

Personal Impact Guide To

WARDROBE WIZARDRY

working magic in your closet



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ACKNOWLEDGEMENTS

The '*did you know*' factoids in this publication are for general interest only. Many have not been confirmed as fact. Some of the factoids represented in this publication were found on the following website.

Morbid Outlook

http://www.morbidoutlook.com/fashion/historical/2001_01_fashiontrivia.html

Some of the information in this publication has been adapted from the work of *Colette Michelle & Nancy Nix-Rice, Wardrobe 101, Getting Your Closet Under Control*
Karen Brunger, Wardrobe Workbook

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Special Thank You to *Sharon, Aysia and Rob*

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INTRODUCTION



Make-up and fashion have been my passion ever since I was a little girl. Growing up one of my favourite things to do was play dress-up in my mother's clothes. My friend's mother was the local Avon Lady (as they were called in the 1960s). One day my friend showed me her mother's make-up kit. Fascinated by all the colours and textures, we decided to try them out. With the make-up and clothes, our looks were complete! I was in heaven. At least until our mothers found out.

Over the years, my interest in personal presence expanded. What is it that makes some people stand out? Is it just make-up and clothing or is there more to it? The search for these answers took me on a journey down many roads over the years. I became fascinated by image and

perception. Following my passion, I completed the John Casablancas Professional Modeling Program, the Vancouver Community College Esthetician School Program, the John Casablancas Professional Make-up Artistry Diploma as well as the Marketing & Public Relations Program at the British Columbia Institute of Technology (BCIT). Combining all my talents and interests, I was honoured to become the first certified image professional (AICI, CIP) in Western Canada through the Association of Image Consultants International.

As the founder of Personal Impact, Image Management, I have over 25 years experience in the arena of Personal Appearance, Personal Branding and Professional Marketing. My clientele is varied and ranges from stay-at-home moms to business executives. I offer a broad range of experience and in-depth knowledge to men and women of all ages in all industries. I am committed to helping others improve their quality of life through self-awareness, personal change and affirmative growth.

In today's fast paced world, there is no second chance to make a good first impression. Even though most of us would like to be judged solely on our merit, our ability and our personality, the reality is that we are initially judged by the image we present. And this perception will affect how others react and respond to us. I have learned that anyone can have a great image and presence. With a little tweaking in one or more of the areas that represent personal image, you can make a more positive impact on others.

There are 8 special reports in this series that cover personal care, make-up, wardrobe planning, business dress, dining etiquette, communication and manners. Throughout this series, I will show you how to reach your personal and professional best in an upbeat, non-threatening manner. I hope you enjoy learning about these topics as much as I enjoy teaching them.

WELCOME TO WARDROBE WIZARDRY WORKING MAGIC IN YOUR CLOSET

As an image consultant, I have seen a lot of closets. Some people have extensive racks of clothes while others have fewer outfits. Despite the size of the wardrobe, I see similar patterns in almost every closet. We tend to wear about 10% of our clothing 100% of the time.

Each season we start off with great intentions for our wardrobe. But once we get into the stores we are overwhelmed by the choices, or lack of... Frustrated, we make our purchases without knowing how these items will be incorporated into our lifestyle or our existing wardrobe. We hang the items in our closet. Then each time we get dressed we bypass these items for various reasons. Sound familiar?

Wardrobe planning and shopping doesn't have to be frustrating or costly. All you need is a carefully chosen, simple wardrobe. Before you go shopping, analyze your body-shape, your personality, your lifestyle and your desired image. Take inventory of your closet to see what works and what doesn't. Then determine what's needed to complete your wardrobe. 'Wardrobe Wizardry, Working Magic in Your Closet', provides step-by-step strategies that will help you shop smart and look great!

ANALYZE YOU

Think about your age, body shape, personality and how you spend your time. This will help you decide where to shop and what to look for. Use the following 'lifestyle audit' worksheet to determine your wardrobe needs. Which activities are included in your lifestyle and how often do you dress for these activities? Does this change seasonally (warm months vs. cool months), or remain the same?

Lifestyle Category	Activity Descriptions	# of Wears Per Week Warm Months	# of Wears Per Week Cool Months	What would you normally wear?
Career				
Volunteer & Community Work				
Homemaking & Parenting, etc.				
Daytime - Social family & friends, religious service, shopping				
Casual Activities hobbies, crafts, gardening, etc.				
Fitness & Play sports, beach, workout				
Leisure Time TV, personal care, lounging, reading				
Evening – Social friends & family business socials				
Special Occasions formal events, festive occasions, weddings				

PERCEPTION IS EVERYTHING

Now determine how you would like to be perceived by filling in the 'Desired Image' column. We begin with your career and then move on to your social and personal life. The 'Clothing Suggestions' column offers some ideas on how you can dress to create your desired image. Through self analysis, determine if you are already achieving your ideal image goals. If you are uncertain, ask a friend or colleague.

Desired Image ~ How would you like to be perceived?	CAREER Clothing Suggestions <small>*SEE 'UPWARDLY MOBILE CLOTHING FOR UPWARDLY MOBILE MEN / WOMEN' EBOOK FOR MORE DETAILS</small>	Are You Achieving This?
<input type="checkbox"/> Traditional <input type="checkbox"/> Formal <input type="checkbox"/> Authoritative <input type="checkbox"/> Influential <input type="checkbox"/> Credible <input type="checkbox"/> Precise <input type="checkbox"/> Consistent <input type="checkbox"/> Conservative <input type="checkbox"/> Classic <input type="checkbox"/> Powerful	<p>Business – Formal Tailored style business suits with coordinating shirt or blouse and appropriate accessories</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Skirt suit / blouse / skin-tone hosiery / pumps ▪ Pant suit / dress shirt / tie / lace up dress shoes <p>Colours, Fabrics and Styles</p> <ul style="list-style-type: none"> ▪ Neutrals and muted colours / Solid colours, small prints & patterns ▪ Classic styles / Quality construction / Avoid extremes ▪ Outer layers (pants, skirts and jackets) - structured fabrics, tailored designs & matte finishes ▪ Tops - modest styles / refined fabrics ▪ Shoes – leather or suede, classic styles, thin soles, neutral colours 	
<input type="checkbox"/> Contemporary <input type="checkbox"/> Less formal <input type="checkbox"/> Informal <input type="checkbox"/> More relaxed <input type="checkbox"/> Flexible <input type="checkbox"/> Capable <input type="checkbox"/> Functional <input type="checkbox"/> Easy-going <input type="checkbox"/> Business Casual <input type="checkbox"/> Receptive	<p>Business - Casual Less Formal (Smart Business) Blazer or sport coat with coordinated business separates & accessories.</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Sport coat / turtleneck / slacks / thin-sole shoes ▪ Sport coat / dress shirt / slacks / thin-sole shoes ▪ Blazer / A-line skirt / fine-knit top / dress boots <p>Informal (Business Casual) 2+ piece business coordinated business separates</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Blouse / dress pants / dress boots ▪ Fine-knit sweater / straight skirt / pumps ▪ Turtleneck sweater / slacks / belt / slip-on thin soled shoes ▪ Dress shirt / tie / slacks / belt / thin-sole shoes <p>Colours, Fabrics and Styles</p> <ul style="list-style-type: none"> ▪ Avoid Extreme styles / colours / prints & patterns ▪ Outer layers (pants, skirts and jackets) - structured fabrics, tailored designs & matte finishes ▪ Tops - modest styles / refined fabrics ▪ Shoes – leather or suede, classic styles, thin soles, neutral colours 	

<input type="checkbox"/> Very Casual <input type="checkbox"/> Artistic <input type="checkbox"/> Relaxed <input type="checkbox"/> Unofficial <input type="checkbox"/> Comfortable <input type="checkbox"/> Task Oriented <input type="checkbox"/> Free & Easy <input type="checkbox"/> Unstructured <input type="checkbox"/> No fuss	<p>Casual - Work Casual clothing, creative combinations & athletic wear</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Jeans / t-shirt / sweat shirt / work boots ▪ Skirt / boots / blouse / accessories ▪ Cords / sweater / high heels / accessories <p>Colours, Fabrics and Styles</p> <ul style="list-style-type: none"> ▪ Fabrics - denim, corduroy, cotton knit, fleece, fashion fabrics & colours ▪ Shoes and Boots – function, fashion and fads 	
---	--	--

Desired Image ~ How would you Like to be perceived?	SOCIAL & PERSONAL Clothing Suggestions	Are You Achieving This?
<input type="checkbox"/> Chic <input type="checkbox"/> Well-dressed <input type="checkbox"/> Sophisticated <input type="checkbox"/> Classy <input type="checkbox"/> Put-together <input type="checkbox"/> Appropriate <input type="checkbox"/> Fashionable <input type="checkbox"/> Current	<p>Social - Upscale Put-together outfits suited to personality and lifestyle goals</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Dress pants / blouse / accessories ▪ Dress / high heels / accessories ▪ Blazer / slacks / light weight mock neck sweater / accessories ▪ Suit / polo style shirt / accessories <p>Colours, Fabrics and Styles</p> <ul style="list-style-type: none"> ▪ Colours that enhance personal colouring ▪ Upscale accessorized coordinates ▪ Clothes & accessories – fashionable, trendy or classic ▪ Fabrics – classic, refined & fashion forward ▪ Good condition & quality construction ▪ Shoes – fashion and classic styles 	
<input type="checkbox"/> Coordinated <input type="checkbox"/> Functional <input type="checkbox"/> Groomed <input type="checkbox"/> Comfortable <input type="checkbox"/> Relaxed <input type="checkbox"/> Easygoing	<p>Social - Upscale Casual Relaxed, coordinated outfits suited to personality and lifestyle</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Semi-casual dress / denim jacket / coordinating shoes / accessories ▪ Jeans / fine knit top / sport coat / dress boots ▪ Chinos / polo style shirt / coordinating shoes <p>Colours, Fabrics and Styles</p> <ul style="list-style-type: none"> ▪ Colours that enhance personal colouring ▪ Accessorized casual clothing ▪ 2+ piece relaxed coordinated separates ▪ Mixture of upscale and casual for a put-together casual look ▪ Mixture of casual and refined fabrics and designs ▪ Classic and fashion accessories 	

<ul style="list-style-type: none"> <input type="checkbox"/> Task oriented <input type="checkbox"/> Free & easy <input type="checkbox"/> Functional <input type="checkbox"/> Uninhibited <input type="checkbox"/> Care-free <input type="checkbox"/> Unstructured <input type="checkbox"/> Comfortable <input type="checkbox"/> No fuss 	<p>Casual, Fitness & Play Casual clothing, athletic wear, beach wear</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Jeans / sweatshirt / hiking boots ▪ Jogging suit / t-shirt / sneakers ▪ Shorts / t-shirt / flip-flops <p>Colours, Fabrics and Styles</p> <ul style="list-style-type: none"> ▪ Washable, no-worry clothing ▪ Old favourites ▪ Comfort and function over fashion 	
<ul style="list-style-type: none"> <input type="checkbox"/> Formal <input type="checkbox"/> Elegant <input type="checkbox"/> Debonair <input type="checkbox"/> Glamorous <input type="checkbox"/> Elaborate <input type="checkbox"/> Refined 	<p>Special Occasions - Formal Dress & Formal Wear</p> <p>Examples</p> <ul style="list-style-type: none"> ▪ Cocktail dress / high heels / accessories ▪ Dress suit / dress shoes / accessories ▪ Evening gown / evening shoes / jewels ▪ Dark suit / French cuffs / cufflinks / tie / dress shoes ▪ Tuxedo / dress shirt / accessories / dress shoes <p>Colours, Fabrics and Styles</p> <ul style="list-style-type: none"> ▪ Colours that enhance personal colouring ▪ Refined fabric, jewels, glitz 	
<ul style="list-style-type: none"> <input type="checkbox"/> Unstructured <input type="checkbox"/> Comfortable <input type="checkbox"/> Relaxed <input type="checkbox"/> Cozy 	<p>Lounge & Sleep</p> <ul style="list-style-type: none"> ▪ Comfortable clothing and sleep wear ▪ Pajamas ▪ Caftan ▪ Robe ▪ Lounge wear 	

IMAGE MAKERS

It's the little things that stand out the most. Perception is important, so consider the following before heading out of the house.

- Dress according to the occasion and your purpose
- Choose clothes that fit well and alter when necessary
- Make sure clothing is neat, clean and in good condition
- Wear sandals with bare feet, not hosiery
- Always wear appropriate undergarments, but make sure they're not visible
- Avoid panty-lines
- Cover skin appropriately for the activity
- Dress to flatter body shape and personal colouring
- Make sure shoes are clean, polished and in good condition
- Coordinate your accessories with the style and colour of clothing
- Choose quality, leather or suede, shoes and boots
- For a more refined look, choose thinner soled shoes
- Make sure your shoes are the same tone or darker than your pant hemline
- Wear neutral toned hosiery that blends with your hemline
- For a more casual look, thicker socks and hosiery are acceptable
- Make sure your socks cover your shins when sitting (no skin showing)
- Wear a watch that is classic analogue style for a polished look
- Match metals to metals

Women

- Wear open-toed shoes with sheer sandal-foot hosiery or bare feet (not socks)
- Choose handbags that are the same colour or lighter than shoes coordinating with the outfit
- For a smoother look, wear a camisole under a blouse

Men

- Wear braces (suspenders) and belts separately, not together
- For a smoother look, wear an undershirt under a dress shirt
- Match leathers to leathers

Did You Know?

Up until the 13th century, Europeans did not use buttons. Clothing was fastened by strings, pins and belts.

CLOSET AUDIT CHECKLIST

Now that you've established which styles of clothing and categories fit your weekly activities and desired image, it's time to evaluate your wardrobe. Auditing your closet will help you get organized and fill in the gaps.

Wardrobe Evaluation

Remove everything from your closet & drawers. This includes shoes and accessories. Next, create four areas for the following: **Discards, Maybes, Sentiments & Keepers.**

Discard Pile

Be ruthless! This pile should include the following:

- Not appropriate for lifestyle needs and/or desired image
- Doesn't fit
- Not your Color
- Worn out
- Outdated
- Not flattering
- Not worn during last appropriate season (last winter, last summer)
- Just not you...

You may have more 'discards' than 'keepers'. Don't worry. A great wardrobe is based on quality not quantity.

Examine each item in the 'Discard Pile' to determine if it may be saved.

- Can it be altered?
- Can it be dyed?
- Can it be restyled?
- Can it be restored?
- Will it *realistically* be worn (if & when?)
- Does it have sentimental value?

Did You Know?

In Early Ireland, fabric dying was considered a magical process performed by women. Men were not allowed to watch or participate.

Maybe Pile

The Maybe Pile contains 'discards' with possibilities. Move clothing that may be fixed, restored, dyed or restyled to this pile.

- Make changes to the garment before it is returned to the closet
- If changes are not made in a timely fashion the item should be discarded
- Once the changes have been made, the items can be incorporated back into your wardrobe

Sentimental Pile

The Sentimental Pile contains 'discards' that:

- have sentimental value but will not likely be worn again
- Are not currently worn, but will be worn when...
- This pile should be stored separately from your 'keepers'

Keeper Pile

This pile contains everything you want to keep that works for you. Consider your image goals when creating this pile.

Inspect your 'keepers' for:

- Alterations
- Repairs
- Cleaning

All clothing should be clean and pressed. Make any needed repairs (*missing buttons, pulled hems, etc.*) before placing items back in the closet.

Closet Organization

Hang everything back in your closet. Organize clothing by:

1. Time of Year:

- Warm Months
- Cool Months

2. Wardrobe Categories:

- Business (formal & casual)
- Social (Upscale & upscale casual)
- Special Occasions
- Casual / Fitness & Play
- Lounge & Sleepwear

Note: Any clothing categories that are mixed and matched may be hung together.

3. Item:

- Jackets
- Bottoms (pants & skirts)
- Tops
- Dresses

4. Colour:

- Neutrals (dark → light)
- Colour (blue, red, yellow, etc.)
- Dullest to brightest (dull red → bright red)

Accessories and Shoes: Organize these items in the same way.

Additional Recommendations:

- To avoid creasing, leave breathing space between items
- Use racks designed for scarves, belts & ties

COMPLETE YOUR WARDROBE... FIRST

Before you shop, look through your wardrobe. Think about what you already have and how to build on it. Follow these steps and use the planner below to determine the versatility of each item in your 'keepers' pile.

- ☑ Take each garment one at a time starting with outer layers, i.e. jackets and vests. See how many complete outfits you can create by mixing and matching your 'keepers'.
- ☑ Try on each combination in natural light to make sure the styles, colours, fabrics and textures work together.
- ☑ If an outfit needs something added to make it appear complete, make a note in the 'needed' column.
- ☑ Each 'keeper' should be able to be worn in one or more combinations. The more versatile the garment, the better it is. If it turns out to be a stray item, it's time to evaluate if the item truly is a 'keeper'. If determined to be a "keeper", plan to build a wardrobe capsule (see page 22) that will incorporate this item.
- ☑ This planner will also help you to determine which garments are so versatile you can't live without them. You may want to have more than one of these garments... *just in case.*

Did You Know?
You can easily keep track of your wardrobe combinations by taking pictures of each combination and creating a scrapbook.

~~~~~

**Season: Spring/ Summer**  **Fall/ Winter**  **All Season**

**Key Garment:** Black Blazer

| Outfit # | Clothing Category      | Garment                  | Garment             | Shoes                    | Belts & Handbags        | Accessories                                                | Needed                                            |
|----------|------------------------|--------------------------|---------------------|--------------------------|-------------------------|------------------------------------------------------------|---------------------------------------------------|
| 1        | <i>Business Formal</i> | <i>Black Dress Pants</i> | <i>Red Shell</i>    | <i>Black Dress Boots</i> | <i>Black Brief Case</i> | <i>Silver Earrings,<br/>Silver Watch<br/>Black Hosiery</i> | <i>Black Belt</i>                                 |
| 2        | <i>Business Casual</i> | <i>Camel Dress Pants</i> | <i>White Shell</i>  | <i>Black Pumps</i>       | <i>Black Brief Case</i> | <i>Silver Earrings<br/>Silver Watch<br/>Nude Hosiery</i>   | <i>Black/ Camel/<br/>White and<br/>grey scarf</i> |
| 3        | <i>Upscale Casual</i>  | <i>Blue Jeans</i>        | <i>White Blouse</i> | <i>Black Dress Boots</i> | <i>Black Handbag</i>    | <i>Silver Necklace<br/>Silver / Black Onyx<br/>Ring</i>    | <i>Silver Hoop<br/>Earrings</i>                   |
|          |                        |                          |                     |                          |                         |                                                            |                                                   |
|          |                        |                          |                     |                          |                         |                                                            |                                                   |

(See page 27 for blank form)

## DETERMINE WHAT'S MISSING

Now that you have analyzed your lifestyle, your desired image, your wardrobe and the versatility of your existing wardrobe, it's time to fill in your wardrobe gaps. Start with one lifestyle category such as career. Once you have your wardrobe for the selected category under control, move onto the next. Over time you will have a great wardrobe in all your lifestyle categories. Not every category will need work. For example 'Gardening' may be an activity where you don't care how you are perceived. Mismatched grubbies will do (*No need to enhance this category, unless you don't own enough grubbies*).

Knowing what you need to purchase is assessed by how often you wear a particular type of garment. Ideally you want enough items to dress for two full weeks without repeats.

The wardrobe planning exercise below has been divided into 5 lifestyle categories:

- Career
- Social
- Casual, Fitness & Play
- Special Occasions
- Lounge & Sleep

### *Did You Know?*

*Ready made clothing  
wasn't the norm in the U.S.  
until the civil war.*

Work through the sections that relate to your weekly lifestyle activities. Base your answers on the desired image perceptions you checked off (*page 4 – 6*).

1. Check off the appropriate clothing items
2. Fill in how many times per week you wear each item. For example: Monday, Tuesday, Wednesday = 3 wears
3. Fill in how many of these items you have in your closet
4. Calculate how many more of these items you need in order to meet your weekly requirements without repeats for at least two weeks.

## SHOPPING LIST FOR WOMEN

### Career Activities

| <b>Business- Formal</b><br># of Days per Week <input type="checkbox"/>                                                            | <b>Clothing Items</b>                    | <b>Ideal # of<br/>Wears per<br/>Week</b> | <b># I Have</b> | <b># to Buy</b> |
|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|------------------------------------------|-----------------|-----------------|
| Matched Business Suits<br>Fabrics – Solid, Small Prints<br>Coordinating colours & neutrals<br>Coordinating shoes & accessories    | Matched Pant Suit                        | _____                                    | _____           | _____           |
|                                                                                                                                   | Matched Skirt Suit                       | _____                                    | _____           | _____           |
|                                                                                                                                   | Matched Dress / Jacket                   | _____                                    | _____           | _____           |
|                                                                                                                                   | Blouses / Tops / Lightweight<br>Sweaters | _____                                    | _____           | _____           |
|                                                                                                                                   | Shoes                                    | _____                                    | _____           | _____           |
|                                                                                                                                   | Belts                                    | _____                                    | _____           | _____           |
| <b>Image Perceptions</b>                                                                                                          | Accessories & Jewelry                    | _____                                    | _____           | _____           |
| Traditional, Formal<br>Authoritative, Influential<br>Powerful, Consistent<br>Credible, Classic, Precise<br>Consistent, Dependable | Appropriate Undergarments                | _____                                    | _____           | _____           |
|                                                                                                                                   | Hosiery                                  | _____                                    | _____           | _____           |
|                                                                                                                                   | Appropriate Outerwear                    | _____                                    | _____           | _____           |
|                                                                                                                                   | Attaché Case                             | _____                                    | _____           | _____           |
|                                                                                                                                   | _____                                    | _____                                    | _____           | _____           |

| <b>Business- Casual</b><br># of Days per Week <input type="checkbox"/>                                                             | <b>Clothing Items</b>                   | <b>Ideal # of<br/>Wears per<br/>Week</b> | <b># I Have</b> | <b># to Buy</b> |
|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------------------|-----------------|-----------------|
| Coordinated Business Separates &<br>Accessories – 2+ pieces<br>Smart Casual to Business Casual                                     | Blazers                                 | _____                                    | _____           | _____           |
|                                                                                                                                    | Dress Pants / Slacks                    | _____                                    | _____           | _____           |
| Coordinating Shoes & Accessories<br>Coordinated Business Separates &<br>Accessories – 2+ pieces<br>Smart Casual to Business Casual | Skirts                                  | _____                                    | _____           | _____           |
|                                                                                                                                    | Blouses / Shirts / Lightweight<br>knits | _____                                    | _____           | _____           |
| <b>Image Perceptions</b>                                                                                                           | Vests / Cardigans                       | _____                                    | _____           | _____           |
|                                                                                                                                    | Shoes / Dress Boots                     | _____                                    | _____           | _____           |
| Contemporary<br>Less-formal / Informal<br>More Relaxed, Flexible<br>Capable, Responsive<br>Receptive, Functional                   | Belts                                   | _____                                    | _____           | _____           |
|                                                                                                                                    | Accessories / Jewelry                   | _____                                    | _____           | _____           |
|                                                                                                                                    | Appropriate Undergarments               | _____                                    | _____           | _____           |
|                                                                                                                                    | Hosiery                                 | _____                                    | _____           | _____           |
|                                                                                                                                    | Appropriate Outerwear                   | _____                                    | _____           | _____           |
|                                                                                                                                    | Attaché Case                            | _____                                    | _____           | _____           |

| <b>Casual - Work</b>      |                                  | <b>Clothing Items</b>           | <b>Ideal # of Wears per Week</b> | <b># I Have</b> | <b># to Buy</b> |
|---------------------------|----------------------------------|---------------------------------|----------------------------------|-----------------|-----------------|
| <b># of Days per Week</b> |                                  |                                 |                                  |                 |                 |
|                           | Casual Clothing, Athletic Wear   | Jeans / Cords / Casual Pants    | _____                            | _____           | _____           |
|                           | Creative Combinations            | Casual Skirts / Fashion Skirts  | _____                            | _____           | _____           |
|                           | Comfort & Function               | Jogging Pants                   | _____                            | _____           | _____           |
|                           | Artistic combinations & Fads     | Jogging Suits                   | _____                            | _____           | _____           |
|                           |                                  | Casual Tops / Fashion Tops      | _____                            | _____           | _____           |
|                           |                                  | Sweatshirts / Casual Sweaters   | _____                            | _____           | _____           |
|                           | <b>Image Perceptions</b>         | Jackets (casual / fads / denim) | _____                            | _____           | _____           |
|                           | Artistic or Task Oriented        | Footwear                        | _____                            | _____           | _____           |
|                           | Unofficial, Free & Easy, No Fuss | Footwear                        | _____                            | _____           | _____           |
|                           | Functional, No Worry             | Footwear                        | _____                            | _____           | _____           |
|                           | Care Free, Unstructured          | Underwear                       | _____                            | _____           | _____           |
|                           | Comfortable, Relaxed             | Outerwear                       | _____                            | _____           | _____           |
|                           |                                  |                                 | _____                            | _____           | _____           |
|                           |                                  |                                 | _____                            | _____           | _____           |
|                           |                                  |                                 | _____                            | _____           | _____           |

## Social Activities

| Upscale                                                |  | Clothing Items                       | Ideal # of Wears per Week | # I Have | # to Buy |
|--------------------------------------------------------|--|--------------------------------------|---------------------------|----------|----------|
| # of Days per Week                                     |  |                                      |                           |          |          |
| Upscale accessorized coordinates                       |  | Dress Pants / Slacks                 | _____                     | _____    | _____    |
| Suited to personality style                            |  | Skirts                               | _____                     | _____    | _____    |
| Clothes & accessories – classic, fashionable or trendy |  | Dresses                              | _____                     | _____    | _____    |
| Fabrics –refined & fashion                             |  | Blouses / Shirts / Lightweight knits | _____                     | _____    | _____    |
|                                                        |  | Blazers / Wraps                      | _____                     | _____    | _____    |
|                                                        |  | Vests / Cardigans                    | _____                     | _____    | _____    |
|                                                        |  | Shoes / Dress Boots                  | _____                     | _____    | _____    |
|                                                        |  | Belts                                | _____                     | _____    | _____    |
|                                                        |  | Accessories & Jewelry                | _____                     | _____    | _____    |
|                                                        |  | Appropriate Undergarments            | _____                     | _____    | _____    |
|                                                        |  | Hosiery                              | _____                     | _____    | _____    |
|                                                        |  | Appropriate Outerwear                | _____                     | _____    | _____    |
|                                                        |  | Handbag / Purse                      | _____                     | _____    | _____    |
|                                                        |  |                                      | _____                     | _____    | _____    |

| Upscale Casual                 |  | Clothing Items              | Ideal # of Wears per Week | # I Have | # to Buy |
|--------------------------------|--|-----------------------------|---------------------------|----------|----------|
| # of Days per Week             |  |                             |                           |          |          |
| Relaxed, Coordinated Separates |  | Slacks / Jeans / Cords      | _____                     | _____    | _____    |
| Mixture of upscale & casual    |  | Skirts                      | _____                     | _____    | _____    |
| Put together casual            |  | Blouses / Shirts            | _____                     | _____    | _____    |
| Coordinated Accessories        |  | Tops / T-shirts / Sweaters  | _____                     | _____    | _____    |
|                                |  | Vests / Cardigans / Blazers | _____                     | _____    | _____    |
|                                |  | Shoes / Boots               | _____                     | _____    | _____    |
|                                |  | Belts                       | _____                     | _____    | _____    |
|                                |  | Accessories & Jewelry       | _____                     | _____    | _____    |
|                                |  | Undergarments               | _____                     | _____    | _____    |
|                                |  | Hosiery                     | _____                     | _____    | _____    |
|                                |  | Outerwear                   | _____                     | _____    | _____    |
|                                |  | Handbag / Purse             | _____                     | _____    | _____    |
|                                |  |                             | _____                     | _____    | _____    |



### Special Occasions

| Special Occasion<br># of Days per Month <input type="text"/>                                               | Clothing Items          | Ideal # of Wears per Month | # I Have | # to Buy |
|------------------------------------------------------------------------------------------------------------|-------------------------|----------------------------|----------|----------|
| Shiny, Silks, Satin,<br>Jersey, Velveteen, Sparkle<br>Coordinating Shoes, Accessories,<br>Jewelry, Hosiery | Cocktail Dress          | _____                      | _____    | _____    |
|                                                                                                            | 2 Piece Skirt & Top     | _____                      | _____    | _____    |
|                                                                                                            | Ball Gown               | _____                      | _____    | _____    |
|                                                                                                            | Dressy Suit             | _____                      | _____    | _____    |
| <b>Image Perceptions</b><br>Formal, Elegant<br>Dressy, Glamorous<br>Elaborate, Refined                     | Dress Shoes             | _____                      | _____    | _____    |
|                                                                                                            | Undergarments           | _____                      | _____    | _____    |
|                                                                                                            | Hosiery                 | _____                      | _____    | _____    |
|                                                                                                            | Jewelry / Accessories   | _____                      | _____    | _____    |
|                                                                                                            | Purse                   | _____                      | _____    | _____    |
|                                                                                                            | Outerwear / Wrap / Cape | _____                      | _____    | _____    |
|                                                                                                            | _____                   | _____                      | _____    | _____    |
|                                                                                                            | _____                   | _____                      | _____    | _____    |
|                                                                                                            | _____                   | _____                      | _____    | _____    |
|                                                                                                            | _____                   | _____                      | _____    | _____    |
| _____                                                                                                      | _____                   | _____                      | _____    |          |

### Lounging & Sleep

| Lounge & Sleep<br># of Days per Week <input type="text"/> | Clothing Items    | Ideal # of Wears per Week | # I Have | # to Buy |
|-----------------------------------------------------------|-------------------|---------------------------|----------|----------|
| Comfortable clothing for home                             | Pajamas / Caftans | _____                     | _____    | _____    |
|                                                           | Home Footwear     | _____                     | _____    | _____    |
| <b>Image Perceptions</b><br>Relaxation, Lounge, Sleep     | Robes             | _____                     | _____    | _____    |

### Those Little Extras

| Added Accessories:                         | Item       | Ideal # of Wears per Week | # I Have | # to Buy |
|--------------------------------------------|------------|---------------------------|----------|----------|
| Completes an outfit or Wardrobe<br>Capsule | Hats       | _____                     | _____    | _____    |
|                                            | Scarves    | _____                     | _____    | _____    |
|                                            | Gloves     | _____                     | _____    | _____    |
|                                            | Shape Wear | _____                     | _____    | _____    |

## SHOPPING LIST FOR MEN

### Career Activities

| Business- Formal<br># of Days per Week <input type="checkbox"/> | Clothing Items                | Ideal # of<br>Wears per<br>Week | # I Have | # to Buy |
|-----------------------------------------------------------------|-------------------------------|---------------------------------|----------|----------|
| Matched Business Suits                                          | Matched Pant Suit             | _____                           | _____    | _____    |
| Fabrics – Solid, Small Prints                                   | Dress Shirts                  | _____                           | _____    | _____    |
| Coordinating colours & neutrals                                 | Lightweight Sweaters / Polo's | _____                           | _____    | _____    |
| Coordinating shoes & accessories                                | Waistcoat / Vest              | _____                           | _____    | _____    |
|                                                                 | Shoes                         | _____                           | _____    | _____    |
|                                                                 | Belts & Braces                | _____                           | _____    | _____    |
|                                                                 | Ties                          | _____                           | _____    | _____    |
| <b>Image Perceptions</b>                                        | Accessories & Jewelry         | _____                           | _____    | _____    |
| Traditional, Formal                                             | Appropriate Undergarments     | _____                           | _____    | _____    |
| Authoritative, Influential                                      | Socks                         | _____                           | _____    | _____    |
| Powerful, Consistent                                            | Appropriate Outerwear         | _____                           | _____    | _____    |
| Credible, Classic, Precise                                      | Attaché Case                  | _____                           | _____    | _____    |
| Consistent, Dependable                                          |                               | _____                           | _____    | _____    |

| Business- Casual<br># of Days per Week <input type="checkbox"/> | Clothing Items                | Ideal # of<br>Wears per<br>Week | # I Have | # to Buy |
|-----------------------------------------------------------------|-------------------------------|---------------------------------|----------|----------|
| Coordinated Business Separates & Accessories – 2+ pieces        | Blazers / Sport coat          | _____                           | _____    | _____    |
| Smart Casual to Business Casual                                 | Trousers / Slacks             | _____                           | _____    | _____    |
| Coordinating Shoes & Accessories                                | Dress Shirts                  | _____                           | _____    | _____    |
| * When sport coat isn't worn, shirts / tops must be collared    | Lightweight Sweaters / Polo's | _____                           | _____    | _____    |
|                                                                 | Waistcoat / Vests / Cardigans | _____                           | _____    | _____    |
|                                                                 | Shoes                         | _____                           | _____    | _____    |
| <b>Image Perceptions</b>                                        | Belts & Braces                | _____                           | _____    | _____    |
| Contemporary                                                    | Ties                          | _____                           | _____    | _____    |
| Less-formal / Informal                                          | Accessories & Jewelry         | _____                           | _____    | _____    |
| More Relaxed, Flexible                                          | Appropriate Undergarments     | _____                           | _____    | _____    |
| Capable, Responsive                                             | Socks                         | _____                           | _____    | _____    |
| Receptive, Functional                                           | Appropriate Outerwear         | _____                           | _____    | _____    |
|                                                                 | Attaché Case                  | _____                           | _____    | _____    |

| <b>Casual – Work</b>             |  | <b>Clothing Items</b>         | <b>Ideal # of Wears per Week</b> | <b># I Have</b> | <b># to Buy</b> |
|----------------------------------|--|-------------------------------|----------------------------------|-----------------|-----------------|
| <b># of Days per Week</b>        |  |                               |                                  |                 |                 |
| Casual Clothing, Athletic Wear   |  | Jeans / Casual Pants          | _____                            | _____           | _____           |
| Creative Combinations            |  | Jogging Pants                 | _____                            | _____           | _____           |
| Comfort & Function               |  | Jogging Suits                 | _____                            | _____           | _____           |
| Artistic combinations & Fads     |  | Casual Tops / Fashion Tops    | _____                            | _____           | _____           |
|                                  |  | Sweatshirts / Casual Sweaters | _____                            | _____           | _____           |
|                                  |  | Fleece Jackets                | _____                            | _____           | _____           |
| <b>Image Perception</b>          |  |                               |                                  |                 |                 |
| Artistic or Task Oriented        |  | Footwear                      | _____                            | _____           | _____           |
| Unofficial, Free & Easy, No Fuss |  | Footwear                      | _____                            | _____           | _____           |
| Functional, No Worry             |  | Footwear                      | _____                            | _____           | _____           |
| Care Free, Unstructured          |  |                               | _____                            | _____           | _____           |
| Comfortable, Relaxed             |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |
|                                  |  |                               | _____                            | _____           | _____           |

## Social Activities

| Upscale<br># of Days per Week <input type="checkbox"/>                                                                                                                                                                    | Clothing Items                                   | Ideal # of<br>Wears per<br>Week | # I Have | # to Buy |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------|----------|----------|
| Upscale accessorized coordinates<br>Suited to personality style<br>Clothes & accessories – classic,<br>Refined, fashionable, edgy or<br>trendy<br>Fabrics – classic, refined, fashion<br>Quality fabrics and construction | Blazers / Sport Coats                            | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Dress Pants / Slacks                             | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Dress Shirts                                     | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Light weight knit tops / T-<br>shirts / Sweaters | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Vests / Cardigans                                | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Shoes / Dress Boots                              | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Belts & Braces                                   | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Ties                                             | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Accessories & Jewelry                            | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Appropriate Undergarments                        | _____                           | _____    | _____    |
| Image Perception                                                                                                                                                                                                          | Hosiery                                          | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | Appropriate Outerwear                            | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | _____                                            | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | _____                                            | _____                           | _____    | _____    |
|                                                                                                                                                                                                                           | _____                                            | _____                           | _____    | _____    |
| Well Dressed, Sophisticated<br>Classy, Put together, Appropriate<br>Fashionable, Current                                                                                                                                  | _____                                            | _____                           | _____    | _____    |

| Upscale Casual<br># of Days per Week <input type="checkbox"/>                                                                      | Clothing Items                  | Ideal # of<br>Wears per<br>Week | # I Have | # to Buy |
|------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|---------------------------------|----------|----------|
| Relaxed, Coordinated Separates<br>Mixture of upscale & casual<br>Put together casual, good<br>condition<br>Coordinated Accessories | Slacks / Khaki's                | _____                           | _____    | _____    |
|                                                                                                                                    | Jeans / Cords                   | _____                           | _____    | _____    |
|                                                                                                                                    | Dress Shirts                    | _____                           | _____    | _____    |
|                                                                                                                                    | Knit tops / T-shirts / Sweaters | _____                           | _____    | _____    |
| Image Perceptions                                                                                                                  | Sport Coats                     | _____                           | _____    | _____    |
|                                                                                                                                    | Vests / Cardigans               | _____                           | _____    | _____    |
|                                                                                                                                    | Shoes / Dress Boots             | _____                           | _____    | _____    |
|                                                                                                                                    | Belts                           | _____                           | _____    | _____    |
|                                                                                                                                    | Accessories & Jewelry           | _____                           | _____    | _____    |
|                                                                                                                                    | Appropriate Undergarments       | _____                           | _____    | _____    |
|                                                                                                                                    | Socks                           | _____                           | _____    | _____    |
|                                                                                                                                    | Appropriate Outerwear           | _____                           | _____    | _____    |
|                                                                                                                                    | _____                           | _____                           | _____    | _____    |
| _____                                                                                                                              | _____                           | _____                           | _____    |          |
| Coordinated, Functional<br>Groomed, Comfortable<br>Relaxed, Easygoing<br>Coordinated, Functional                                   | _____                           | _____                           | _____    | _____    |

## Casual, Fitness & Play

| Casual, Fitness & Play |                               | Clothing Items                | Ideal # of Wears per Week | # I Have | # to Buy |
|------------------------|-------------------------------|-------------------------------|---------------------------|----------|----------|
| # of Days per Week     |                               |                               |                           |          |          |
|                        | Very Casual Clothing          | Jeans / Casual Pants          | _____                     | _____    | _____    |
|                        | No care – No Worry ‘Grubbies’ | Shorts                        | _____                     | _____    | _____    |
|                        | Comfort & Function Over       | Jogging Pants                 | _____                     | _____    | _____    |
|                        | Fashion, Old Favorites        | Athletic Shorts               | _____                     | _____    | _____    |
|                        | Casual, Athletic & Beach Wear | Jogging Suits                 | _____                     | _____    | _____    |
|                        | Lycra, Fleece, Denim          | Casual Tops                   | _____                     | _____    | _____    |
|                        | <b>Image Perceptions</b>      | Sweatshirts / Casual Sweaters | _____                     | _____    | _____    |
|                        | Task Oriented                 | Fleece Jackets                | _____                     | _____    | _____    |
|                        | Free & Easy, No Fuss          | Footwear                      | _____                     | _____    | _____    |
|                        | Functional, Uninhibited       | Footwear                      | _____                     | _____    | _____    |
|                        | Care Free, Unstructured       | Footwear                      | _____                     | _____    | _____    |
|                        | Comfortable, Relaxed          | Underwear                     | _____                     | _____    | _____    |
|                        |                               | Outerwear                     | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |
|                        |                               |                               | _____                     | _____    | _____    |

### Special Occasions

| Special Occasion                                                       | Clothing Items        | Ideal # of Wears per Month | # I Have | # to Buy |
|------------------------------------------------------------------------|-----------------------|----------------------------|----------|----------|
| # of Days per Month <input type="text"/>                               |                       |                            |          |          |
| Coordinating Shoes, Accessories,<br>Jewelry, Fine Hosiery, Dress Shoes | Tuxedo                | _____                      | _____    | _____    |
|                                                                        | Dark Suit             | _____                      | _____    | _____    |
|                                                                        | Dress Shirt           | _____                      | _____    | _____    |
|                                                                        | Waistcoat             | _____                      | _____    | _____    |
|                                                                        | Ties / Bowties        | _____                      | _____    | _____    |
| <b>Image Perceptions</b>                                               | Belts / Braces        | _____                      | _____    | _____    |
| Formal, Elegant, Debonair<br>Refined                                   | Cummerbund            | _____                      | _____    | _____    |
|                                                                        | Undergarments         | _____                      | _____    | _____    |
|                                                                        | Fine Hosiery          | _____                      | _____    | _____    |
|                                                                        | Jewelry / Accessories | _____                      | _____    | _____    |
|                                                                        | Dress Shoes           | _____                      | _____    | _____    |
|                                                                        | Overcoat              | _____                      | _____    | _____    |
|                                                                        |                       |                            | _____    | _____    |

### Lounging & Sleep

| Lounge & Sleep                          | Clothing Items | Ideal # of Wears per Week | # I Have | # to Buy |
|-----------------------------------------|----------------|---------------------------|----------|----------|
| # of Days per Week <input type="text"/> |                |                           |          |          |
| Comfortable clothing for home           | Pajamas        | _____                     | _____    | _____    |
|                                         | Home Footwear  | _____                     | _____    | _____    |
| <b>Image Perceptions</b>                | Robes          | _____                     | _____    | _____    |
| Relaxation, Lounge, Sleep               |                |                           |          |          |

### Those Little Extras

| Added Accessories:                         | Item    | Ideal # of Wears per Week | # I Have | # to Buy |
|--------------------------------------------|---------|---------------------------|----------|----------|
| Completes an outfit or Wardrobe<br>Capsule | Hats    | _____                     | _____    | _____    |
|                                            | Scarves | _____                     | _____    | _____    |
|                                            | Gloves  | _____                     | _____    | _____    |
|                                            |         | _____                     | _____    | _____    |

## A LITTLE WARDROBE Magic

If your wardrobe needs are a long way off from what you own, don't despair. A little wardrobe magic can make even a small wardrobe seem abundant.

An ideal wardrobe consists of several capsules. Wardrobe capsules are families of clothing in colours, styles and fabrics that work well together, allowing you to mix and match your wardrobe pieces to create many outfits. This saves you time and money while giving you many options with fewer pieces of clothing. Adding accessories will make your clothing even more versatile.

### Wardrobe Basics

The most versatile clothing items are neutral in colour and have few distinctive details. This makes them easier to mix and match with other items. These clothing 'basics' are less memorable than clothing items in flashy colours or dramatic details, which allows them to be worn more often without being obvious. These items work well for wardrobe capsules.

Video: How to Create Wardrobe Capsules  
<http://www.dabbler.ca/category/image-etiquette/>

Wardrobe capsules are a great way to build a wardrobe quickly. When choosing items for your capsule purchases keep in mind your lifestyle and image perception goals, your best colours and your silhouette

goals. Although there are many strategies for building wardrobe capsules, the following formulas will simplify the process.

### Wardrobe Capsules

- 1) Start with a 3<sup>rd</sup> layer, i.e. jacket
- 2) Find two coordinating bottoms
- 3) Find three tops that coordinate with the jacket and both bottoms
- 4) Add coordinating ties (men only) to these combinations
- 5) Add coordinating shoes and belts to these combinations
- 6) Add two pairs of stockings / socks toned to each bottom and shoes
- 7) Add appropriate underwear and accessories

Once established, your capsule can be expanded and pieces can be changed easily. When adding a new piece, be sure it can be worn with at least 3 other pieces in your wardrobe. Complete unfinished Wardrobes Capsules before beginning new ones.

#### *Did You Know?*

*The waterproof coat called the Mackintosh was invented by Charles Mackintosh in 1823.*

## SHOP SMART...LOOK GREAT!

Once you know what items you need to complete your wardrobe, shop for one item at a time. If you stay focused, you will be less likely to make impulse purchases. Before you go shopping plan your season's clothing and accessories with a budget in mind.

Learn about the latest trends by reading fashion magazines, fashion ads, editorials and checking the Internet. When looking at the fashions, observe every detail. What styles of shoes are being worn? Are nylons coloured, textured or are they wearing tights? What pant styles and skirt lengths are in? Are ties wide or narrow? As you study fashion, you will gradually become aware of the trends.

Once you have a feel for what is in fashion, have a 'try-on' day. Choose a day to go shopping and see what is available in the stores. Bring extra shoes for heel variation. Try on garments to see if they can be incorporated into your wardrobe.

Shop early each season for the best selection. What was available in the store two weeks ago may no longer be available in your size. Fabrics and colours vary slightly from season to season and year to year. Try to complete new wardrobe capsules within that season. This way you won't be disappointed when the colour you are looking for is no longer available.

Beware of clothes that date themselves. Spend the majority of your budget on 'wardrobe basics'. These should be quality items in timeless styles. This is called investment dressing. Use accessories and fad items to update them. When buying a fad item, spend the least amount of money you can and wear the item as often as you can. That way you won't mind giving it up at the end of the season.

A great way to judge the value of an item is with the 'cost-per-wear' formula.

### *Did You Know?*

*At one time it was believed that certain colours would combat evil spirits in the nursery. Boys were dressed in blue because blue was associated with heavenly spirits. Later, parents started dressing baby girls in pink.*

### Cost per Wear formula

|               | Formula                                                                                      | Black Dress Pants = \$100     |
|---------------|----------------------------------------------------------------------------------------------|-------------------------------|
| <b>Step 1</b> | Divide the cost of the garment by the number of time the garment will be worn per week.      | Worn 2 times per week = \$50  |
| <b>Step 2</b> | Divide the new cost of the garment by the number of weeks the garment will be worn per year. | Worn 36 weeks = \$1.39        |
| <b>Step 3</b> | Divide the new cost of the garment by the number of years the garment will be worn.          | Worn 3 years = \$.46 per wear |

## SIZING UP WOMEN'S SIZES

Just as we women are unique in our body design, manufacturers design garments in unique proportions based on fashion trends and their market. These proportions can vary slightly from year to year or as fashion changes. This can make determining your 'size' very challenging. Although having a general idea of

### *Did You Know?*

*Up until the mid 1600's men's and women's shoes were the same. After that women's heels rose and the shape became slimmer.*

what sizes to look for can narrow things down quickly, the only size that really matters is the one that fits or can be easily adjusted to fit. Unfortunately, it's not just the fit of a garment that we need to analyze. Different countries use different systems for labeling garment sizes and often don't adapt the sizing to the region where it's being sold. This can create confusion when shopping. The following chart may help.

### JUNIOR SIZES (YOUNG WOMEN & TEENS)

|         |   |   |   |   |    |    |
|---------|---|---|---|---|----|----|
| CAN/USA | 3 | 5 | 7 | 9 | 11 | 13 |
|---------|---|---|---|---|----|----|

### PETITE SIZES (WOMEN UNDER 5'4" TALL)

|         |   |   |   |    |    |    |    |    |
|---------|---|---|---|----|----|----|----|----|
| CAN/USA | 2 | 4 | 6 | 8  | 10 | 12 | 14 | 16 |
| UK      | 4 | 6 | 8 | 10 | 12 | 14 |    |    |

### MISSES SIZES (WOMEN 5'5" AND OVER)

|         |    |    |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----|----|
| CAN/USA | 2  | 4  | 6  | 8  | 10 | 12 | 14 | 16 |
| ENGLISH | 4  | 6  | 8  | 10 | 12 | 14 | 16 | 18 |
| FRENCH  | 32 | 34 | 36 | 38 | 40 | 42 | 44 | 46 |
| ITALIAN | 36 | 38 | 40 | 42 | 44 | 46 | 48 | 50 |

### WOMAN SIZES / PLUS SIZES (CLOTHING CUT GENEROUSLY)

|        |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|
| CAN/US | 14-16 | 18-20 | 22-24 | 26-28 | 30-32 |
|        | 0X    | 1X    | 2X    | 3X    | 4X    |

**Note:** Sizes may vary depending on manufacturer. Some stores carry petite plus sizes for full figured women under 5'4" tall.

### BRA SIZES

|         |    |    |    |     |     |     |
|---------|----|----|----|-----|-----|-----|
| CAN/USA | 32 | 34 | 36 | 38  | 40  | 42  |
| EURO    | 70 | 75 | 80 | 85  | 90  | 95  |
| FRENCH  | 85 | 90 | 95 | 100 | 105 | 110 |

### SHOE SIZES

|         |     |     |     |      |     |      |     |     |     |     |
|---------|-----|-----|-----|------|-----|------|-----|-----|-----|-----|
| CAN/USA | 5   | 6   | 6.5 | 7    | 7.5 | 8    | 8.5 | 9   | 9.5 | 10  |
| EURO    | 35  | 36  | 37  | 37.5 | 38  | 38.5 | 39  | 40  | 41  | 42  |
| ENGLISH | 2.5 | 3.5 | 4   | 4.5  | 5   | 5.5  | 6   | 6.5 | 7   | 7.5 |

### GLOVES SIZES

|              |               |              |                |
|--------------|---------------|--------------|----------------|
| <b>SMALL</b> | <b>MEDIUM</b> | <b>LARGE</b> | <b>X-LARGE</b> |
| 6 ½          | 7             | 7 ½          | 8              |

*used with permission from Linda Leduc*

## SIZING UP MEN'S SIZES

Video: How to tie a tie  
<http://www.dabbler.ca/category/image-etiquette/>

Different countries use different systems for labeling garment sizes and often don't adapt the sizing to the region where it's being sold. This can create confusion when shopping. The following chart may help.

For tailored style clothing, men's sizing in Canada and the USA is based on actual size to the nearest inch or ½ inch. Shirts sizes are based on the neck size and sleeve length. Measure the sleeve length from the nape of the neck to the shoulder, down the arm to elbow then to the wrist.

### SHIRTS (NECK)

|          |    |      |    |      |    |      |    |      |    |
|----------|----|------|----|------|----|------|----|------|----|
| CAN /USA | 14 | 14 ½ | 15 | 15 ½ | 16 | 16 ½ | 17 | 17 ½ | 18 |
| EURO     | 36 | 37   | 38 | 39   | 41 | 42   | 43 | 44   | 45 |

### SHIRT (SLEEVES)

|          |       |       |       |       |       |
|----------|-------|-------|-------|-------|-------|
| CAN/ USA | 32-33 | 33-34 | 34-35 | 35-36 | 36-37 |
|----------|-------|-------|-------|-------|-------|

### SWEATERS

|           |              |               |              |                   |
|-----------|--------------|---------------|--------------|-------------------|
| CAN / USA | <b>SMALL</b> | <b>MEDIUM</b> | <b>LARGE</b> | <b>EXTRA TALL</b> |
| ENGLISH   | 34-36        | 38-40         | 42-44        | 46                |
| EURO      | 44-46        | 48-50         | 52-54        | 56                |

Suits, jackets and coat sizes are based on the chest size. They come in *short* (< 5'8"), *regular* (5'9" – 5'11"), *tall* (> 6'). Pant waist size is usually 6 to 7 inches smaller than the jacket chest size depending on the cut. The jacket or pants may require alterations for best fit.

### MEN'S SUITS / JACKETS / COATS

|                 |    |    |    |    |    |    |    |    |
|-----------------|----|----|----|----|----|----|----|----|
| CAN/USA/ENGLISH | 34 | 36 | 38 | 40 | 42 | 44 | 46 | 48 |
| EURO            | 44 | 46 | 48 | 50 | 52 | 54 | 56 | 58 |

### MEN'S SHOES

|         |    |    |    |    |    |    |    |    |
|---------|----|----|----|----|----|----|----|----|
| CAN/USA | 6  | 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| EURO    | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 |
| UK      | 5  | 6  | 7  | 8  | 9  | 10 | 11 | 12 |

### HAT SIZES

|        |   |       |
|--------|---|-------|
| 21"    | = | 6 7/8 |
| 21 ¼"  | = | 6 ¾   |
| 21 5/8 | = | 6 7/8 |
| 22 ¼"  | = | 7     |
| 22 ½"  | = | 7 1/8 |
| 23     | = | 7 ¼   |
| 23 3/8 | = | 7 3/8 |
| 23 ¾"  | = | 7 ½   |
| 24     | = | 7 ¾   |
| 24 ½"  | = | 7 7/8 |

#### *Did You Know?*

*Although hats have been worn throughout history, they became a status symbol during the late Edwardian era and continued to be popular for both men and women until the 1960's when hat wearing began to decline.*

## PLAN AHEAD

Once you have your wardrobe in place it should be your goal to dress appropriately for each occasion. Although it can be challenging to plan ahead, in order to look your best your clothing and accessories require proper care and maintenance. The following 'wardrobe planner' can help you get prepared.

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WARDROBE PLANNER

Important Events

Dress Category

Things to Do:

- Press Clothes
 Cleaner
 Hand Wash
 Mending
 Polish Shoe,
 Shoe Repair
 Reorganize Purse
 Manicure
 Hair Care

Day	Outfit	Lingerie/Hose	Jewelry	Accessories	Shoes/ Bag	Things To Do...

SHOPPING LIST:

WARDROBE INVENTORY/ PLANNER

Season: Spring/ Summer Fall/ Winter All Season

Key Garment: _____

Occasion	Garment	Garment	Shoes	Belts & Handbags	Accessories	Needed

SUGGESTED READING

Ready to Wear, an Expert's Guide to Choosing and Using Your Wardrobe, **Mary Lou Andre**

Dressing the Man, Mastering the Art of Permanent Fashion, **Alan Flusser**

Brenda's Wardrobe Companion, **Brenda Kinsel**

In the Dressing Room with Brenda, **Brenda Kinsel**



Training and Resources:

Personal One on One Coaching & Consulting

Seminars & Workshops

Focused Consulting & Coaching

Colour Analysis

Make-up

Personal Style Analysis

Wardrobe Planning

Business Casual Wardrobe Evaluation

Shopping Strategy and Excursion

Etiquette

Publications Available Through Our Website

Bushido Business

Image Power

Formal Dining for informal People

Minding Your Manners Everyday Matters

Presence & Poise the Communication Factor

Upwardly Mobile Clothing for Upwardly Mobile Men

Upwardly Mobile Clothing for Upwardly Mobile Women

Wardrobe Wizardry Working Magic in Your Closet

Personal Care from Feet to Hair

Masterful Make-up in Minutes

Image Matters Newsletter (Complimentary)

Kimberly Law Profile:

Kimberly Law, AICI CIP is a Certified Image & Etiquette Consultant and principal of Personal Impact International founded in 1999. She is an author, speaker and works with companies, men and women helping them refine their look from head to toe and enhance professional communication, increasing confidence and personal effectiveness. In other words... she does extreme makeovers without taking extreme measures, to help her clients look and act their very best, always!

Kimberly has demonstrated her expertise across Canada through local and national media such as: Global Television News, Vancouver; CityTV Breakfast Television and News, Vancouver; VTV Breakfast, Vancouver; and has been interviewed on CKWX and CKNW, Vancouver as an Image Expert. Her achievements have been written about in publications such as The Burnaby Now, Vancouver Sun, Edmonton Journal and the Financial Post. She is one of one fewer than **200 consultants, world-wide** and the first in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI) (www.aici.org). She served as AICI's International President 2011-2013 and currently serves as AICI Immediate Past-President. She is also a Founding Director for the Institute of Image Training and Testing International (www.iitti.org).

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