



YOUR UNIQUE STYLE

in 5 Simple Steps

Free e- guide



About the Creator

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I am a Certified Image Professional (CIP) from The Association of Image Consultants (www.AICI.org)

A head-hunter to a head turner, bringing Indian wear back to corporates, a celebrated and highly featured Image coach, mentor for budding Image consultants.

There are many phrases that have been used to describe my work in the last decade. But what I truly am, is a person who has a passion to get every individual portray their best authentic image – with a focus on appearance – for clothing is not just utility, its is a medium to say who you are.

My motto is “Refuse to be unseen”. I believe that “Style has to be inclusive of all age, size, color, restrictions of any sorts will limit is in a box and not let them explore our true worth.”

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Introduction

There are so many fashion magazines in the market, fashionista friends, well wishing family, relatives and so on. We listen to everyone and get confused. Few common things I get to hear is , "Trends keep on changing so fast" or "Getting dressed is a tedious task and to top it all fashionably dressed is like climbing a mountain" or "How much is enough, should I shop every week?"

Unlike this popular belief that you need to have a lot of things to look stylish , I say **"BUY LESS, BUY BETTER AND REALLY WEAR IT"**. Your wardrobe is your resource, use it like one. The moment you start ignoring your clothes, your appearance, you will start forgetting then person you are and start becoming what everyone else wants you to become. Do you really want that? Clothes maybe a small part of your personality, however they play a very significant role.

Once you have a well planned and organized wardrobe, when you start thinking your clothes & accessories as resource, as an investment in your personal, social or professional life, trust me that the "WHAT TO WEAR" situation will never arise.

Discover YOUR UNIQUE STYLE in 5 Simple Steps is short personal guide which will give you an overview of your lifestyle, personal style, how to manage your wardrobe, where to spend and where to save, how to shop smartly and most importantly to love your body and be confident.

Step 1: Know your Lifestyle

Lifestyle is what you do day in day out. One person's lifestyle is surely going to be different than others, even while staying in the same house.

Lifestyle evaluation gives you a clear idea of what events / occasions you often go to, what role takes the majority of your life and thus helps in identifying wardrobe gaps.

Everyone's life can be divided into broad categories of Personal, Social, Professional.

Chart down all the roles that you play, all the activities that you do in the above roles and write down the kind of clothes that you wear currently and would like to wear aspirational.

Sample

| Event/ Occasion | What I currently wear | What I would like to wear |
|-------------------------------------------|----------------------------------|-----------------------------------------------|
| Trainer at work (Professional) | Black pants, solid colour top | Smart Indian, cotton sarees, dresses |
| Casual dinner with friends (Social) | Jeans & top | Dresses, skirts with smart top |
| Parent Teachers Meetings (Social) | Jeans & top | Dresses, skirts, jeans, with smart tops |

Step 1: Know your Lifestyle

| Event/ Ocassion | What I currently wear | What I would like to wear |
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Step 2: Know your Personal Style

So what exactly is personal style?

As the name suggests, it is a style that is you, authentic you.

So WHAT exactly is the YOU and what does it have to do with fashion?

Imagine a world (call it "Sameville") where everybody wore the same clothes. A place where they had the same style and liked the same things. Now that wouldn't exactly be the most colourful and stimulating world... would it?

Fashion is not just a great way to be in trend or a way to be fancy but fashion is to express yourself, It is a powerful tool to see yourself who you are, to feel confident.

Clothes are an extension of ourselves, so it is important to know what is flattering for you and why you wear what you wear.

Style is a powerful personal tool. Personal style is an individual's expression via the medium of clothes, jewellery, accessories, makeup, hair, in shorty how a person put together a whole outfit to show to the world who they truly are.

Creating your own personal style is the art of combining an outfit, or an image if you will, based on the various aspects of your personality and lifestyle.

Creating your unique style helps you achieve a sense of confidence and comfort in how you put together an outfit. This sets you apart from the rest. It takes a set of trial and error to find your personal style, so don't worry about making mistakes along the way.

In fact, developing your personal fashion style is a journey not a destination. Experimenting and just having fun help you get to know yourself better :-)

Personal Style = Individuality

Accentuate your individuality.

<https://jaineegandhi.com/learn-personal-styling/>

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Step 2: Know your Personal Style

Make a list of 5-7 your favourite clothes that you wear too often and a list of 5-7 clothes that you don't wear at all. Once you start breaking them into the below list, you will see that there are certain aspects of clothes that you absolutely love

Sample

Favorite Clothes

| Clothes | Line, Shape, Color, Texture, Print, Fit, Style |
|------------------|------------------------------------------------|
| Blue jeans | Fit, stretch, low maintenance, cut |
| Red kurta | Fit, cut, colour |
| Green A line top | Fit, cut, style |

Least Liked Clothes

| Clothes | Line, Shape, Color, Texture, Print, Fit, Style |
|--------------|------------------------------------------------|
| Black jacket | Stiff fabric |
| White shirt | Stiff fabric, formal looking |
| | |

The above analysis shows that, I like clothes that fit great with nice cut and colour. And I dislike clothes with stiff fabric. So next time when I go shopping, I know that buying clothes with stiff fabric will be a waste.

Step 2: Know your Personal Style

Favorite Clothes

| Clothes | Line, Shape, Color, Texture, Print, Fit, Style |
|---------|------------------------------------------------|
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Least Liked Clothes

| Clothes | Line, Shape, Color, Texture, Print, Fit, Style |
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Step 2: Know your Personal Style



The 4 looks above are all casual but they have different moods and messages

First picture says Smart & Chic with military green heavy shirt and loose denim.

Second picture says feminine , with its spaghetti halter strap dress.

Third picture says Cool & young with the denim jumpsuit and crop top.

Fourth one says relaxed and casual with a printed joggers crop top and denim jacket.

So understand the moods & messages of the garments you currently wear & would like to wear.

Develop a personal Style that is unique & authentic to you, that reflects who you are and represents what you want to convey.

Step 3: Know your Body

Body Image.... what is that many ask me... it's simple many say, some are amused that there is something like this, some are intrigued...

In layman terms, body image is what you think about your body when you look in the mirror or in your mind. There are various explanations for it, lots of articles written about it and the media, fashion show organizers, models are taking a note of it nowadays.

Am going to share my personal experience, learnings, unlearning and responsibility as an Image consultant, as an influencer and more importantly as a mother. Pregnancy is one time where I know most of my friends suffer from negative self-talk about their body, also talking about their bodies and weight is a part-time hobby amongst women. I have had body image issues in my mid 20's, my confidence was an all-time low and with the birth of my son, my body image went on dipping.

People feel they are doing you a favor by telling you about how much weight you have gained, or that you cannot / should not wear a certain outfit, or that suggesting exercises and food for weight loss. All this and much more is body shaming if not done with the intent to gain a healthy fit body and not just a skinny one.

When I started out as an Image consultant and started working with women clients, is when I realized that most of the women irrespective of age suffer from negative body image. Our self-body image should be a mirror of our thoughts... If you don't respect yourselves, if you don't love your selves, if you don't follow a passion, you will be everything that others want you to be but yourself.

When this self – image is positive you feel positive about your physical body. Try and appreciate your body. Highlight the part of the body that you are proud of and camouflage the variation. Dress smartly and wisely.

Our Image depends on how we are groomed. If you keep on the feeling you don't look good or you don't dress smart, the other will sense your dip with confidence. Take a pledge to not be a part of fashion trend instead using the trend and styles that suit your body, roles & goals in life.

As influencers to next generation, role models for our kids, their friends, nieces, and nephews, it is our responsibility to bring about this change and change always starts WITHIN.

Step 3: Know your Body

Make a list like literally of your body parts that you love and parts that you don't particularly love but will start loving from now on

| What I Love | What I could Love |
|-------------|-------------------|
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Step 4: Declutter Wardrobe

In this step, literally raid your wardrobe. Remove every single piece of garment that you have. It will happen that you might be emotionally attached to a piece or that you might have totally forgotten it was still in your wardrobe or everyone's favourite “ I will surely fit into this someday” garment.

This is a very important step emotionally because you will realize how many clothes you have and how many have you been actually wearing. It is said that **“People wear 20% of their clothes , 80% of the time”**. This is due to many reasons. So this step will show you how to make more space in your wardrobe and utilize it effectively.

Raid your wardrobe and divide them in 3 categories

A: Clothes you like & wear too often

B: Clothes you don't like but have to wear them

C : Clothes that you like / don't like but have not worn them in the last 3 years.

Observe the pattern of why you like some clothes and why you don't like some. There lies the answer of the decluttered wardrobe.

Step 4: Declutter Wardrobe

Lets declutter category A: Clothes you like & wear too often.
This category will be similar to your personal style of step 2.
Most of the reasons to discard in this category, are tattered condition, over-worn clothes, loose / tight fit, etc.

| Clothing Items | Keep / Discard | Reasons |
|----------------|----------------|---------|
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Step 4: Declutter Wardrobe

Lets declutter category B: Clothes you don't like but have to wear them.

This category will be a mix of your personal style (step 2) and in between to figure out what went wrong.

| Clothing Items | Keep / Discard | Reasons |
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Step 4: Declutter Wardrobe

Lets declutter category C: Clothes that you like / don't like but have not worn them in the last 3 years.

Unless the clothes are of emotional value or heirloom pieces, don't keep such pieces. What you have not worn since last 3 years, you wont wear it again.

| Clothing Items | Keep / Discard | Reasons |
|----------------|----------------|---------|
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Step 5: Smart Shopping



Build your Basic Wardrobe

So what exactly do you understand by Wardrobe Basics?

They are those boring clothes that are always there in our wardrobe. Black Formal pants if you are working, denims for outings, basic black tee and so on. Although they look boring but they are very versatile and essential.

They are –

Flexible: They can change your whole look by adding few accessories.

Trend Proof: They are basics, you can never go wrong with that. For example in an interview you can never go wrong if you are wearing a white shirt and formal pant.

All Season: No matter what season it is, these clothes are always in season

Style Saving: If red hot pants are in season than tone them down by a basic black tee.

Outfit Multipliers: It is said that 12 basic garments can create upto 80 outfits. So just think about it. Even if you have 50% of your wardrobe as basic wardrobe than how many looks you can create.

Wardrobe Foundation: They are definitely wardrobe foundation. If you are on a low budget and trying to just get started than these basics are of great help.

Step 5: Smart Shopping

Few guidelines to buy wardrobe basics:

- ❑ Check your wardrobe. Before going on a shopping spree it is wise to check the wardrobe and review the contents.
- ❑ Every single garment that you purchase should suit your lifestyle.
- ❑ Get at least 2 of each, so if white shirt is your basic get 2 white shirts in different pattern, style / fabric.
- ❑ Get each essential in neutral color, so if you want to buy a formal pant, buy black first than move on to beige / green.
- ❑ Avoid fancy detailing in the basics.
- ❑ Same applies to accessories, bags and shoes. Always have basics like black and tan in your wardrobe, these colors go with most of the formal wear and have Gold / gold- silver mix for traditional.
- ❑ Get your cost per wear for each trendy garment you are investing in. This will help you save money on things that you might wear just once a year.
- ❑ The exceptions to smart shopping are when you are buying something for a specific occasion.

Personal Action Plan

What have I learned:

The action I can take now:

My long term action plan:

What Next ?

Now that you have gist about your personal style, lifestyle, here's what you can do next.

I have created a one of a kind course where I'll guide you in developing an in-depth understanding about your body shape for a life time, curating a personal style, a wardrobe that you absolutely love.



I'll help you in choosing the right prints and patterns while shopping so that you style your shape in the best flattering way possible and give yourself a positive image makeover.

Checkout the courses by clicking the link below to avail the early bird offer

<https://jaineegandhi.com/learn-personal-styling/>