

# Seven Steps To Style

REFINE & DEFINE YOUR SIGNATURE STYLE IN  
SEVEN SIMPLE STEPS

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# Introduction

I know only too well what it is like to feel uninspired and lost when it comes to my personal style - my style journey has had many highs and lows over the years.

Since training as a Personal Stylist in 2011 I have helped thousands of women with their style through colour consultations, wardrobe detoxes, personal shops, styling sessions and online courses - I have literally seen it all!

If you're unsure where to start with defining your personal style then this download will help.

Here I have broken down 7 simple steps to get you started on your style journey.

Enjoy!

"We all deserve to look and feel fabulous, every single day - it's my job to show you how."

Anna x



# Step One - Get Visual

***When you're feeling uninspired by your wardrobe it can be difficult to know where to start.***

The first thing I do with my styling clients before I offer them ANY advice is help them to define their **style personality** as this will underpin the creation of their signature style moving forwards.

**Are you Creative or Dramatic? Romantic or Classic? Natural or City Chic?**

You might be a mix of a few depending on your lifestyle, work and hobbies.



To help you define your signature style I recommend creating a mood board (Pinterest is great for this!)

Create a '**Looks I Love**' board and on here pin ANY and ALL images of outfits, colours and accessories that you love (don't think about practicality, body shape or anything else here - just include images of clothes/outfits you really adore)

You should see certain themes emerging from the images - are they all colourful, does a certain item appear in several pictures? Are there lots of accessories or minimal make-up/jewellery?

Make a note on these themes as you'll need them for Step Two!

***Top Tip - head over to my Pinterest page [Anna Mewes - Personal Stylist](#) and view the boards I've created for each style personality to get you started!***

# Step Two - Create A Style Mantra

## *Your Words To Wear...*

You should now have a beautiful mood board of outfits that you love and a note of the themes that keep reoccurring within those images.

Now we need to set a **STYLE MANTRA** for you so you can assess your current clothes and start to build a wardrobe of clothes that work together to create your new signature style.



I recommend choosing no more than 3-4 words that encapsulate how you want to LOOK and FEEL on a day-to-day basis.

They can be anything you choose, for example they could be...

**COLOURFUL**  
**FEMININE**  
**ACCESSORIZED**

# Step Three - Time To Talk Colour

If you have had a colour consultation this part will be super easy - if you haven't then you'll need to determine a colour palette that you feel works for you (or **get in touch** and I can help either face-to-face or remotely to help you define your colour category!)

Whether you love colour or prefer to stick with neutrals, colour is an important consideration in any wardrobe and has the power to totally transform how you look and feel.



**First up decide on your neutrals** - and try to have more than just black!

Navy is universally flattering and works with loads of different accent shades so this is always a great one to try.

Then **consider some accent shades** to add for the season ahead. Make sure you have variety of colours and try at least one new shade for the season ahead!

***Top tip - if you're not used to wearing lots of colour, start off with small pops instead. This could be an accessory, a bag, a scarf or a pattern. You don't have to go 'all out' straight away!***

# Step Four - Focus On Your Best Bits

## *How we talk to ourselves matters!*

If up until this point you've been focusing on the areas of your body you don't like to much and how to dress to hide them, I want you to **STOP** and try answering this question...

## **What's your favourite part of your figure?**

Take time to think about this if you need to, phone a friend, ask your partner, but I want you to come up with ONE THING that you're happy to draw a little attention to.



Once you've chosen your 'thing' I'd like you to consider how you can draw attention to this area using your clothes/accessories.

That could be -

Patterned/interesting belts to draw attention to a defined waist.

Colourful/textured tights, skirts or skinny jeans to show off fabulous legs.

Layered necklaces or unusual earrings to draw attention to your neck/décolletage.

Stacked bracelets or a beautiful manicure to attract attention to your hands/wrists.

***Top tip - make any areas you're not so happy a 'no fly zone' - keep colours/patterns/accessories/details to a minimum. This combined with focusing on dressing the area you love means you can be confident nobody will notice the bits you're not so keen on.***

# Step Five - Time To Audit

You now have the framework for your signature style, including the colours you want to incorporate and the silhouettes/areas you'd like to focus on.

Now it's time to see what you already own that can work to help you achieve this.

## **Yep, it's time for a wardrobe audit!**



There are some KEY questions you need to ask yourself in order to determine whether an item should stay or go...

**(1) Does the colour/style fit & flatter me?**

**(2) Does it represent my style personality/signature style?**

**(3) Do I feel confident & FABULOUS in it?**

**(4) Can I wear it in three different ways?**

If the answer is YES to all of the above then pop it straight back in!

If not then it needs to GO! Either donate, sell or have the item repaired if you feel you can still get some wear out of it once this is done.

***Top tip - BE RUTHLESS!***

***Most women wear 20% of their wardrobe 80% of the time - we want to ensure you wear EVERYTHING ALL THE TIME.***

***Less is more here so set the bar high and enjoy the cathartic experience of a good wardrobe declutter.***

# Step Six - Time To Shop...Your Wardrobe

Before you hurry out brandishing your credit card I want you to assess what you have left after your wardrobe audit.

How many outfits can you create from what you have left? Experiment with different combinations, footwear and accessories. Change up your outerwear, mix up your colours - really interrogate every possible option.



As you go through this process identify where the gaps are in your wardrobe.

**There might be a certain colour or style of blazer that would elevate several dresses and top/jeans combinations to feel more City Chic.**

**Maybe you need some biker boots to give your overall outfits a little edge to fit with your new style mantra.**

**Do you need some great belts to show off your waist and draw attention to your best bits?**

You should now have your shopping list of items to add to your wardrobe - **SET THE BAR HIGH** again!

**DO NOT** buy anything unless it meets the criteria you've set out and, most of all, it **MUST** make you feel **AMAZING** to deserve a place in your wardrobe.



# Step Seven - Putting It All Together

Now is the time to experiment and HAVE FUN with your new wardrobe and honing your signature style.

Get creative, experiment with your wardrobe and ensure you WEAR IT ALL.

Do drop me a note and some pictures to [anna@annamewes.com](mailto:anna@annamewes.com) to let me know how you get on!



If you'd like to continue your style journey with me you can check out all my face-to-face and online services via my website below...

[www.annamewes.com](http://www.annamewes.com)