




STYLE CONVERSATIONS PRESENTS

ESSENTIAL STYLE SECRETS

EVERYDAY STYLE TIPS AND FASHION
ADVICE TO LOOK YOUR ABSOLUTE BEST

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I have always loved glamour, fashion and style. It is a part of me, of who I am and my personality. It goes back generations - my mother, my grandmother and hopefully I will pass the glamour onto my daughter. I simply can not leave the house without ensuring I look and feel amazing...

Once I had children, a husband and a busy household to run my time for personal pampering and primping was drastically reduced, however I didn't want to compromise on looking and feeling amazing just because I had no time...instead I had to figure out how I could still do all those things in the little time I had available. I realised in order for me to be the best mother, wife, daughter and friend, I had to allow myself to feel amazing so I could present the best version of me to my family, friends and the world.

This is why I developed these style secrets that I use everyday. It helps me feel my best plus gets me ready in 30 minutes or less (most days) and now I am sharing them with you....



1

ESTABLISH YOUR LIKES AND DISLIKES

2

DETERMINE YOUR LIFESTYLE

3

DISCOVER YOUR STYLE PERSONALITY

4

FIND YOUR BODYSHAPE

5

ACCENTUATE YOUR ASSETS

6

OUTFIT PLANNING

7

CLOSET ORGINASATION

8

POSITIVE BODY IMAGE AND SELF ESTEEM

9

SIMPLICITY IS ELEGANCE

10

SELF CARE

A photograph of three models wearing highly detailed, long-sleeved lace dresses. The model on the left wears a light-colored dress with large, raised floral lace motifs. The model in the center wears a darker, possibly grey or blue, dress with similar intricate lace. The model on the right wears a long, flowing blue dress with delicate lace. They are standing in a room with white architectural details.

CHAPTER ONE

ESTABLISH YOUR LIKES & DISLIKES

"CLOTHES MEAN NOTHING UNTIL SOMEONE
LIVES IN THEM"
MARC JACOBS

As women we never make enough time for ourselves. By answering the following questions truthfully and honestly you will begin to build the foundation towards finding your style personality and style story.

These steps are the building blocks and fundamental to starting your style journey. When you've answered all the questions and have taken time to reflect on your answers, ask yourself if it aligns with the woman you want to be?

1. What do you like to wear?
2. What do you not like to wear?
3. What are your favourite colours?
4. Do you love prints? If yes, what prints do you love?
Floral, animal print, abstract ect.
5. What makes you feel amazing?
6. What makes you feel dull? Why?
7. What would you love to wear, but don't think you can pull off? Why do you think that?
8. What would you like to change about yourself or your body before you will be comfortable wearing what you love?
9. Why do you think you need to change first?
10. What do you love about your body?
11. What is your favourite part?
12. What is you least favourite part of your body you are always hiding?
13. How do you feel about your body in general?

A photograph of three models wearing highly detailed, long-sleeved lace dresses. The model on the left is in a light-colored dress, the middle model in a greyish-blue dress, and the right model in a darker blue dress. They are standing in a room with white architectural details. The text is overlaid on the image.

CHAPTER TWO

DETERMINE YOUR LIFESTYLE

"PEOPLE WILL STARE, MAKE IT WORTH THEIR
WHILE"
TOM FORD

When you consider your style and your closet, it has to reflect our lifestyle and what you do everyday. There is no point in having a closet full of clothes that do not support your lifestyle, take up valuable retail space and you never end up wearing.

Instead your closet should be filled with items you wear, enjoy and that bring out the best of you, that compliment you but above all is comfortable.

Ask yourself the following questions to help you jumpstart your prefect closet.

1. What do you do everyday?
2. Do you work? If so, do you work from home, in a corporate community or in a casual environment?
Does your place of work have a dress code?
3. Do you have children?
4. What do you love doing on weekends?
5. Do you go out at night? Perhaps, a monthly girls night, date night or work events?
6. What is the weather like where you live?
7. What is the dress code in your community? Is it predominantly casual, sporty or perhaps culturally and religiously influenced?
8. What mostly happens in your community, your neighborhood and circle of friends that can influence the way you dress?

The image features three models showcasing elaborate lace dresses. The model on the left wears a white lace dress with a full skirt. The middle model wears a grey lace dress with a fitted silhouette. The model on the right wears a long, flowing blue lace dress. The background is a simple, light-colored wall with architectural details.

CHAPTER THREE

DISCOVER YOUR STYLE PERSONALITY

"FASHION FADES, ONLY STYLE REMAINS"
COCO CHANEL

Your style personality is defined in much the same way as your personality. It consists of what you love wearing, what you do not like and what you enjoy doing, therefore it's the clothes, colours and patterns you love that fit perfectly with your everyday lifestyle.

Knowing your style personality will make getting dressed so much easier plus shopping will become much more enjoyable and cost effective. You won't feel intimidated when you are in a shopping mall, you will know exactly what suits you and what you like. You will no longer spend money on clothes you won't wear, instead allowing you to have a closet full of practical clothes tailor made just for you and that you absolutely love.

You might identify with a single style personality, maybe a combination of two styles or all of them - in this case I will recommend you lead with the style you most identify with or that is the dominant personality. To start building your style personality, look to celebrities or influencers whose dress sense you admire. Analyse what you love about their outfits. Once you have identified everything you love, you will have a complete picture of your style personality.

Your style personality might change over seasons and years, yet the foundation will always remain the same. I have taken the "old" fashion style personalities, condensed them and divided them into 2 different groups for easy reference, keeping it simple and easily identifiable.

Old style personalities vs new style personalities

- Classic = minimalistic
- Vintage = retro
- Sporty = luxe
- Romantic = feminine
- Fashionable = on trend

I condensed the above style personalities into 2 categories,

- Stylista (classic) = minimalistic and luxe
- Fashionista (fashionable) = retro, feminine and on trend

If you prefer basic lines, simplicity and tailored items in neutral tones, clean lines and minimalistic shapes with not much fuss and pattern, value high quality fabric and good craftsmanship then you are definitely a stylista. You love clothes that are well made and luxurious and often invest in items that are classic and will last a lifetime that you can pair and style with everything in your closet.

If you love clothes with feminine touches, the latest fashion and trends, often wearing styles straight off the runway, you are a true fashionista. You know exactly what is in fashion and what looks good, always wearing it with confidence. Colours, pattern and print clashes are all found in your outfits, paired with the latest it bag and shoes. As long as it's in fashion and trending, you will wear it. You are bold, dramatic and definitely not shy to make a statement. You love over constructed clothing in colors and pattern that scream - here I am, look at me!

A photograph of three models wearing highly detailed, long-sleeved lace dresses. The model on the left is partially visible, wearing a light-colored dress. The middle model is looking down, wearing a greyish-blue dress with intricate floral lace. The model on the right is seen from the back, wearing a long, flowing blue-grey dress with similar lace detailing. They are standing in a room with white architectural details.

CHAPTER FOUR

FIND YOUR BODY SHAPE

"BEING WELL DRESSED IS A BEAUTIFUL FORM
OF POLITENESS"
TOM FORD

Body Shapes are different and unique to everyone. No one person will ever have the same body, shape, form and figure.

For this simple reason, I have developed only 3 body shape characteristics for you to identify with.

- Tall
- Curvy
- Petite

When dressing or shopping for yourself, I still maintain wear what you love, yet it is good to have a basic foundation to build from and an understanding to help you get dressed and shop smartly.

If you are tall you can wear short dresses above the knee and get away with wearing flats with everything. You can experiment with layering as you don't have to worry about shortening your frame.

Curvy girls should never shy away from colour. Opt for high waisted styles and wide leg trousers. Expert draping is key, with wrap over blouses and dresses. V necklines and almond toe heels will lengthen and balance your figure. Avoid boxy styles that hide your curves and add bulk.

Petite girls should embrace head to toe colour that will elongate your frame. Add volume and prints to balance your proportions. Rely on form fitting tops to avoid drowning your frame and when wearing maxi dresses or skirts, show off your ankles.

A fashion display featuring three models in elegant, floor-length lace dresses. The model on the left wears a white dress with a high collar and long sleeves. The model in the center wears a grey dress with a high collar and long sleeves. The model on the right wears a blue dress with a high collar and long sleeves. The dresses are made of intricate lace and are displayed in a room with white walls and a dark floor.

CHAPTER FIVE

ACCENTUATE YOUR ASSETS

"CLOTHES ARE LIKE A GOOD MEAL, A GOOD
MOVIE, GREAT PIECES OF MUSIC"
MICHAEL KORS

Accentuating your assets allows you to focus on the parts of your body you love, rather than what you don't like as much.

Instead of wearing clothes that disguise or hide your "flaws" and "imperfections", wear pieces that draw attention to the areas you love and feel most comfortable with.

For example, if you love your shoulders, wear dresses and tops that will show them off and distract from the areas you love least, or if you have gorgeous legs, wear shorter dresses and skirts to draw the attention to those areas and cover up what you do not like as much.

Like everything, it is about balance and proportion, but also about changing your mind set...start focusing on everything you love about your body and use clothes to your benefit and advantage, by accentuating your best features (assets) and hiding or disguising what you like the least.

Soon you will start to notice how many compliments you get on what you wearing, rather than looking for any flaws, as no one will see any!

A photograph of three models wearing highly detailed, long-sleeved lace dresses. The model on the left wears a light-colored dress with large, raised floral lace motifs. The model in the center wears a darker, greyish-blue dress with similar floral lace. The model on the right wears a long, flowing blue-grey gown with intricate lace. They are standing in a room with white architectural details.

CHAPTER SIX

OUTFIT PLANNING

"STYLE IS PRIMARILY A MATTER OF INSTINCT"
BILL BLASS

A basic outfit formula will ensure you put the perfect look together every time, making your morning routine a lot smoother and looking fabulous with minimum effort. Styling the perfect outfit is easily achievable by following these simple steps for a polished and effortlessly put together look.

Bottom + Top + Colour + Accessories = Perfect Outfit

Start with bottoms in a neutral shade like dark wash jeans, cigarette pants, a skirt or a dress. Add your top, blouse or jacket either in complementing neutral shades or tones of the same colour. By keeping your basic outfit minimal, it creates the perfect canvas to add extras that will make your outfit pop.

You can easily add colour to your neutral outfit with your accessories. By adding a bright colour shoe or handbag to your outfit in a solid primary colour like red, blue or yellow, it will elevate your look to the next level. You can go a step further by either playing around with pattern like floral, stripes and animal print or try opposite colours from the colour wheel to create contrast and depth.

Accessories are the exclamation point of any outfit, the cherry on the cake and the piece de la resistance. Without accessories your outfit is incomplete. Whether you prefer simple and delicate jewellery or love making a statement with your earrings and dramatic necklace, make sure you always have that finishing touch. As Coco Chanel famously said - a woman is never completely dressed without a fabulous piece of jewellery!

The background of the image features three models wearing highly detailed, long-sleeved lace dresses. The model on the left wears a white dress with large, raised floral lace patterns. The model in the center wears a grey dress with similar floral lace. The model on the right wears a blue dress with a dense, intricate lace pattern. They are standing in a room with white architectural details.

CHAPTER SEVEN

CLOSET ORGANISATION

"IF YOU WANT TO IMPROVE YOUR LIFE
IMMEDIATELY, CLEAN OUT YOUR CLOSET.
OFTEN WHAT WE HOLD ONTO, KEEPS US
BACK"

CHERYL RICHARDSON

Clearing out your closet is one of the most therapeutic and liberating things you can do for yourself. It allows you to get rid of the old and make space for the new. The "new" could simply be items you rediscover in your closet because of the clear out.

You might think its an impossible to task to start clearing your closet, but by following a certain structure and a few simple steps, you will have a brand new closet in no time.

- Start by emptying out your entire closet
- Then, start looking at what you have, what you still love and what no longer suits your lifestyle
- Start separating your clothes into piles of what to keep, what to donate and what to alter or repair
- Once you have started separating your clothes into the various piles, start trying the items on. If they no longer fit you add it to the donate pile
- Once you are left with only items that fit you perfectly, items you love and suit your lifestyle, then you can start organising your items into style e.g. dresses, pants, skirts, tops, jumpers ect together, subdivided into colours.

You now have a perfectly organised closet. To maintain your closet, every time you buy something new, an item has to come out of your closet. Meaning new items must replace exciting items.

Another good rule of thumb is to put or hang everything back once you have worn it, instead of leaving it on the floor. Turn all your hangers the same way, then once you have worn a item, return it to your closet with the hanger facing the opposite direction. This allows you to see which items you have not worn in a while, questioning whether they still serve a purpise in your closet. If not, take it out, if yes, plan to wear soon.

A photograph of three models wearing highly detailed, long-sleeved lace dresses. The model on the left is in a light-colored dress, the middle model in a medium-toned dress, and the right model in a dark-toned dress. They are standing in a room with white architectural details.

CHAPTER EIGHT

POSITIVE BODY IMAGE & SELF ESTEEM

"NOTHING MAKES A WOMAN MORE
BEAUTIFUL THAN THE BELIEF SHE IS
BEAUTIFUL"
SOPHIA LOREN

This is the most important step. If you don't have a healthy body image and positive self esteem nothing you wear will ever look good or feel right.

Why? A woman with little or no confidence and low self-esteem can wear head-to-toe designer and not look like much, but a woman who radiates confidence and loves her body (no matter the shape or size) can wear the same outfit and make it look a million dollars!

The way we see ourselves affect the way we think, the way we feel, the way we act, the way others react to us and ultimately how we look and how we are perceived.

We must constantly be aware of how we speak to ourselves and what story we tell ourselves, as we often speak harsh words and say terrible things to ourselves and if we do it regularly we start to believe it, act it and attract it...

Here are only a few adjectives we can use when practicing positive self talk. There are thousands more. Let's make it our mission to use at least 3 positive words everyday when we have our inner most deepest thoughts about ourselves...

- beautiful
- powerful
- kind
- stylish
- capable
- focused
- creative
- confident
- dynamic
- smart
- ambitious
- passionate
- determined
- motivated

The image features three models showcasing elaborate lace dresses. The model on the left wears a white lace dress with a full skirt. The middle model wears a grey lace dress with a fitted silhouette. The model on the right wears a long, flowing blue lace dress. The background is a simple, light-colored wall with a decorative molding.

CHAPTER NINE

SIMPLICITY IS ELEGANCE

"ELEGANCE IS NOT ABOUT BEING NOTICED,
IT'S ABOUT BEING REMEMBERED"
GEORGIO ARMANI

Coco Chanel once said - Simplicity is the keynote of all true elegance...

Simplicity provides clarity, elegance of course, but mostly a much more streamlined lifestyle without the clutter that clog up our already busy lives and over complicate things with useless nonsense we don't use or need.

We should rather think of ourselves as curators, collectors of beautiful items that we love and use, rather than consumers of everything.

Much earlier in my life, my style was very dramatic and my life was over cluttered and over complicated - I didn't know what I had and never considered quality, rather preferring quantity and constantly accumulating...

Recent years and getting older and "wiser" I much more prefer simplicity and minimalism, thoroughly considering everything I purchase and preferring quality over quantity. Avoiding unnecessary clutter at all costs. I am constantly clearing out and organising and know exactly what I have and where to find it. Simplicity is calming and much less toxifying...

The exact same principles applies to my style and how I like to dress - minimalistic, uncomplicated, classic with neutral tones.

Find your elegance in simplicity. It will change your life...

A photograph of three models wearing elegant, long-sleeved lace dresses. The model on the left wears a light-colored dress, the middle model wears a greyish-blue dress, and the model on the right wears a darker blue dress. They are standing in a room with white architectural details.

CHAPTER TEN

SELF CARE

"SELF CARE IS NOT AN EXPENSE, IT IS AN INVESTMENT"

Part of simplifying our lives is to make things a little bit easier for ourselves.

It starts with you. It is doing the things that make you feel more like yourself. It is not selfish to love yourself, take care of yourself and make your happiness a priority. It is a necessity. You can not pour from an empty cup...

Self care and personal grooming is an integral part of my life. It is not me being vain, it is me feeling good about myself and within myself.

By maintaining our basic grooming we tend to spend less time getting ready. Having a hairstyle you can easily manage and maintain, your eyebrows groomed and tinted and your hands and feet manicured, will make you feel amazing and will save you valuable time you can then spend somewhere else.

Taking care of your skin and having a basic morning and night time routine will definitely provide you the glow you are looking for.

In my opinion, as we get older, the less makeup we should be wearing as tons of makeup can age us by decades, rather focus on enhancing your features. A little bit of foundation, mascara and a lipstick goes a long way and makes just enough of a statement to give you that wow factor...

Wear your signature perfume. Christian Dior once said - perfume is the indispensable complement to a woman's personality and the finishing touches to her look.

Always controversial Coco Chanel declared, there are no ugly women in the world, just lazy ones...do you agree?

A photograph of three models wearing highly detailed, floor-length lace dresses. The dresses are in shades of light blue, lavender, and cream. The lace features intricate floral and geometric patterns. The models are standing in a row, with the central model looking down and the others looking forward. The background is a simple, light-colored wall with a decorative molding.

EPILOGUE

QUESTIONS TO ASK YOURSELF

"IT IS NOT THE APPEARANCE, IT'S THE
ESSENCE, IT IS NOT THE MONEY, IT'S THE
EDUCATION, IT IS NOT THE CLOTHES, IT'S
THE CLASS"
COCO CHANEL

Congratulations on taking charge of your Style.

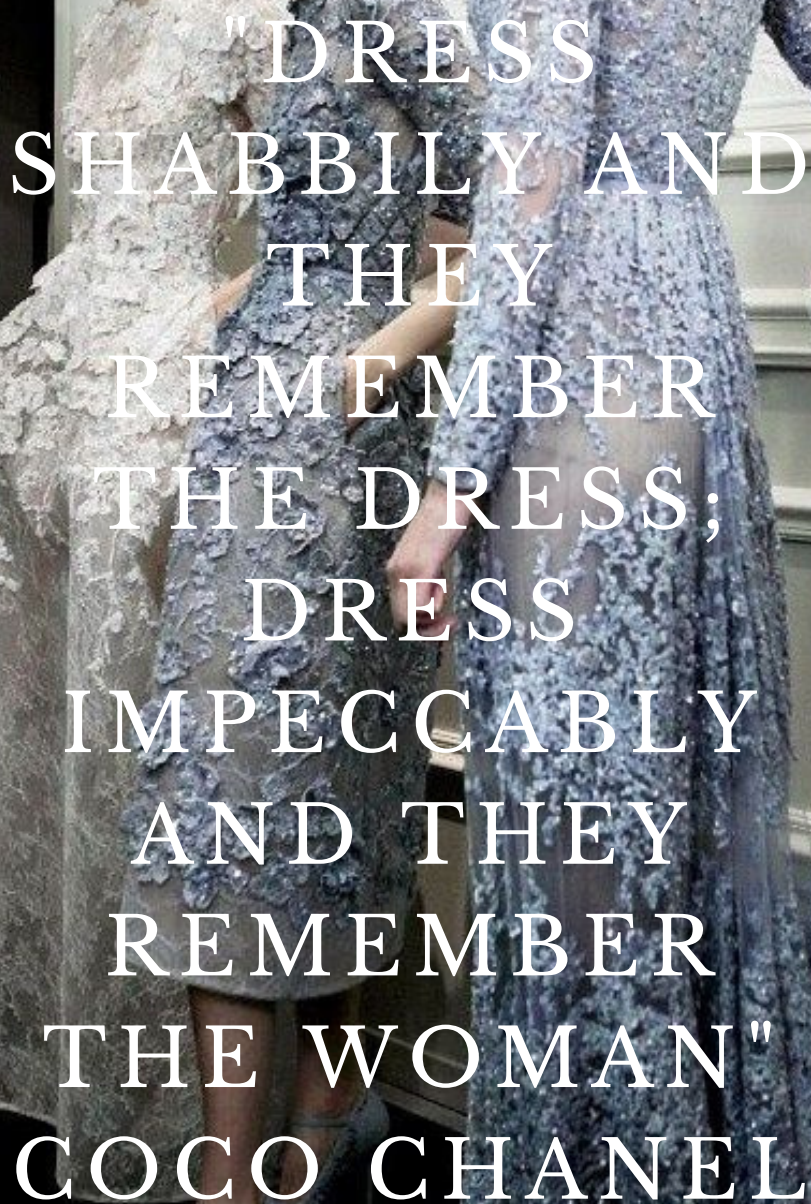
You should be well on your way to writing your own unique style story. With strong foundations in place, knowing what you love and feel comfortable in, perfectly suited to your lifestyle and tailor made for your style personality and body shape. You have discovered what you like and how it fits into your day, you are starting to build your own unique style with an organised and practical closet plus you have managed to find what you love most about yourself while reclaiming a few extra minutes....

If you still need more clarity, take a few minutes and ask yourself these simple questions...

- What do I like and don't like to wear?
- What is my lifestyle?
- What is my style personality? Do I perhaps have a combination of a few?
- How can I organise my closet to make it easier for me to get dressed?
- What do I love the most about my body?
- Which of my assets would I love to accentuate?
- Can I plan my outfits ahead of time?
- How can I create my elegance through simplicity?
- What can I do to make me feel good everyday?

I would love to hear what you most enjoyed about this course, what you have learned and what is the most important and useful piece of advice you are taking from this course?

Please share your thoughts with me during our LIVE Zoom meeting. I can not wait to guide you and answer all of your questions in much more detail. As you think of them, write it down, in case you forget...

A photograph of three models wearing long, floor-length dresses made of intricate lace. The model on the left is wearing a light-colored lace dress and looking towards the camera. The model in the center is wearing a dark blue lace dress and looking down. The model on the right is wearing a light blue lace dress and looking towards the camera. The background is a simple, light-colored wall with a decorative molding.

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