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IMAGE

Three *Style* Secrets

EVERY WOMAN SHOULD KNOW



Welcome to Three Style Secrets Every Woman Should Know



Style often feels harder than it should.

Not because you lack taste or confidence, but because life changes, roles evolve, and your image hasn't always had time to catch up.

Within moments of meeting someone, impressions are formed about credibility, confidence, and presence. How you present yourself can influence opportunities, relationships, and how you feel day to day. Yet great style isn't about rules, trends, or trying to be someone else — it works best when it feels authentic to who you are.

This guide is designed to help you reconnect with your personal style in a calm, intuitive way. Rather than following fashion formulas, you'll be invited to notice what feels natural, familiar, and aligned with who you are now.

Inside, you'll explore *Three Style Strategies Every Woman Should Know* — thoughtful foundations that bring clarity, ease, and intention back into how you dress and present yourself. These strategies are not about quick fixes or reinvention, but about understanding what truly supports you.

There's nothing to get right here. No labels to fit into. No pressure to change. Simply read, notice what resonates, and take what feels useful. Even small moments of recognition can quietly shift how confident and comfortable you feel.

Your action steps are there to help you move gently towards your personal style and image goals — at your own pace, in your own way.

“Style works best when it feels like you.”

Understanding Your Personal Style Vibe





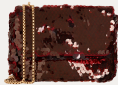

Your personal style vibe is the overall impression your appearance creates.

It's the visual language that quietly communicates who you are, often before you say a word, and feels most powerful when it's aligned with the essence of who you truly are at your core.

Handbags are one of the clearest expressions of personal style. Unlike clothing, they are less influenced by fit and size — although this can still play a small part — yet they communicate shape, structure, and intention instantly.

The table below shows how different handbag styles reflect distinct style vibes. As you look through it, focus on the overall look and feel of each bag rather than brand or price point. You may find that one style feels immediately familiar, or that you recognise yourself in a combination of two.

This isn't about choosing a bag to match your existing outfits, but about noticing a design and vibe that speaks to you — something you feel naturally drawn to, perhaps even a style you've never considered before.

Style Vibe	Handbag Type	Key Visual Cues	Examples
Casual, Relaxed	Crossbody, Rucksack	Soft structure, practical scale, natural materials, relaxed	
Traditional, Classic	Classic Flap	Structured shape, defined flap, smooth leather	
Sophisticated, City Chic, Continental	Structured Minimalist	Clean lines, architectural shape, smooth leather	
Romantic, Feminine	Soft Structured or Curved Bag	Rounded shapes, soft, gentle detailing, light or floral tones	
Glamorous, Alluring	Sparkly sequined	Compact shape, high-shine finish, metallic or satin	
Dramatic, Statement	Sculptural or Bold-Shape Bag	Strong structure, striking colours, visual impact, large	

Handbag images are courtesy of: Monsoon, Dune, Oliver Bonas, Accessorize and New Look

If a particular handbag style resonates with you, it's not accidental. Our visual preferences are often more consistent than we realise, even as our wardrobes change over time.

Noticing the handbag styles you're drawn to can offer valuable insight into your personal style vibe and help guide clothing, footwear, and accessory choices with greater clarity and ease. There is no right or wrong style vibe.

The key is alignment — when your accessories support who you are and how you want to feel.

“Style works best when it feels like you.”

You may wish to note a few words here. Think about your visual or sensory response — perhaps the shape, lines, structure, texture, or feel. Just two or three adjectives or short phrases that capture what draws you to it.

You may also relate to styles not shown here — perhaps something more creative, vintage, fun and playful or entirely your own. This isn't an exhaustive list, but a starting point to get you thinking. You can still note anything that naturally resonates with you.

This is simply about building awareness — noticing what you're *naturally* drawn to and why.

If you'd like to take this a step further, here are three simple ways to begin using what you've noticed.

This isn't about changing anything or finding a quick fix, but about noticing how you have been making your style choices and what your heart-felt, essence-led choices *would* be.

YOUR ACTION STEPS



Take a moment to review your current handbags — for work, everyday, or evening, including any that may have been forgotten at the back of your wardrobe.



Notice what you feel and what visually appeals to you — perhaps the shape, colour, or detail. You may not have clear answers, and that's absolutely fine. This is simply about building self-awareness.



Reflect on why you chose them — whether the decision felt intentional, rushed, or influenced by someone else. Over time, patterns often begin to emerge, and this awareness is the first step in revealing the power and beauty of becoming you.

Wearing The Right Under Garments

The right foundations quietly influence how everything you wear looks and feels.

They can support your posture, enhance comfort, and allow your clothing to fall as it was intended. When they're working well, outfits feel easier, more flattering, and more confident, without changing your wardrobe at all.

The world of women's lingerie can feel like a maze, with countless shapes, styles, functions, and fabrics to choose from. There are numerous categories of bras alone, alongside many types of knickers, a wide range of shapewear, and hosiery in varying deniers and shades. It's no wonder this area is often overlooked or treated as an afterthought, rather than the essential foundation it truly is.

This is a topic worth giving some time and attention. You may find it helpful to note any feelings or concerns in the table below.

Under Garment	What Works Well	What's Frustrating
Bras		
Knickers		
Shapewear		
Dress/Skirt Slips		
Hosiery		

What you've noted here is simply information — not something to judge or fix immediately. Becoming aware of these patterns often brings clarity and helps explain why certain things may not have been working as well as you'd like.

PROFESSIONAL BRA FITTING IS A MUST

Bra fitting isn't a simple calculation. It involves more than just band and bust measurements, taking into account shape, proportion, and how different styles sit on the body. This is why professional fitting so often brings unexpected — and helpful — clarity.

John Lewis have a very comprehensive online video on what to look for in a well fitting bra. They also have a detailed written guide explaining the varying types of bras as well as other types of lingerie including knickers and shapewear.

Rigby and Peller have an online bra *fit quiz* which takes into account several factors including the shape of your breasts and how your bras currently fit. With a solutions page at the end of the quiz. Whilst there is a link to view their own range the results can also be useful for you generally speaking taking into account different manufacturers may use different sizing methods.

A new bra should fasten comfortably on the loosest hook. This allows for adjustment to moving in and tighten again over time as the elastic naturally relaxes with wear and washing, helping you get the longest wear from your investment. It is recommended to have a bra fitting every six months.

Three bras of any one type is the suggested minimum as this allows for rotation — one being worn, one in the wash, and one clean and ready to wear.

Your lifestyle, values, and personality all play a part. Choosing colours, fabrics, and shapes that feel right — even when worn discreetly under clothing — can subtly support how you feel throughout the day. Sustainability and fabric choices may also be important considerations.

It's also worth trying your bra with a range of clothing, from T-shirts and blouses to button-through shirts and jackets. Small design details, such as button placement and fabric weight, can affect how garments sit — often influenced by the foundations worn underneath.

“When your foundations are right, everything you wear works better.”

YOUR ACTION STEPS



Make the time for a professional bra fitting every six months. You can book online today.



Review everything from knickers to shapewear, from hosiery to socks, from dress and skirt slips to vests every six months starting today. Just spend no more than one hour.



Check out these links today:

<https://www.rigbyandpeller.com/en-gb/test-ideal-bra-size?step=1>

<https://www.johnlewis.com/buying-guides/lingerie-size-guide#common-fit>

Finishing Touches

Finishing touches are what bring everything together.

They don't change your style or foundations — they refine them. Small details such as fit, garment length, tailoring, and overall polish can subtly elevate how an outfit looks and feels, often making the difference between something that's worn and something that's intentional.

These touches are not about perfection or overthinking. They're about awareness, noticing the final details that support ease, confidence, and credibility in how you present yourself.

Once you know and understand your own colour energies, personal style vibe, proportions, scale, body shape and facial features you can select the most flattering accessories that will enhance your outfit and you.

Accessories as visual punctuation. Where the eye goes the focus rests as you can see in this simple but effective visual below. So here the bangles create visual width at the hips which would be great for the inverted triangle shape. The belt highlights the waist fabulous for the hour glass shape. The necklace brings the attention towards the décolleté and chest area, a longer or shorter necklace would change that focal point either up to the face and portrait area or down to the waistline if it is longer.



Accessory placement subtly changes where the eye is drawn

THE DETAILS THAT MAKE THE DIFFERENCE:

At this stage, it's simply about noticing the details that quietly influence how polished and complete a look feels.

- The condition of garments — freshly pressed, clean, and well cared for
- Small details such as missing buttons, loose threads, or dropped hems
- How shoes and bags appear — clean, scuff-free, and in good repair
- The fit and ease of a garment over your body so you can move with comfort.
- Hair that is well groomed and enhances your face shape and natural colouring.
- Correctly applied makeup and appropriate for the occasion.
- Manicured nails are a must as well as good hand care.
- Well chosen accessories that elevate your look and balance your proportions.
- Wearing harmonious colours within an outfit that also resonate with your colour energy.

Often, it's the care taken in small details that creates the strongest impression.

"It's often the smallest details that give an outfit its sense of ease and polish."

The finishing touches are not about doing more, but about noticing what's already there. A moment of care, attention, or intention can transform how an outfit feels and how you carry yourself within it. When these details are considered, your style feels effortless, complete, and aligned — allowing you to move through your day with greater ease and confidence.

YOUR ACTION STEPS



Work through your wardrobe and check items that need a bit of TLC like hems need fixing or buttons. Organise a seamstress, tailor or laundry service to make the adjustments if you can't do this yourself.



Assess your hair care, and ensure you understand everything about its texture and condition. If you're not sure then book a salon visit to discuss just that and which products you should be investing in. Then enjoy a wash and blow dry so you'll feel great.



Start booking regular manicures for yourself. A professional finish is worth the investment. We use our hands all the time and they are noticed in gestures when we are talking, hand shakes, using our hands even at the computer.

Personal Image Consulting

If this guide has helped you see your style, foundations, or fit differently, working with a professional image consultant can help take that awareness further.

Personal image work isn't about changing who you are — it's about refining how you present yourself, so your appearance supports your confidence, credibility, and goals.

A considered, personalised approach can:

- save time and remove uncertainty
- bring ease to everyday decisions
- create alignment between who you are and how you present yourself
- build lasting confidence in your image
- support more intentional, informed style choices

Rather than altering your fundamental image, a personal image consultant works through thoughtful adaptations and small adjustments — often the details that make the greatest difference.

If you'd like professional support, I offer tailored services designed to help you align your image with your identity, lifestyle, and aspirations.

YOU MAY WISH TO EXPLORE:

The Fabulous Style Freedom Programme

A personalised, guided experience designed to help you refine your style, build confidence in your choices, and develop an image that feels authentic, effortless, and aligned.

This inspiring programme begins by understanding the essence of who you are at your core, and covers everything from colour and personal style to finishing touches. You'll also have the opportunity to review up to three of your favourite outfits and plan next steps such as a wardrobe edit, personal shopping, or seasonal updates.