

SCALE

Selecting the right scale of prints and accessories in relation to your own scale creates a balanced, styled appearance.

Look how at the below figures and compare the centre (shaded) circles.

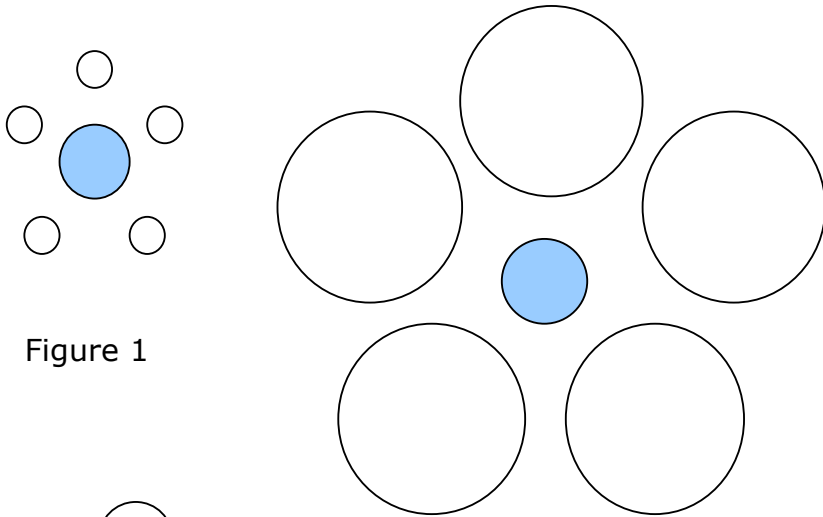


Figure 1

Figure 2

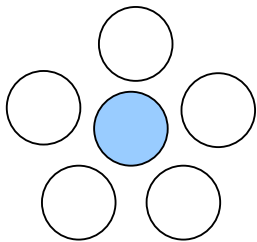


Figure 3

All the centre circles are actually the same size, but the surrounding circles effect how they look.

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Style Secrets

Warwick Network

10th December 2008



SELF ANALYSIS



Colour Analysis

- Deep
- Medium
- Light



Body shape (female)

- Pear
- Inverted triangle
- Straight
- Apple
- Hour glass



Body shape (male)

- Inverted triangle
- Rectangle
- Contoured



Proportions

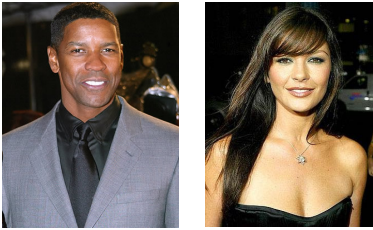
- Longer body / shorter legs
- Shorter body /longer legs

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COLOUR - SELF ANALYSIS

The depth of colour is just one of the characteristics we consider when considering colour analysis.

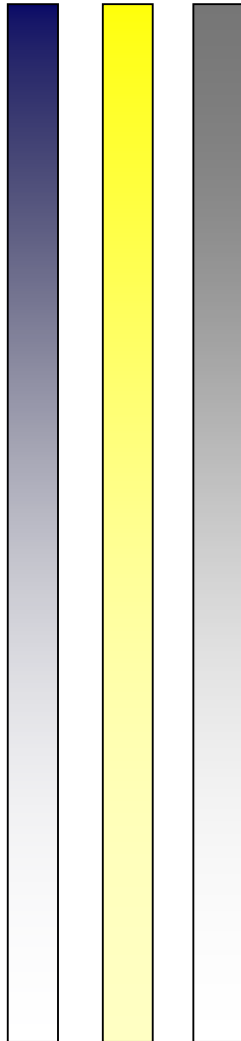
Deep Colouring



Medium Colouring



Light Colouring



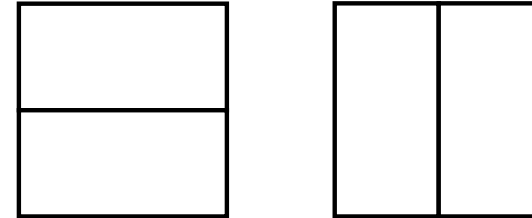
Intensity of Colour



LINES AND SCALE

LINES

It is commonly known that vertical lines appear to elongate and slim the figure, whereas horizontal lines have the effect of shortening and widening it as the line draw your eye in the direction it is going, as these 2 figures clearly show.



Horizontals

Every time the eye stops as you move up a person's body you effectively shorten and widen the body, as the eye is drawn outwards.

Horizontal lines aren't just restricted to bumblebee stripes, design details and hemlines can make just as much of a difference:

- Hemlines of trousers and skirts
- Turn ups on trousers
- Hemlines on tops
- Sleeve lengths
- Socks or tights in differing colour to shoe colour

Verticals

The higher up the body the eye goes before it stops, the taller and slimmer one will appear:

- Accessorise neckline with necklaces and ties
- Wearing on colour from top to toe - 'column effect'

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PROPORTIONS

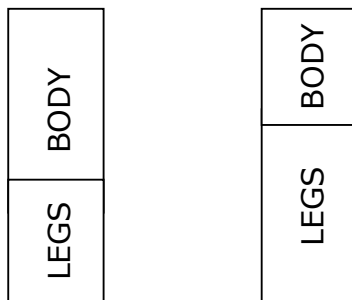
Body length v leg length

Styles that help the legs appear longer

(For those whose bodies are longer than their legs)

Aim is to create an unbroken vertical column from the floor to your waistline.

- ✧ Wear shorter jackets / tops
- ✧ Wear same colour from shoes to waistline
- ✧ Wear lighter colour on top half
- ✧ Wear accessories / patterns to draw the eye upwards



Styles that help the body appear longer

(For those whose legs are longer than their bodies)

Aim is to create an unbroken vertical column from your hip bone to your shoulders

- ✧ Wear longer jackets / tops
- ✧ Wear drop waisted trousers/skirts if it feels comfortable
- ✧ Wear vertical stripes/patterns on top half
- ✧ Wear lighter colour on bottom half

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BODY SHAPE (FEMALE)

There are 5 basic female body shapes – find out which one you are and tips on how to enhance it!

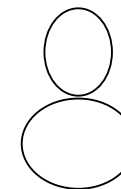
Pear Shape

Smaller on top, broader hips than shoulders

Tips

- Create balance in your silhouette
- Add interest using fabric, patterns and colour to the top half
- Keep the bottom half simple in darker colours

E.g. Jennifer Lopez



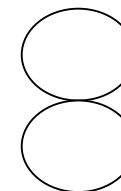
Hourglass

Hips and shoulders roughly in line with each other plus a definite waist

Tips

- Must maintain silhouette
- Always define your waist – do not add any bulk
- Keep the bottom half simple in darker colours

E.g. Catherine Zeta-Jones



Straight

Hips and shoulders roughly in line with each other but no definite waist

Tips

- Keep silhouette tall and lean
- Use stiff / tighter woven fabrics to maintain your silhouette
- Try not to focus or define your waist too much

E.g. Keira Knightly



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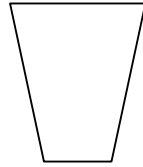
Inverted triangle

Broader in top, wider shoulders than hips

Tips

- Maintain silhouette
- Avoid using too much pattern, blocks of colour work best
- Lower neck lines flatter strong shoulders

E.g. Cilla Black



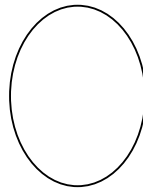
Round

round all over and no defined waist

Tips

- Choose fabric that holds its shape – nothing too loose or clingy
- Keep outfits simple and dress with accessories
- Lower necklines are flattering

E.g. Dawn French



BODY SHAPE (MALE)

There are 3 basic male body shapes

– find out which one you are and tips on how to style it!

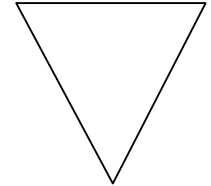
Inverted triangle

Broad chest and shoulders with narrow hips

Tips

- Maintain your silhouette
- Keep clothes neat over hips and chest
- Tighter woven suit fabrics flatter your shape

E.g. Daniel Craig



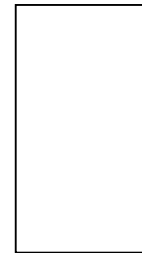
Rectangular

Hips and shoulders approximately the same width

Tips

- Maintain straight silhouette
- Keep tops slightly loose
- Double breasted jackets look good on slim rectangular men

E.g. Tiger Woods



Contoured

A curved silhouette, no defined middle

Tips

- Softer fabrics will dress your shape best
- Single breasted jackets work well
- Must still maintain shape otherwise you risk will looking larger

E.g. Jack Black

