’s approach made a sometimes painful and frustrating process easy and insightful! Now I am wearing all the clothes in my closet and friends say that I am looking better than ever!”

*Sherry Borsheim, Vancouver, BC
Productivity Consultant*

“Fashion and style advice is pervasive in the media today and yet many of us still struggle to achieve a style that is right for us. Jan’s holistic approach has helped me to discover my true style preferences and apply them to my clothes and ‘look’, as well as to my home. Now, not only do my clothes reflect my personality and sense of style, but my home feels like a setting made just for me!”

*Susan Wong, Coquitlam, BC
Technology Management Executive*

“This book is an inside look into you as an individual: putting a finger on why we make the colour and style choices that we do. I don’t wonder if I am in style anymore. I know that as long as I honour my body shape, lifestyle and personality, I will always be in style! Knowing your inner style, will bring balance to your wardrobe and to your life.”

*- Coleen Sexsmith-Gagnon
Interior Designer, Calgary, AB*



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Janice E Addams MIRM, LIID is a licensed IIID Style Strategist. She is the President & Founder of IMAGE TO INTERIOR® an innovative Style Strategy Classification & Communication Company. Jan facilitates New & Dedicated Interior Style Professionals & Consultants to get FACTS: Focused, Authentic, Current, Tangible Success through targeted training, information products & services to attract, help & keep their best clients. Jan now utilizes talent, vision, and education to teach other interior consultants how to create interior design plans that reflect the occupant's style, not their style.

Over the last decade, Jan used her varied education to interior design homes, offices and retail stores. In the 90's she & her team interior designed and merchandized 100's of model homes to reflect the individual image of each builder. Dozens of her homes have been featured in local papers and builder magazines. Many went on to win the coveted SAM Awards (Sales & Marketing Awards of Excellence). The MIRM designation is the highest level of achievement for professionals in the new home industry from NAHB. She is one of a handful of professionals in Canada with this distinction.

Jan's mandate has always been to de-stress (not distress) her clients. To help simplify the often confusing interior design style and product selection process, she created and daily utilizes a unique interior design system called The Triple ID Style Classification System®. This system analyzes the client's inner-traits, personal colouring and body shape to create an interior design and/or industry style that is as individual and unique as each client.

IMAGE TO INTERIOR® is a Mobile & Virtual Company located in the beautiful province of British Columbia, Canada and networks with and promotes the superb talent of many local professionals, consultants, artisans and trades' people. For more information visit <<http://www.imagetointerior.com>>.

What Does Your Wardrobe Say About You?

Do you have clothes in your closet that still have the price tag on them? Can't seem to find anything to wear? Take control of your personal style by creating an image that expresses the real you, from the inside out!

Author Jan Addams, has designed a brilliant, personal style system that incorporates Eastern and Western style strategies to make it easy to sort, organize and choose styles that brings out the best in you. This book will have even the most fashion challenged, looking like a million dollars.

Learn how superstars create their own unique styles. Discover which styles bring out the best of your body shape, personal flair, colour group and attitude. Choose make-up styles that suit your mood, and match them to your wardrobe and accessories for a knockout look.

No more "fashion mistakes" in your closet!

Jan Addams does an excellent job of guiding her readers through the mine field of discovering their inner style, by incorporating their physical characteristics, with their personality and attitude. Discovering Your Inner Style, helps them to present an image that truly reflects who they are with self-assurance and authority.

- Donna Chevrier, AICI, CIP
Certified Image and Emotional Intelligence Trainer/Coach

As a design student, this book has taught me a lot that the schools failed to teach me. It's a more realistic approach to help clients discover and understand what their style is. I have seen her use the style test, and honestly, she's been correct 100% of the time!

-Dawn-Alison Andre, Calgary, AB


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