

# Introduction

Wearing the right clothes to suit you can help your confidence, give you energy, lift your spirits and just make you feel great. But what are the right clothes? To look your best, yes, you need to be well groomed, wear clothes that are the correct shapes to enhance your body and wear the right shades of colours to compliment you. However, there may be times when you are not wearing the best shapes or colours and still feel great or, conversely, you may be wearing the right shapes and colours but not feel great at all.

Why is this? Well, if the clothes do not represent your Wardrobe Personality then you just don't feel right – you may feel too dressed up, too casual, too trendy or too traditional. Your clothes need to represent who you are, your inner you. Your Wardrobe Personality means more than the clothes in your wardrobe. The style of clothes you choose and the accessories you wear are giving out lots of messages about you and they need to represent who you truly are.

Many books have been written over the years on personal image and branding and you almost can't turn on the television these days without some expert or other advising celebrities or members of the public how they should present themselves. **Being Truly You** seeks to help you to understand your own particular Wardrobe Personality so that you will feel comfortable and, through the way you look, your clothes will represent your own unique personality. Your Wardrobe Personality will be identified by recognising what you like to wear when left to your own devices, whether you might choose comfortable trainers rather than moccasins or why a zip-up fleecy top appeals more than a tailored

jacket. Our individual Wardrobe Personality is the most critical but most overlooked factor when we consider how we might improve our appearance and develop our personal image and personal brand.

So many magazines, books and television programmes completely ignore our own individual personalities and try to shoehorn us into wearing what is the latest fashion, when we may well be a person who has no interest in up to the minute trends and prefers either comfort or a more traditional look. So this book is designed to address what is a vital but often overlooked aspect of managing your individual appearance, your Wardrobe Personality.

### **Reveal the inner you**

Many books discuss body shape and colouring, these are important, but the key is to understand your own Wardrobe Personality so that it can shine through. Your Wardrobe Personality is a reflection of your own distinctive character, of the inner you. Once you have discovered your Wardrobe Personality, you can build and develop your own unique style to be yourself and not what others think you should be.

In this book you will discover the 10 most common Wardrobe Personalities that I have identified. I have arrived at these by recognising that we now live in a much more diverse society, with much greater influences on fashion and our life styles. The fact we travel more, to exotic places, has also affected how we wish to dress. I am not trying to put anybody into a box, but it is surprising how we all fit into certain personality types. However, it is the combination of the various Wardrobe Personalities and how we interpret our clothes that makes us unique. Find out which one/s you are – most people will be a combination of at least two Wardrobe Personalities with a stronger primary and then other influential secondary ones. Often one will be more appropriate for your working environment and the other will be more evident in your home or social life.

The purpose of the book is also to help you understand why you may have no interest in clothes or, on the contrary, take a great interest in fashion and/or follow the latest trends. Knowing your Wardrobe Personality will help you recognise the origins of your style and why you interpret fashion differently to

others. You will learn to understand why certain clothes, fabrics, textures, patterns and accessories make you feel on top of the world while others make you uncomfortable, garish or dreary. You may have received a colour analysis and discovered there are some shades in your palette you would never wear or during a style consultation have been recommended a few styles that, again, you would never dream of being seen in. This is due to the fact that whilst they may be appropriate for you they are not suited to your Wardrobe Personality.

People wear different styles of clothes to the same event. Take the players at Wimbledon for instance. They all dress in white but Andy Murray will not wear the same style as Rafael Nadal and Andy Roddick will be different to Roger Federer. Their styles reflect their personalities and wouldn't it be boring if we were all the same.

As I have mentioned, this book does not dictate what you should and should not wear. It will help you to adapt your own style for different life situations and I hope it will give you the knowledge to wear your individual style with confidence and stay true to your most valuable asset – your personality.

A further benefit of the book is that by understanding your Wardrobe Personality and the traits of the others you will start to recognise the Wardrobe Personality of your friends, family and work colleagues. You will start to understand which Wardrobe Personalities you are most likely to get on with and the strengths and differences of each. For instance, Gamin's (more about them later) generally pay a great deal of attention to detail and because of this may take longer to complete a task or project whereas a Casual will tend to look at the big picture and cobble things together quickly, but may lack detail and accuracy. Knowing the Wardrobe Personality of others will be hugely helpful when we enter longer term relationships, either professionally or personally. Anyway, more of this later.

So, whatever your age, size, colouring or race please do not live your life in someone else's shoes. Be proud, be different, and **Be Truly You**.

Angela Marshall