



ISYFashion

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The Hot Sheet!

See www.isyfashion.com

to read the blog, buy the book, or to find more information about personal style.

Or, call Mary at 414.412.6333.

"Your face is the best focal point for your fashion."

THE HOT SEVEN:

1. Makeup is powerful! Rather than disguise yourself or pretend to be someone else, use makeup to enhance your natural beauty and keep the focal point on your eyes.



2. Take control of your closet. Get rid of stuff you don't wear and take care of the things you do.



3. Use fashion colors like makeup. Choose tops in your best colors, wear a scarf or necklace, or adopt a fleet of cardigans.



4. Choose clothing that fits you well, neither too tight or too loose.



5. Learn to layer. Choose tanks, t's cardigans and "slouchy" jackets to get a great number of looks...and to stay warm.



6. Be a smart shopper. Understand the power of advertising and how it's really all about creating a myth.



7. Know your fashion personality. Be proud of it and choose fashion that's good for you (not just the fashion that everyone else is wearing).



The Fashion Personality Test

1. My approach to color is to choose...

- a. nothing too bold or noticeable.
- b. mostly primary colors and some neutrals in solids or classic prints.
- c. softer "pretty" colors in solids or feminine prints.
- d. lots of black or bright colors which make me stand out.

2. When I shop, I'm thinking...

- a. about how I'd like to just get it all done and forget about it.
- b. about all the cute outfits I'll be able to put together.
- c. about how pretty the clothing can be.
- d. about the really different look I'm going to have from everyone else.

3. If I opened my own clothing store, a name for it might be...

- a. *Everything Sports, Just Chillin', Laid Back Rack*
- b. *Snappy Girl, Smart Finds, Only the Best*
- c. *Charming Treasures, Beauty Boutique, Pretty in Pink*
- d. *Show Time, Diva Girl, or Hipster's Heaven*

4. When I have to dress up I...

- a. resist because I really don't want to dress up.
- b. find cute and dressy pieces that will help me look my best.
- c. like to wear a dress or skirt.
- d. try to find something really different that will make me stand out from the crowd.

5. I'd love my style to be described as...

- a. down to earth, laid back, natural, sporty
- b. sharp, classic, clever
- c. pretty, charming, feminine
- d. really cool, unique, edgy

6. When I get to wear makeup, I think I'll...

- a. ...I can't imagine ever wearing makeup!
- b. always make sure that it goes with my outfit.
- c. keep it soft and pretty.
- d. become noticeable and striking.

Tally: A's _____ B's _____ C's _____ D's _____

My Fashion Personality is
