



FASHIONI  
to STYLI *SM*

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# “Clothes talk even when we don’t. They speak volumes about us.”

CHIC SIMPLE PUBLISHED BY ALFRED A. KNOPF

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The way someone dresses represents many things— it’s a mood, a message, a calling card. Styling is a form of storytelling. Instead of words, we use clothes to express our mood, aspirations, and experiences. The colors we choose, the fabrics and textures we prefer, and the silhouettes we gravitate towards all speak of a singular narrative when pieced together. While style is external, we forget that it is also deeply internal. The right outfit can help you feel confident when you need it most— it can serve as armor or inspiration. It has the power to visually express the things we cannot verbally and positively influence how we see ourselves.

What we choose to wear communicates how we see ourselves. Like it or not, we live in a highly visual, image-driven world where we’re assessed in seconds based on how we look.

Styling is what turns good individual pieces of clothing into a great outfit. While dressing yourself on a daily basis is more or less just a mix of intuition and personal taste, professional styling is a bit more pragmatic. Dressing someone else requires knowledge in shapes, proportions, colours, and textiles. Intuition and taste are still very much involved and should be sharpened but here we lay out the more technical side of styling and simplify it for an easy breezy starting point.

# 1

## Stylists of Today

A fashion stylist is a consultant who selects the clothing and curates on the whole look of clients from private individuals, models, public figures, and celebrities. As an image maker, a stylist must be a visionary.



1

**EDITORIAL**

*Styling for magazines and other forms of media*

2

**PERSONAL**

*Styling for everyday wardrobes for VIP clients or private individuals*

3

**COMMERCIAL**

*Styling for companies for the purpose of PR and advertising*

4

**FILM AND VIDEO**

*Styling for movies, tv shows, and music videos*

5

**EVENT**

*Styling for red carpet, openings, weddings, and pre nups*

6

**SHOW**

*Styling for fashion shows and concerts*

# The Foundations of Fit

No matter how fashionable or expensive an item is, if it doesn't fit well, it won't look good—this is a cardinal rule of style. When it comes to clothes, flattery will get you everywhere. The line and fit are important not just for creating strong silhouettes and visual effects but also for maximum comfort. Know what works for the body type you're dressing, what's comfortable for them to move in, and what makes them feel most confident.

## Triangle

**WHAT**  
Narrow shoulders;  
small waist;  
bottom-heavy; big  
butt; full thighs

**FOCAL POINT**  
Accentuate your  
slimmer top half to  
elongate the body

**WHO**  
Kim Kardashian,  
Rihanna, Marian  
Rivera, Sarah  
Geronimo, Ruffia  
Gutierrez

### Pants

Pants work best with straight silhouettes or a subtle flare. Avoid anything that sits above your natural waist line and opt for minimal to no waistband.

### Dresses

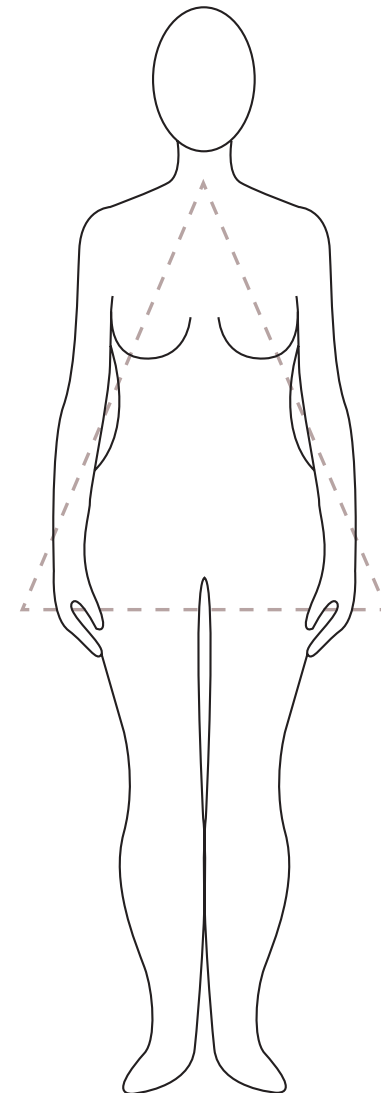
Choose empire or A-line style dresses to draw the eye upward. V-shaped or scoop necklines work well. Embellishments on the top like neck trims, ruffled sleeves or horizontal patterns can also help create the desired effect.

### Tops

Wear embellished or form-fitting tops to draw attention to your upper half.

### Skirt

A-line skirts that fit closely to the waist and either ease over your hips or drape softly around them are your best bet. For an elongating effect make sure the hem of the skirt falls just below the biggest part of the thighs or calves.



# Inverted Triangle

**WHAT**  
*Top-heavy; broad shoulders; big bust line; narrow hips*

**FOCAL POINT**  
*Elongate the torso and the limbs as most of the visual weight lies in the midriff area*

**WHO**  
*Angelina Jolie, Drew Barrymore, Pia Wurtzbach, Charlene Gonzalez*

# Rectangle

**WHAT**  
*Straight; well-balanced from the shoulders to the hips; not much definition*

**FOCAL POINT**  
*Highlight the waist so that the hips and bust look a little larger in comparison*

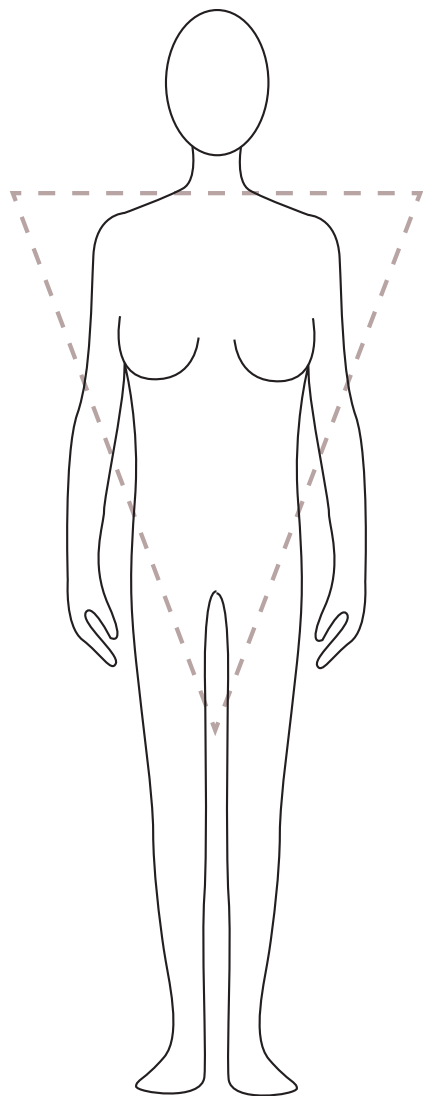
**WHO**  
*Natalie Portman, Cara Delevingne, Kim Jones, KC Concepcion*

**Pants**

To give the illusion of balance, opt for bell-bottoms and palazzo pants that skim the waist and upper hip. Most pant shapes work well on your body thanks to your narrow hips!

**Dresses**

A-line dresses and tunics flatter your body shape. Wear them at knee length with heels or above the knee (covering the widest part of your thigh) with flats to create a line that emphasizes your legs.



**Tops**

Go for V-necks and U-necks to create a slimming vertical line from your face and neck towards your torso. This is best worn just below the natural waistline. Avoid halter tops as they can exaggerate the width of the shoulders.

**Skirt**

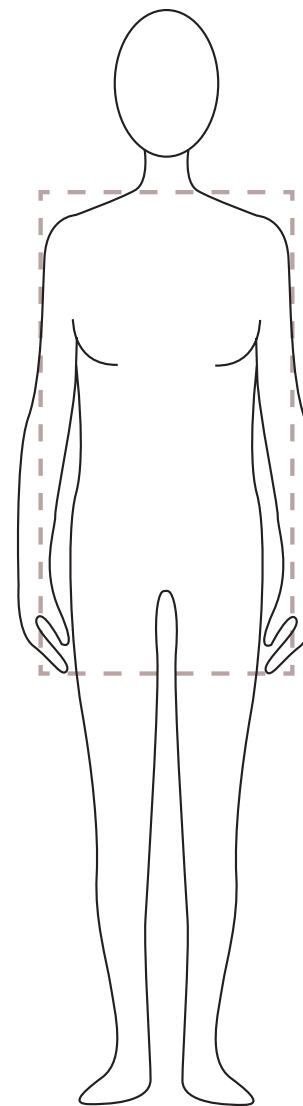
A-line and circle skirts, pencil and mini skirts--they all work well for your shape. Play with texture, patterns and embellishment as you can definitely pull it off.

**Pants**

High-waist and mid-waist pants create the illusion of balance. When it comes to length and shape, cropped pants and bootcut jeans work well on you. Add a belt to create waist definition.

**Skirt**

High-waist skirts in pencil and A-line styles are your best bet. Try to stay away from clingy materials--again, structure is what works best for you.



**Tops**

Go for cropped tops or jackets that fall just above the natural waist. Peplum tops also help create the illusion of curves. Tops that lean towards structured rather than relaxed work great on you.

**Dresses**

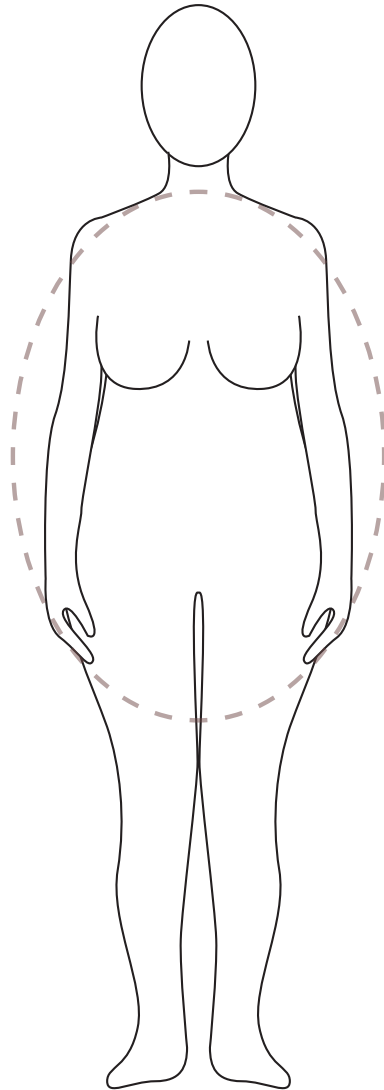
Belted dresses with exaggerated proportions such as oversized sleeves or voluminous, deconstructed skirts look flattering on you while managing to still define the waist. Remember: structure, structure, structure!

# Round

**WHAT**  
Wide waist; full bust; rounded hips; full thighs

**FOCAL POINT**  
The goal is to elongate the body but to ultimately bring attention to the head and shoulders and away from the waist and hips.

**WHO**  
Oprah, Rebel Wilson, Sharon Cuneta



**Pants**  
Wrap dresses with A-line or flared skirts give you the best definition. Empire cuts with a flared skirt also flatters your body shape.

**Dresses**  
Wide-legged pants in either stiff or soft fabric are very flattering on your body type. Best when the hems just subtly graze the floor. Pair with heels of the same color for a lengthening effect.

**Tops**  
Soft silhouettes with a compressed waist and flare at the hip. Neckline should be wide and deep to move the eye upward.

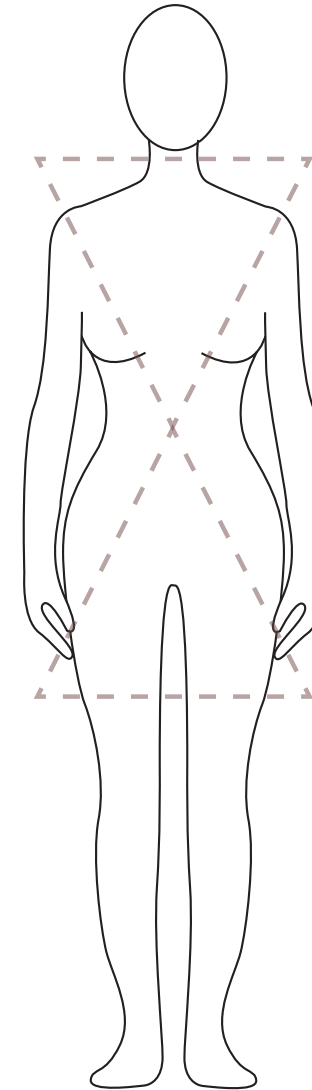
**Skirt**  
Full, flowy skirts create the illusion of fuller, more feminine hips without making you look bulky. Straight skirts with a flirty flared bottom skims your figure the right way and look great when paired with a top that rests on the hip.

# Hour glass

**WHAT**  
Curvy; well proportioned top and bottom; well-defined waistline

**FOCAL POINT**  
Highlight curves by emphasizing the waist, décolletage and/or legs

**WHO**  
Beyoncé, Scarlett Johansson, Angel Locsin, Anne Curtis



**Pants**  
Go for full straight-leg or flared pants that skims the hips and eases around the thighs. Keep the waistline just below the navel or even at hip and avoid pocket details. A flat-front style is most flattering.

**Skirt**  
Opt for pencil skirts (at mid waist or just below the navel) that skim your curves and rest just below the knee. Bias-cut skirts with ruching (from a side seam) hug your curves the right way and can camouflage a rounder tummy.

**Tops**  
Simple tops with smooth fabrics and subtle construction (shaping and darting) should be a staple. Avoid details or textures on the chest area as they can make you look bulky, instead open up the neckline to reveal just the right amount of cleavage.

**Dresses**  
Nipped-waist sheath and V-neck wrap dresses worn at knee length with heeled sandals are surefire looks to accentuate the waist and legs. Dresses with back-ties are also wonderful for showing off your tiny waist.

<h1>Diamond</h1>	<p><b>WHAT</b> Wide waist; narrow top and bottom</p>	<p><b>FOCAL POINT</b> Highlight the limbs without adding extra visual weight to the mid-section</p>	<p><b>WHO</b> Adele, Judy Ann Santos, Georgina Wilson</p>
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# What's a good fit?

Clothing that skims the outline of your shape rather than clings or pulls. A good fit means nothing so oversized that it hides the body's natural outline. If there's obvious tugging, deep creasing or gapping, the line of the outfit as a whole will be thrown off and therefore won't flatter your body shape.

## FIT CHECKPOINTS



Are there bulges at the hips above the pockets?



Are there any unflattering creases extending from the crotch?



Do stripes hang properly? Are they straight?



Do the pleats lie flat or do they pull apart?



Is there any fabric bagging and sagging at the rear end?



Does it pull at the buttons?

## DEFINITION OF TERMS

### Silhouette

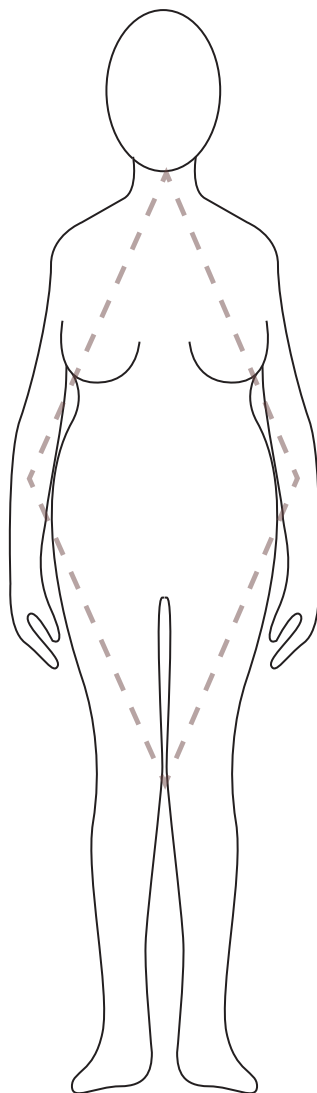
This is the outline of an outfit. Picture a black figure against a white background. Think of silhouette as the outlined shape of your body (and what flatters it best).

### Proportion

It's the individual pieces of an outfit in relation to one another. It's the combinations of long and short, wide and narrow, an A-line top with slim trousers, a cropped top with flared trousers. Think about proportion in the context of your body and how the clothes and accessories you choose can work in scale and balance with your individual size and shape.

### Optical Illusion

This is the holy unbroken line that runs from the center of our crown down to our toes. When dressing up, we're always looking for silhouettes and proportions that will create the longest-looking body line.



### Pants

Dark-colored boot-cut or flared pants that fall from the widest part of your hip are perfect for your shape. Avoid extreme shapes--bottoms that are too tapered or too wide won't look flattering.

### Dresses

Empire-waist sheath dresses will add definition to your upper body and chest while flaunting your legs. A fuller diamond shape should opt for short-to 3/4-sleeved styles.

### Tops

A light kimono or a flowy chiffon top that belts softly under the waist would work well on this figure. Toned arms should definitely be highlighted in a sleeveless straight top that camouflages the waist or off-shoulder tops that highlight your neck and shoulders.

### Skirt

Straight skirts with vertical seaming and A-line skirts can lend a slimming effect. Choose darker colours for your bottoms to take away emphasis from the area.



# Styling Kit

Whether it's on the set of a photoshoot or backstage at a concert, there are a handful of items that a stylist must never be caught dead without. We put together a list of the most essential items that you should always have on hand for a stress-free styling experience.

A

## MASKING TAPE

Line the bottoms of shoes with this at shoots to prevent dirt and damage

B

## BULL CLIPS

An instant fix for any problems regarding fit at a shoot

C

## BAND AIDS

Prevent blisters by slipping these behind ankles--make sure to get flesh-coloured ones!

D

## SCISSORS

Cut loose any loose threads for a clean silhouette

A

E

F

E

## LINT REMOVER

Make sure clothes look pristine with a handy dandy lint remover

F

## DOUBLE-SIDED TAPE

Make sure that nothing sags and everything stays in place

G

## NEEDLES & THREAD

In case of emergency wardrobe malfunctions, it's best to be ready

H

## NIPPLE TAPE

Your sans-bra saviour

I

## TAPE MEASURE

A little self-explanatory but make sure to bring a cloth tape measure, not a metal one!

J

## SAFETY PINS

A more discreet tool for nipping and tucking compared to bull clips



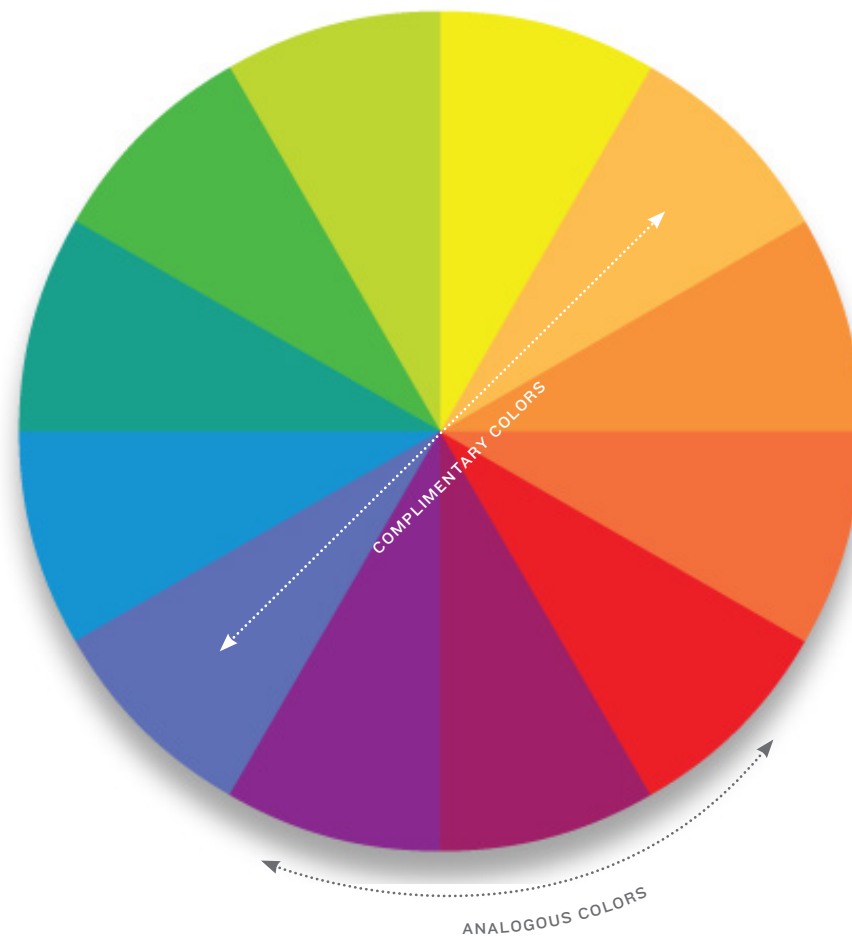
## 3

# Color Theory

Colour can mean a lot of things when it comes to clothing. It can be a way of simplifying a message or sharing a mood. For example, yellow is cheery, red is sexual, black is mournful, and so on. Colour can serve as a form of camouflage—navy and grey in an urban corporate setting—or as a way to stand out—white traditionally reserved for brides at weddings. It denotes seasons. It can be utilitarian. It's telling of personality.

## COMPLEMENTARY COLORS

These are colours directly opposite each other on the colour wheel. Scientifically speaking, these colours become achromatic when mixed together—that is, they more or less cancel each other out. Red and purple, yellow and green, blue and orange are just a few samples of complementary pairs. Using the tertiary wheel, you can add more nuanced shades. These kinds of colour combinations are striking, strong, and bold. They're definitely for a louder, more adventurous dresser.



## ANALOGOUS COLORS

A little more reserved than complementary colours, a palette of analogous colours is a set of three to four colours that blend together well instead of contrasting with each other. These are colours found beside each other on the wheel and are therefore colours that belong under one main hue. They are usually the subsets of a primary. The looks created with an analogous palette are more or less monochromatic.

# Skin and Tints

Colour context is important—the way light reflects and bounces is different depending on all the other colours it interacts with. The relationship of values, saturations and temperature of various hues can cause noticeable differences in our perception of color. That being said, while a colour might look good on the rack, it might look different against your skin. You don't want to wear colours that compete with your skin tone—rather, you want hues that enhance your natural glow.

## WARM

If your skin has a greenish or golden undertone, then you're warm-toned. Olive complexions fall under this category, too. Wearing colours from the warm side of the spectrum is ideal— think oranges, reds, yellows. If you're thinking of going for a cooler palette, however, try to opt for options such as sealike blues, mossy greens, and red-purples. The best neutrals for you are taupe, creamy white, and latte brown. It might be best to stay away from icier shades and jewel tones.

## COOL

Cool-toned skin has a bluish undertone. The cool side of the spectrum is home to blues, greens, and purples— all hues that will look great on you. Venturing towards the warmer side of the wheel, it would be best to stick to bright, cool pinks and reds such as ruby, rose, and cerise. Gray, navy, and the purest of whites are the best neutrals for you. Be wary of wearing oranges and yellows.

## NEUTRAL

If it's tough to determine what your undertone is, chances are that you're neutral. While it might seem like this makes things easier for you, it's best to stick to hues in the middle of the colour spectrum. Blush-toned pinks and cameo green, for example, look great on neutrals. Try to avoid wearing colours that are too bright and overwhelming. Yellows, for example, should fall on the softer side--cornsilk over canary, banana over butterscotch. The best neutrals for you are grays, taupes, and off-whites.

## Undertone Test

Three easy ways to find out if you're warm-toned, cool-toned, or neutral.

### THE VEIN TEST

Check your visible veins. If they're blue or purple, you probably have a cool undertone. If they're greenish, then you probably have a warm undertone. A mix of the two usually means you're neutral.

### THE JEWELRY TEST

Try wearing something in gold and then something in silver. Which looks better? Silver normally works best for cool undertones while gold complements warm undertones.

### THE TANNING TEST

Try to recall your last beach trip. Did you burn instead of tanning? If so, you're probably cool-toned. If you tan fast, you're probably warm-toned. If it takes a while to tan but you don't really burn, then chances are you're neutral.

## COOL



## WARM



# 4

## Wardrobe Essentials

While style is very subjective, there are certain key pieces that every woman should have. They are the anchors of many outfits and the best starting point for any wardrobe. We've listed down eight wardrobe essentials for you to consider. That might not seem like a lot but mixing and matching isn't about having more clothes— it's about being resourceful and getting the most out of your wardrobe with minimal investment.

1

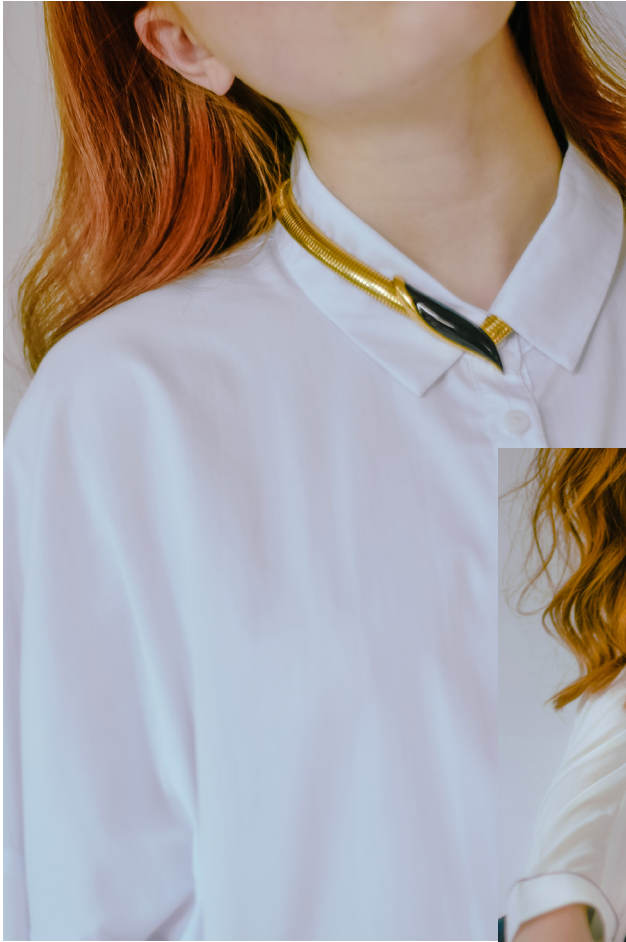
### CLASSIC DENIM JEANS

*You want something flattering but also durable and comfy. They should be the ultimate casual bottoms but should also be capable of being dressed up with the right accessories. The perfect pair of jeans is never easy to find but in the end, the search is always worth it. Go for a classic, darker wash for the sake of versatility. Choose a zipper closure instead of a button-front fly for a flatter looking stomach.*

2

## WHITE BUTTON DOWN

*Not all white button downs were created equal. The cuts, accents, and shapes often vary greatly. Different textures and fabrics give this classic piece different vibes. A classic cotton one might be the most versatile option—tailored and crisp but not overbearingly formal. For a dressier vibe, feel free to explore silk or organza options. Whatever you choose, make sure to do a thorough quality check as this item will definitely be used and abused through the years.*



3

## CLASSIC SUIT

*A classic suit is a big investment for most—but one worth making. It's a foolproof go-to for semi-formal, business, and sometimes even formal events. It makes life easy but it doesn't ever look boring. Dressed up with the right undershirt and accessories, a suit can be reborn every single time it is worn. For more versatility, you can try playing with mismatched tops and bottoms—perhaps a tan blazer with a black skirt or a red blazer and white trousers. Again, a suit need not be boring!*



4

## SNEAKERS

*When it comes to sneakers, ultimately, comfort is key. Aim for support and relaxed functionality. Think of these as your casual weekend or errand-running shoes. White canvas is always a good bet but feel free to get something with just a little more personality, too.*



5

## PUMPS

*Look for something sleek and sexy but reliable. Preferably, this is the kind of shoe that can transition from day to night without much effort. Black is a safe choice but other neutrals like white, navy, tan, or brown could work well, too. A pointy toe with a low vamp will give you the longest legs.*



6

## LBD (LITTLE BLACK DRESS)

*First introduced to the world as a concept by Coco Chanel in the 20's and later on fully immortalized by Audrey Hepburn through Breakfast at Tiffany's, the Little Black Dress (LBD) is famous for a reason—it can virtually do no wrong. Simplicity and elegance are the main things to consider when investing in an LBD. It should slim the body and frame the face. It should also be versatile enough to be dressed down or dressed up accordingly.*

7

## NEUTRAL BLAZER

*One quick step towards power-dressing, blazers instantly make any outfit look more serious, more put-together. You can go for a preppy, clean cut or a boxy boyfriend blazer— either way, it will elevate your look accordingly. Pay close attention, however, to the fit at the shoulders and the quality of tailoring. An ill-fitting blazer will look sloppy and cheap.*



8

## THIN TURTLENECK

*Sleek, chic, and understatedly sexy, this piece can stand on its own but is also great for layering. A well-fitting turtleneck can help accentuate the jawline and define the shape of the body. Swapping out a regular shirt with a turtleneck in any outfit— but especially under a suit or blazer— can instantly elevate the look.*





# 5

## Dressing for Occasions

Daily dressing does not solely depend on your mood or personality. Rather, it is important to take context into consideration. Where you're going for the day, what you're doing, and who you're meeting with all matter when formulating an outfit. There are different explicit and implicit dress codes and expectations for different occasions.

### ALL THAT GLITTERS

Formal occasions are a great time to bust out any jewelry that you think might be too ostentatious for a normal night out. Statement earrings and necklaces can quickly change the overall mood of a look, allowing you to reuse the same dresses for different events.



### ELEGANT, CLASSIC, CHIC

FORMAL OCCASIONS

*Focus on silhouettes that work for your body type when choosing an outfit for formal occasions. Different textiles—velvet, chiffon, organza, silk—will fall in different ways. The way the clothes hang is crucial to the overall shape of the look so keep a good eye on it. What looks good on one person may look entirely different on another. For formal occasions, dresses and gowns are expected to range from mid-calf to floor-length. Jumpsuits and co-ords in luxe materials are welcome, too.*

## DRESSY-CASUAL, PLAYFUL, LADY-LIKE

AFTERNOON SOIREE

While the invitation should state how dressy or casual you should be, an afternoon soiree is more or less the combination of weekend wear and event garb. You want to look sleek but not stiff. Well-tailored pieces in fun colours and patterns will serve you well. A form-fitting, patterned dress or a citrus-coloured short suit are good examples of outfit options.



### HAT IN HAND

Add a sunhat with a wide brim or a straw boater visor to top off your afternoon soiree look to hit two birds with one stone— look extra chic while protecting your skin from the sun.

## COMFORTABLE, PRACTICAL, VERSATILE

TRAVEL / IN-FLIGHT

When it comes to travel, always put comfort first. For flights, layers are optimal—you can pile them on or take them off accordingly. Practicality is also key when styling for travel. Choose fabrics that don't wrinkle or show creases such as knits, jerseys, and wools. This'll ensure that you'll look fresh when you arrive at your destination whether you take a 2-hour bus ride or a 16-hour flight.



## STYLISH, MODERN, EFFORTLESS

EVENT

*Dressing for an event is pretty similar to dressing for a party but with a dash of conservatism. You're allowed to be loud, flashy, and experimental to a certain extent but with the idea of staying elegant still in mind. Sequins, leather, glitter—all the fun stuff is fine as long as it's all balanced out by sophisticated shapes and silhouettes. You want to make an impression but still look polished.*



## CLEAN, CRISP, POWERFUL

BUSINESS/JOB INTERVIEW

*When doing a business look, your goal is always to look clean and smart—but looking like a professional doesn't have to mean looking boring. A patterned suit and off-beat silhouettes of some wardrobe classics (like a white button-down, for example) can really play it up. Make sure not to go overboard by sticking to neutrals when doing patterns. Try to keep the overall outfit as structured as possible.*



### THE PERFECT PURSE

Find something structured and practical but visually interesting. Totes, bucket bags, and business purses are chic but efficient shapes to start off with. Bags are also a great way to add a pop of colour or fun details to a business look.

## RELAXED, CASUAL, CHIC

WEEKEND/SUMMER/COUNTRY CLUB

When dressing for a weekend at the country club or perhaps a sunny vacation, it's better to err on the side of conservatism.

While sundresses and sleeveless shirts are welcome, light sweaters and well-tailored bottoms will balance out anything that might be too casual. For a foolproof classically chic look, invest in a bateau shirt.



### COUNTRY CLUB COURTESIES

When going to a country club, make sure to check the in-house dress code. Some older institutions don't allow tops without collars or sandals without back slings. Remember: better safe than sorry!

## SEXY, SOPHISTICATED, FLIRTY

DATE NIGHT

The formality of a date night outfit should depend on where you're going.

The one constant thing to remember, however, is to keep things flirty. That being said, always leave a little bit to the imagination.

Choose one asset to accentuate— show off your stems with a cute mini skirt, highlight collarbones and shoulders with an off-shoulder top, show a little cleavage with a wrap dress, or flaunt great proportions with a figure-hugging, full-coverage dress.



## CAREFREE, BREEZY, FUN

RESORT

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*Tropical destinations are the best background for colourful, easy dressing. Go for lightweight, breathable fabrics like linen, silk, cotton, and chambray for maximum comfort. Other than going full-force with colour, play with patterns too—floral motifs are great but smaller, geometric based patterns like polkadots work well, too. Fun details like ruffles and asymmetric hems will help take a resort look to the next level. Feel like layering? Try playing with sheer fabrics!*



## DARING, SEXY, COOL

PARTY

---

*When it comes to clothes for partying, there's a lot of room to play around and a lot of style icons to draw inspiration from. Pull a Kate Moss by throwing on a slip dress and a coat. Channel your inner Carrie Bradshaw with an asymmetrical mini dress and a statement accessory or two. Dress in silver from head to toe a la Paris Hilton or in rose gold a la Claudia Schiffer. Whatever you decide to do, just make sure you're free enough to move in your outfit and you feel 100% confident in it.*



# Golden Rules:

**1**

*Worship the unbroken, imaginary vertical line.*

**2**

*Know your focal points. Draw attention to body parts you want to enhance and downplay the areas you want to conceal.*

**3**

*A trend is only relevant to you if it has a shape that fits and flatters your body.*

**4**

*The line and fit of your clothing are critical elements of your personal style.*

**5**

*Skirt length: generally an appropriate length is when the tip of your middle finger reaches the hem of the skirt.*

**6**

*Waistline: for rounded abdomens, choose mid, below-the-navel or low-waist styles. High-waist looks can enhance the round shape even more.*

**7**

*The right undergarments are the foundation to a great silhouette so invest in them.*

**8**

*Curvier, fuller bodies: fabrics with a bit of stretch are your best friend.*

**9**

*Tall: Next to a chic outfit, nothing looks best on tall frames than a proper posture.*

**10**

*Petite: Make monochromatic looks a staple. Tonal pieces are great for elongating your body.*

