

Creating a Visual Image that “Works” for You

Image speaks first.....

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WHAT'S YOUR BODY SHAPE

What Is The Perfect Shape?

Luckily beauty is in the eye of the beholder. However, the current stereotype of a “perfect” female body shape is moderately tall with a body balanced vertically, an hourglass figure and an oval shaped face.

So, You Don't Have The Perfect Shape?

Not many of us do (only something like 2% of the population). However, you can create the illusion of a perfect body by choosing clothes to create the appearance of perfect proportions. It's all about balancing your perceived shape to the “perfect” shape (or moving your appearance in that direction, anyway). For example, if you have long legs and a short, rectangle torso you can create the illusion of a longer, leaner, inverted triangle torso. Do this by choosing tops that emphasize your shoulders and that flow through the waist, with a hemline between the lower hip to the tip of your fingers and with no horizontal seams across your torso.

Changing Shape

Of course understanding your current shape doesn't rule out changing your shape through diet and exercise or, more drastically, through plastic surgery. The idea is to make the most of whatever shape you are now.

If you do change shape by more than 5.5cm (2 inches) then you should re-assess your body shape and ensure your clothing choices still flatter your current shape.

Determine Your Vertical Body Type

Start by assessing your vertical body proportions. This is the proportion of the bottom half of your body compared to your top half.

Vertical shape is important for identifying your best garment lengths (tops and bottoms) and will come into play in determining if you should tuck-in tops or wear top garments un-tucked.

There are three vertical body types.

The most accurate way to determine your vertical shape is to measure your full height and the height to your hip-line (your hip-line is the circumference around your hips where your bottom is fullest) and determine

where your hip-line comes in relation to your height.

Alternatively use the rough assessment guidelines on the next page...

Short Legs, Long Torso

If your legs are short compared to your upper body you have short legs and a long torso...

★ Your hip-line height is less than half your height

- You may also have a low waist -- your waist will be lower than your bent elbow
- You will have a long torso -- typically you will put on weight first on your thighs and hips
- Your bottom will typically be low and heavy
- You may also be short - although tall people can also be short legged
- Your main style aims are to create the illusion of longer legs and a shorter torso.

Do wear...

- Jewelry, scarves and garment designs that draw the observer's eye up towards your shoulders and face
- Short to medium-long tops
- Tucked-in tops (if young and slim)
- Layered tops
- Medium or light tops and dark pants or skirts
- Medium to wide belts
- Straight skirts
- Straight or boot-leg pants
- Pant, sock and shoe colors the same
- Medium to high heels
- Pant hems to the ground

Don't wear...

- Long tops (if you are short)
- Tight or tapered skirts
- Tight or tapered pants
- Cropped pants

- Pants or skirts with a dropped waistband

Balanced Body

If your upper body length is about the same as your lower body length you have a balanced body...

★ Your hip-line height is half your full height

- Your waist is at your bent elbow
- Females may be low busted
- You tend to put on weight around your torso or hips and thighs
- You probably have a round well-formed bottom or you have a flat bottom
- You have proportionally slim arms and legs
- If you are less than 160cm (5'3") with a small to medium body scale then you are also petite. Your main style aim is to elongate your mid-torso.

Do wear...

- jewelry, scarves and garment designs that draw the observer's eye up towards your shoulders and face
- Medium-long tops
- Un-tucked tops
- Tops and bottoms in the same color
- Tops and dresses that flow through the waist
- Skirts and pants with narrow waistbands or no waistband
- Straight or flared skirts
- Waisted, low-rise or hipster pants
- Straight or flared pants

Don't wear...

- Short tops
- Empire line tops and dresses
- Wide belts
- Pants or skirts with a high waistband

Long Legs, Short Torso

If your legs are longer than your upper body you have a long legged vertical body type...

★Your hipline height is higher than half your full height

- You should also have a high waist -- your waist will be higher than your bent elbow
- You will have a proportionally short torso
- Your bottom will typically be round and high
- You tend to put on weight around your waist, above your waist or on the back of your hips
- You may also be tall - although short people can also be long legged
- Your main style aims are to create visual balance by creating the illusion of a longer mid-torso and shorter legs.

Do wear...

- Design details that draw the eye down, such as border prints on skirts and pants (unless you are short)
- Medium-long to long accessories (unless you are short)
- Skirts and pants in the lighter colors than tops
- Medium-long to long tops (if you are short, no longer than knuckle length)
- Un-tucked tops
- Tops and dresses that flow through the waist
- Skirts and pants with narrow waistbands or no waistband
- Straight and flared skirts
- Low-rise or hipster pants
- Straight and flared pants

Don't wear...

- Focal points that draw the eye upwards
- Pin stripes
- Short tops
- Empire line tops and dresses
- Wide belts
- Pants or skirts with a high waistband
- Tapered pants and skirts

DETERMINE YOUR HORIZONTAL BODY TYPE

Your horizontal shape is the relationship between your chest, waist and hip-line. It is their relative proportion to each other that is important rather than their actual size.

Your horizontal body type is used to identify the clothing styles that will suit you best. Although it is important to note that other factors can change some of these recommendations, such as face shape, neck and shoulder size and prominent features.

Identify your horizontal body shape from the pictures and descriptions below.

To do this assessment, stand in front of a full length mirror. A long straight object such as a long ruler or a broom handle will also be useful to work out whether your hip-line is narrower, wider, or the same width as your bust-line. The easiest way to see this is to hold the ruler under your arm pit and rest it on your hip.

Hourglass Figure

This is known as the perfect body shape. You have an hourglass figure if...

- Your full hip-line and your full bust-line are the same width and your waist is well defined
- You most likely have a balanced body vertical body shape



Inverted Triangle

This is the second best female shape. You have an inverted triangle body shape if...

- You have a proportionally large bust, or you have broad shoulders, or both
- You have narrow hips with a well-defined waist
- You most likely are a long legged vertical body shape with proportionally slim legs
- You may also have a flat bottom



Triangle or Pear Shape Body

The triangle body type is often also referred to as pear-shaped. You have this shape if...

- Your full bust-line is proportionally narrower than your full hip-line and you have a well-defined waist
- You typically have narrow shoulders
- You most likely have a balanced body or short legged vertical body shape
- Your thighs are typically full
- You may also have a full rounded bottom



Rectangle

You have a rectangle body if...

- Your full bust-line and full hip-line are about the same width and you have little waist definition
- Your legs and arms will typically be proportionally slender
- You have a small to medium bust
- You most likely have a balanced body or long legged vertical body shape
- You may also have a flat bottom
- You may have had an hourglass figure when you were younger or slimmer
- You may look shorter and heavier than you really are



Oval

This body shape is also often referred to as an apple shape. You have an oval horizontal body if...

- You have the overall appearance of being round especially around the waist-line
- Your waistline is undefined
- You have a large, low stomach
- You may have “love handles”
- Your hips are wide
- Your upper thighs are full
- You may also have a full bottom or a flat bottom



Diamond

This body shape is also referred to as an apple shape. You have this body shape if...

- Your waist is undefined
- You have a large, high stomach
- You may have “love handles”
- You may also have a full bottom or a flat bottom



DRESS TO FLATTER YOUR FIGURE

Dress To Flatter Your Hourglass Figure

Lucky you! Your hourglass figure is referred to as the ideal body shape.

You have a shapely, balanced figure. Your hips and shoulders are about the same width and you have a well-defined waist. You have plenty of options dressing for your body shape.

Your main style aims are...

...to emphasize your curves, especially your waist, without adding bulk.



Do wear...

- Fitted and semi-fitted clothes
- Soft, clingy, flowing fabrics
- Low to medium-low necklines
- Dresses with defined waistlines
- Straight and gently flared pants
- Straight and gently flared shirts
-

Don't wear...

- Stiff, bulky, fabrics
- Baggy styles
- High necklines (unless you have a small bust)
- Skirts with open pleats
- Very tapered pants

Dress To Flatter Your Inverted Triangle Body Shape

If you have an inverted triangle body shape you are top heavy. You have proportionally broad shoulders, large bust and narrow hips. This body type is also referred to as a v shape upper body. It is the second best female body shape (after the hourglass figure).

Your main style aims are...

...to create the illusion of the perfect hourglass body shape by balancing your lower body to your upper body and to draw attention away from your upper body.



Do wear...

- Flowing fabrics
- Low to medium-low necklines
- Set-in sleeves
- Three-quarter length sleeves
- A good fitting, well-adjusted bra
- Tops and dresses that flow through the waist
- A-line skirts
- Flared pants
-

Don't wear...

- Stiff, bulky, fabrics
- Styles that emphasize your shoulders
- High necklines
- Big collars
- Tapered skirts and pants

Dress To Flatter Your Pear Shape Body

If you have a pear shape body you are bottom heavy. This shape is also called a triangle. You have proportionally narrow shoulders and large hips, with a well-defined waist.

You probably also have a small to medium bust.

Your main style aim is...

...to balance your top half to your bottom half by creating the appearance of a wider upper body.



Do wear...

- Accessories and designs to draw attention to your upper body
- Short-sleeved tops
- Shoulder pads to broaden your shoulders. This may sound very 80s advice, but they really do work. However, they should not be visible
- Medium to high necklines
- Garments to emphasize your waist
- Skirts and dresses that are straight or slightly flared
- Low rise pants to avoid gaping at the waist
- Boot leg and straight pants

Don't wear...

- Baggy garments
- Stiff fabric
- Garments that add bulk to your hips
- Hems or design lines at hip-line
- Open pleats on skirts or pants
- Tapered skirts or pants

Dress To Flatter Your Rectangle Body Shape

As a female with a rectangle body shape you have a straight, boyish body type. Your bust and hips are about the same size and you have an undefined waist. You probably also have a small or medium bust and proportionally slim legs and arms. If you are slim you resemble a ruler. Your main style aims are...

- ...to add curves by: defining your shoulders or, if you are slender, by defining your waist



Do wear...

- Shoulder pads to emphasize your shoulders. This may sound very 80s advice, but they really do work. However, they should not be too large and definitely shouldn't be visible
- Semi-fitted clothes
- If you have firm upper arms, short-sleeves and sleeve-less tops and dresses
- Medium to high necklines
- Dresses that wrap or flow through the waistline
- Straight to gently flared flat-fronted pants
- A-line shirts

Don't wear...

- Clingy fabrics
- Fitted clothes
- Low necklines
- Baggy tops
- Baggy pants
- Narrow skirts

Dress To Flatter Your Apple-Oval Diamond Body Shape

There are two female body shapes that are referred to as an apple body shape these are the oval and the diamond.

With either of these body types you have the overall appearance of being round, especially in your torso area. You have an undefined waist and a large stomach.

The difference between the oval and the diamond shapes is whether your stomach is low (this is the oval shape) or high (this is the diamond shape).

The main style guidelines for both these apple body shapes are the same. Your main style aims are...

...to create the illusion of a longer, inverted triangle body shape. And to draw attention upwards towards your shoulders and face.



Do wear...

- Earrings, necklaces and other focal points designed to draw an observer's eyes up towards your shoulders and face
- Shoulder pads to emphasize your shoulders. This may sound very 80s advice, but they really do work. However, they should not be visible
- Semi-fitted and loose fitting clothes
- Good fitting, well-adjusted bras
- Support underwear
- Tops and bottoms in the same colors
- Low necklines
- Un-tucked tops
- Tops and dresses that flow through the waistline
- Straight flat-fronted pants in soft, flowing fabric
- Straight and slightly flared skirts

Don't wear...

- Clingy fabrics
- Fitted clothes
- Fabric with large patterns
- High necklines
- Large lapels
- Belts
- Tucked-in tops
- Pleats
- Narrow or tapered skirts
- *Narrow or tapered pants*



Body Shape

PROPORTION AND BALANCE

YOUR HEIGHT/VERTICAL MEASUREMENTS

Total height floor to head _____

Height floor to hip _____

YOUR WIDTH/HORIZONTAL MEASUREMENTS

(May be done visually)

Balanced hip and shoulder/bust _____

Wider hip/thigh than shoulder/bust _____

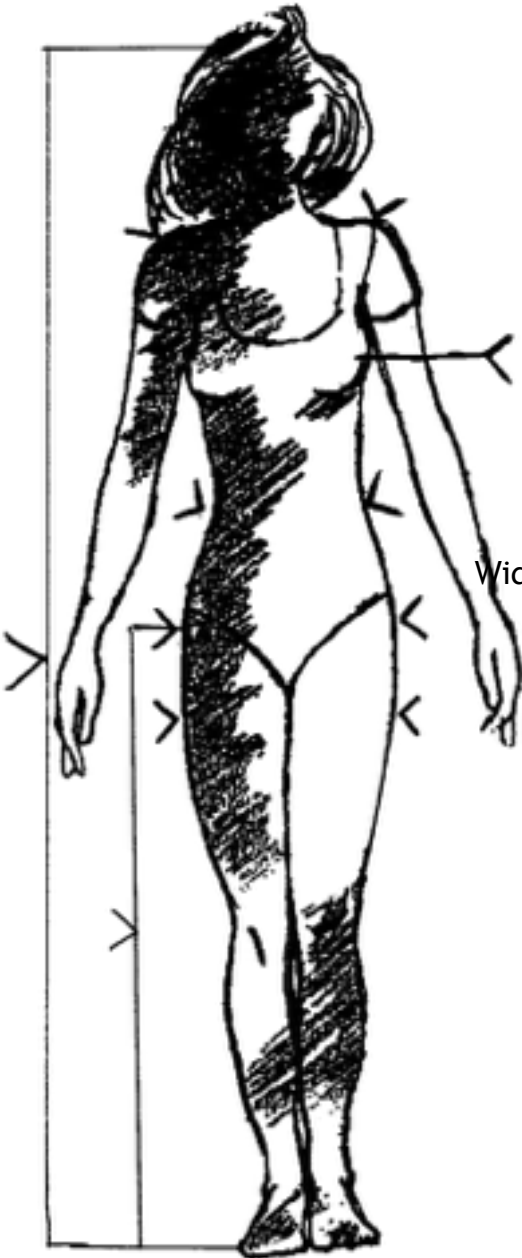
Wider shoulder/bust than hip/thigh _____

My waist curves in a lot _____
(9" smaller than hips/bust)

My waist indents slightly _____

My waist is the same as my hips _____
(within 3")

My waist is the same as my bust _____
(within 3")



WHAT'S YOUR COLOR ANALYSIS?

What is Seasonal Color Analysis?

Seasonal color analysis categorizes people into one of 4 categories...Winter / Summer / Autumn / Spring

The categories are named after the seasons and the colors found together in nature to help you remember the range of colors they include. Your seasonal color range will complement the coloring of your skin, hair and eyes.

Understanding Color

Understanding a few characteristics of color will help you understand your own coloring and help you make more informed color choices when you buy clothes. Attributes of color include it's...

- **Hue** - this is the name of the color?
- **Temperature** - a color can be perceived as cool, warm or neutral. Yellow based colors are perceived as warm, while blue based colors are perceived as cool. Pure colors are neutral- that is neither cool nor warm?
- **Value** - a color can be described as light, medium-light, medium, medium-dark, dark?
- **Intensity** - whether the color appears clear or muted

Your main seasonal color has these attributes and so do clothing colors. When you know your flow sea- son, to determine if an item of clothing is the correct color for you look for colors with attributes that most closely match your seasonal colors' attributes. Keeping this in mind helps if you've forgotten your swatch or the exact color isn't in your swatch.

Seasonal Colors



← **Winter colors** are cool, clear and dark to light intensity. Think of the winter landscape colors. In the low light of winter colors appear darker, but on a bright day with the sun reflecting off snow colors appear pale and icy.

→ **Summer colors** are also cool, but muted and medium-light to medium-dark in value. Think of seeing the landscape through a summer heat haze. The colors are muted, paler versions of Winter's. The light colors are creamy pastel rather than icy.





← **Autumn colors** are warm, muted and medium-light to medium-dark intensity. Think of fall New England landscape colors of rich burnt oranges, reds, golden yellows and sludgy greens.



→ **Spring colors** are also warm, but clear and bright with medium to light intensity. Think of the bright clear colors of spring flowers and the new season's clear, bright green shoots.

Extending Seasonal Color Analysis for More Color Choices

With the infinite variety of each unique person's coloring some people don't fit neatly into one season. So most Image Consultants now use a refined version of the original seasonal color analysis called flow seasonal color analysis.

Flow color analysis categorizes a person as one of 12 flow categories. It recognizes that a person may have coloring characteristics from more than one season. A person still has one primary season, but also has elements of another season—the flow season. The flow season color range takes this into account.

For example, a woman who has dark black-brown hair, dark brown eyes and an olive skin will be mainly winter, but flow towards autumn. She will be a deep winter. The deep winter swatch includes all the main winter colors and some of the autumn range such as olive and khaki to complement her skin.

Flow Seasonal Color Analysis

This diagram shows the 12 flow categories and their relationships to the seasonal categories.

Flow names reflect the "look" of the flow...

Cool - Winter or Summer with cool skin, hair and eyes

Warm - Autumn or Spring with warm skin, hair and eyes

Clear - Winter or Spring with stunning eyes. Many celebrities are Clears

Deep - Winter or Autumn with dark hair and eyes and warm skin

Light - Summer or Spring. Light skin, hair and eyes

Soft - Summer or Autumn. Either velvety/chocolaty looking, "heavy" neutral looking or light neutral looking

