

**Josephine & Eve**  
PERSONAL FASHION STYLIST

# Style Identity Workbook

# Introduction

When creating your vision and the foundations for your style, it is really essential that you have a clear understanding of the what, the why, and the how.

Through this workbook, you will start to look at your style and current situation from a different perspective and start to get excited about how you are going to turn this around, so that you can start living your dream wardrobe. #loveit !

There are two parts to this workbook, the first part is for module 1: Create Your Dream on page 3 and the second part is for module 2: Express Your Style on page 4.

## What this workbook is designed to give you-

- ✓ Clarity on your underling style
- ✓ Discover what your style means to you so that you can have a better understanding of your underlying style
- ✓ Help your feel more empowered about your style and own it
- ✓ An understanding of how you currently feel about your style and how you want it to be, to help you understand what needs to change.
- ✓ A clearer vision about what you want to achieve going forward with your style and wardrobe through your e-course journey



## Module 1: Create Your Dream

How do I currently feel about my style?

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Paint the picture: How do I want to feel or what life will look like when I have my dream wardrobe? eg; empowered, confident, have go to outfits, simplified wardrobe etc..

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If I could fast-forward to the end of the e-course, what are 3 key outcomes that I'd like to have achieved?

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How would my friends/family/colleagues describe me as a person?

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What are the styles that you identify with? (tick as many as you like)

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|--------------------------------------|------------------------------------|--|-----------------------------------|
| <input type="checkbox"/> Androgynist | <input type="checkbox"/> Edgy      | <input type="checkbox"/> Minimal       | <input type="checkbox"/> Stylish  |
| <input type="checkbox"/> Bohemian    | <input type="checkbox"/> Elegant   | <input type="checkbox"/> Nautical      | <input type="checkbox"/> Sexy     |
| <input type="checkbox"/> Classic     | <input type="checkbox"/> Feminine  | <input type="checkbox"/> Preppy        | <input type="checkbox"/> Tailored |
| <input type="checkbox"/> Casual      | <input type="checkbox"/> Fun       | <input type="checkbox"/> Professional  | <input type="checkbox"/> Trendy   |
| <input type="checkbox"/> Bold        | <input type="checkbox"/> Glamorous | <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Unique   |

## Module 2: Express Your Style

Write down as many descriptive words as you like to flesh out your style-

[illegible]

### Additional Notes:

[illegible]