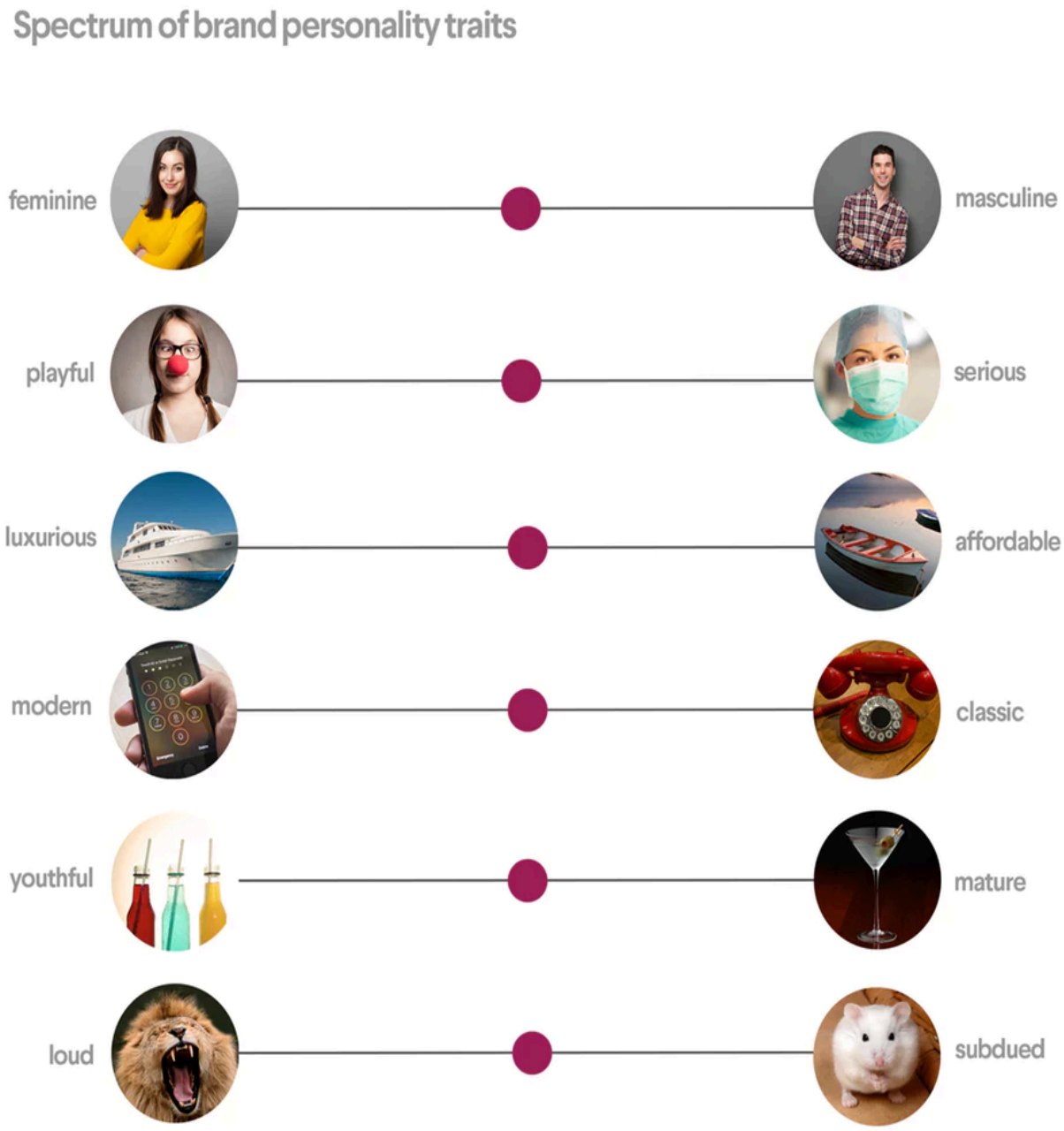
Brand personality





DOMINANT COLORS: Used for primary pieces

ACCENTS COLORS : Used for accents, such as accessories and handbags.

Personal imaging

In personal imaging, color is an emotional cue. In an ocean of personalities, color can help you stand out. It's what gets your audience to see what you want them to see, feel what you want them to feel, and do what you want them to do. Which colors you choose can also affect affability and whether you're approachable. This is what makes *understanding your style signature* so important for *the success of your business*.

1. Know your body! Certain styles look better for your shape than others do.

2. Get style-inspired. Do you have a public figure who you admire their style?

3. Write down all of your unique interests and tastes. Where do you find inspiration? Magazines, Pinterest, Instagram

4. Keep your job in mind. Is it a conservative field, is it creative?

5. Ask yourself who you want to be. Think about what kind of clothing you would wear as this person. Use three words you want people to associate with your image, such as creative, confident, approachable, bold, or sophisticated.

6. Identify a signature item. Do you have a scarf? A particular pair of shoes?

7. Look in your closet and see what you already have.

My signature style communicates _____ because _____.





WISDOM

Karl Lagerfield

Fashion & Image: Dressing for Success an interactive lesson about how clothing communicates identity, confidence, professionalism, and personal brand.

The big idea: You don't need expensive clothes to look successful. You need to understand how to dress with intention.

1. Dress for the Occasion: The Outfit Challenge



Objective: Understand how clothing choices change depending on the setting.

Scenarios:

- *GROUP 1: First interview for a paid internship*
- *GROUP 2: Networking event with business professionals*
- *GROUP 3: Showing a home as a real estate agent*
- *GROUP 4: Pitching a business idea to investors*
- *GROUP 5: Attending a creative industry conference, like SXSW, Coachella, Rolling Loud.*
- *GROUP 6: Meeting with a potential mentor or industry professional to discuss career opportunities and make a strong first impression.*

THE groups will present its outfit and explain what message it communicates.

Example Discussion Q's: Can someone be overdressed? Can dressing too casually hurt an opportunity?

First Impressions: What Does Your Outfit Say?

Objective: Examine the relationship between image, assumptions, and personal branding.

Look at the images of people dressed in different styles. Ask yourself what assumptions are you making about each person's profession, personality, and confidence.

Do you think sometimes judgments might be inaccurate?

Question: Are we dressing to express ourselves, or to influence how others perceive us?

What examples can you think of for cultural expression, hairstyles, gender expectations, and biases about what looks professional.











5. Build Your Signature Style



REFLECTION: Answer these three questions:

1. *What does your current style communicate about you?*

2. *How can you improve your professional image without spending much money?*

3. *What is one change you can make to dress more intentionally?*