

A woman's hand with red nail polish and rings, resting near a cup of coffee and a bouquet of flowers.

Fashion Style Guide

HOW TO FIND YOUR AUTHENTIC STYLE?

A step-by-step guide to find your authentic style with ease! Learn the best tips and methods from a professional stylist.

By Sofiya Levina | www.levinas.design

HELLO!

Hi, I'm Sofiya Levina and I'm your personal stylist!

I'm so happy you downloaded this guide to learn how to find your personal style! But first, let me introduce myself.

I'm a Personal Stylist & Art Director. I help women to showcase their unique personalities through style. I take the stress out from my clients by editing their wardrobes, giving the best stylistic tools and recommendations.

My biggest strength is transforming personality, lifestyle, and values into a signature style that is going to make you feel amazing! Moreover, I help to create an efficient wardrobe that represents you, and that allows you to create many amazing outfits with ease!

We are what we wear!

I wrote this guide so you would be able to find your **authentic style** & build your wardrobe consciously.

You may be thinking, "I have no idea what my style is!" or "I'm just not stylish!" or maybe even, "My wardrobe has so many styles and I can't pick just one!". I've heard all of that and more from my clients. The thing is, you already have a personal style. You just need guidance to uncover it.

But there is a catch. After finding the authentic style that will represent you by 100% you may feel doubtful. You may start thinking "Who do I think I am?" or "I could never wear this because..."

But believe me, our confidence is related to how we dress up and what message we are giving to the world. Changing your style according to your soul is one of the best things you can do!

I'll teach you how to find your personal style and give you my best tips. I believe that everyone is unique and deserves to wear clothes that represent us!

So, are you ready to start your journey?

P.S. If you don't know anything about me or are just curious about why I am a personal stylist check this page! <https://levinas.design/about>

Ready to work together?

Find out more about my services at www.levinas.design/services

Where does the style starts?

All my clients want to be recognizable and look amazing. They don't want to look like someone else. But, the majority of the time they are not sure what they want or how to start the process.

Instead of wearing amazing outfits they:

- *are afraid of showcasing themselves*
- *just wearing old clothes that eventually start follow apart*
- *buying the same things over and over again (wearing things from high school or uni!)*
- wearing casual or generic outfits instead of creating a unique style and personality
- *following friend's recommendations so they are losing the touch with themselves*
- *buying a bunch of clothes that don't fit their lifestyle*

Once they get tired or recognize bad habits, they hire me.

When I first meet with my client I provide them a comprehensive questionnaire to better understand their lifestyle, values, goals, and aspirations! This helps me to define key elements to build their authentic style. Moreover, I'm working with an archetype system that adds an additional layer. Without a stylist, it can be hard to go from "I have no idea what is my style" to creating your ideal style. This is the reason why I wrote this guide.

What do you need to find your authentic style?

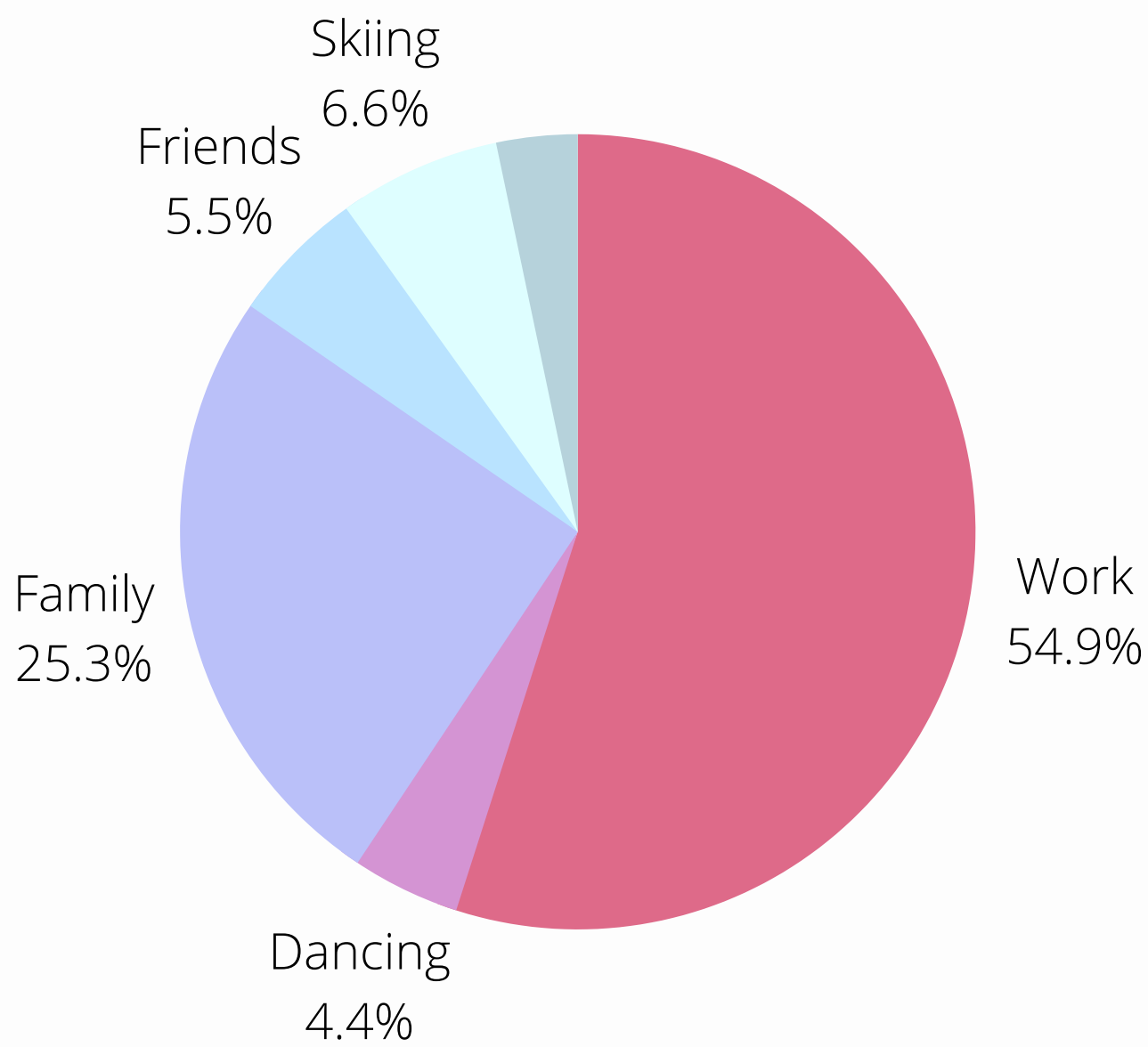
1. Understand your lifestyle and draw a lifestyle circle
2. Create a mood board with associations
3. Learn about archetypes, stylistic tools, and method

I'm going to cover the first two points in this guide and it's going to help you so much! If you'll do all tasks from this guide you're going to see a significant difference in your wardrobe and will understand yourself better!



- cozy
- traditional
- minimalist
- family-orientated

Your Lifestyle



The most important step is to analyze how you spend your time. You need to evaluate your typical week and count hours on all activities. Be honest! Here is an example of a time wheel.

You need to go really in-depth about what each area represents. For example, a work area. What are you doing at work? Meeting with clients, going out and hosting conferences, doing photoshoots? Or family, Is it picking up your children from school, cleaning the house, or going for family dinners? Write everything done and count the hours!

What is your typical outfit for this area?

What are you going to wear? Or you don't have enough clothes for it?

How do these outfits make you feel?

Big presentations / Meetings / Professional Events

A Night Out / Date / Fancy Event

Casual Get Together With Friends

Casual Day / Shopping / Lunch With Family

Your Current Wardrobe

In this step, you need to evaluate your current wardrobe. You need to notice patterns and clothes that you are usually getting.

What do you like?

Select your 5 favorite pieces in your closet and write down what do you like about them. Is this a color, texture, pattern, brand? Why do you like them?

- 1.
- 2.
- 3.
- 4.
- 5.

Are they similiar?

Perhaps items you picked have something in common. Are they similar in shape, color, fabric, brand, or shape? Write down what similarities they share and try to find a pattern.

What do you feel?

Describe how do you feel about these items. Are they giving you a feeling of joy or confidence? Do you feel powerful? Creative? Energized?

Your Current Wardrobe

In this step, you need to evaluate your current wardrobe. You need to notice patterns and clothes that you are usually getting.

What don't you like?

Select your 5 least favorite pieces in your closet and write down why you don't like them. Is it their shape, color, fabric, or other detail? Why don't you wear them?

- 1.
- 2.
- 3.
- 4.
- 5.

Are they similiar?

Perhaps items you picked have something in common. Are they similar in shape, color, fabric, brand, or shape? Write down what similarities they share and try to find a pattern.

What do you feel?

Describe how do you feel about these items. Are they make you feel sad and dated?

3 Steps to Authentic Style

1

KNOW YOUR BODY TYPE

Knowing your body type can solve so many problems! If you know exactly what lengths and shapes suit you won't struggle picking the correct clothes at stores.

Moreover, you will know how to highlight your body features and always look flawlessly. It's definitely the first step to build your authentic and harmonious style. I work with Dwyn Larson's body type system that gives amazing results to my clients.

They know their shapes, patterns, fabrics, lengths, and hair cuts! Isn't it great?

2

KNOW YOUR PERFECT COLORS

You can't just wear any color. Some colors will make you look amazing and some colors will kill your appearance! Colors that you pick should always enhance your looks, but not wash you out.

There are 16 color types and they all have unique palettes. If you want to know your perfect colors you can always contact me. I advise you to pick 3-6 colors for your wardrobe because it's going to be easy to mix & match them.

3

KNOW YOUR ARCHETYPES

Authentic style is always about the person. This is why we need to make sure that we translate ourselves through clothes and not someone else. Archetypes help with that. You can read about archetypes in my blog. But simply put there are universally recognized "personalities" that transmit their ideas, values, and principles. For example. a Ruler or Sage. You can simply imagine them and their roles. Using archetypes in style makes it easy to showcase who you truly are.

“ You cannot build your unique style if you don't know your body, colors, and personality. It's all connected. But when you do know you get the freedom to express yourself! ”

Q&A: SOFIYA LEVINA

Sofiya Levina answers common question about finding unique style and her client's issues.

WHY NOT EVERYONE HAS A STYLE?

People often afraid to express themselves and showcase who they truly are.

WHY CLIENTS COME TO YOU?

Usually, my clients have some inner conflict between their internal and external parts. Then they come to me for assistance.

HOW DO YOU BUILD A STYLE?

You can ask a stylist to work with you or start to understand who you are, what you want, and where are you heading.

ONE FINAL TIP?

Always be in love with yourself! It's essential.



Signature Style Words

Pick 3-5 words that describe your ideal, authentic style. Or write your own.

Timeless Refined Polished Formal Mature Professional
Elegant Sexy Minimalist Contemporary Mysterious Modern
Expensive Practical Basic Realized Adventurous Casual
Natural Classic Simple Subtle Excessive Sleek Chic Tailored
Sophisticated Flirty Feminine Romantic Flowy Creative Girly
Traditional Bright Colorful Ethnic Eccentric Bohemian Spiritual
Funky Brutal Rigid Quirky Unique Couture Dressy Quality
Striking Unconventional Innovative Futuristic Over-the-top
Bold Dramatic Youthful Trendy Urban Daring Edgy
Glamorous Magnetic Soft Luxurious Strong Vamp
Powerful Rock Grunge Goth Hippie Rock Punk Sport
Vintage Old-Fashioned 30-s 40-s 50-s 60-s 70-s 80-s 90-s

Your Style Mood Board

This is the most fun step! You're going to take your words and create a mood board according to them! Be creative, use Pinterest or a magazine to create a perfect representation of you!

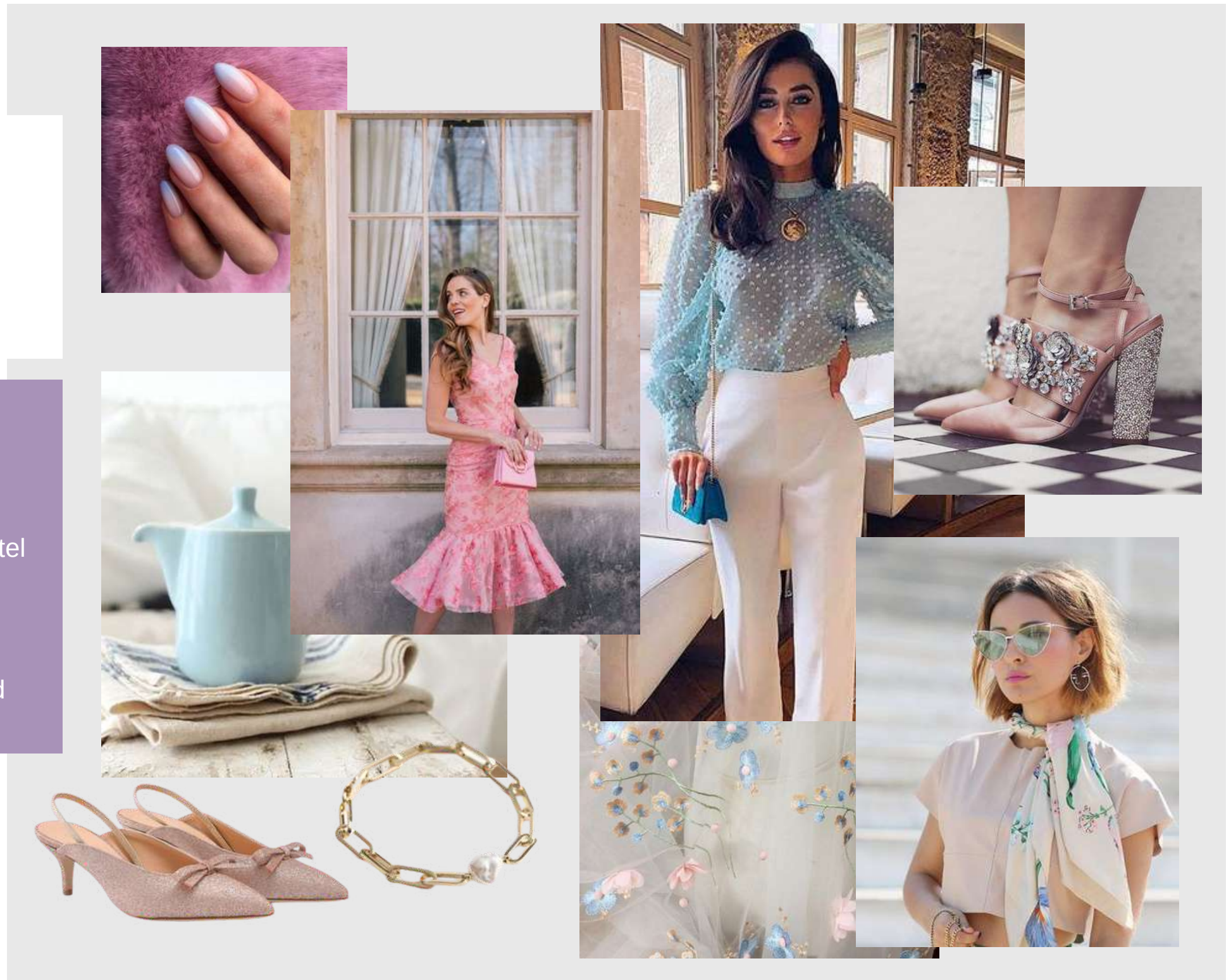
LADY LIKE

Words: lady, elegant,
expensive & feminine

Colors: White, pink, pastel

Lengths: midi and maxi

Features: silk scarfs and
hats



I'M A BOSS

Words: strong,
professional, classic

Colors: gem-stone, dark

Lengths: midi and maxi

Features: high heels and
pattern



Your Next Step To Look Your Best!

DOES THIS SOUND FAMILIAR?

- Your closet is full of impulsive purchases that you don't know how to style
- It takes too much time to dress up and look interesting
- You tend to dress the same things over and over again
- You feel like your wardrobe is a chaotic place
- You have no clue what colors and shapes are the best for your body
- You struggle at stores and hate shopping
- Are you amazing, professional, creative and capable...but you wouldn't know it from your clothes?

The news is that many women can answer "yes" to the majority of these questions. The good news it can be changed with a capsule wardrobe!

CAPSULE WARDROBE

A capsule wardrobe is an amazing solution that makes your life super easy! Simply, it's a small wardrobe of 10-30 items that easily combine with each other and create many outfits! Why do you need a capsule wardrobe?

- ✓ You'll start your mornings with confidence and calmness
- ✓ You'll always know that you have an outfit for any occasion
- ✓ You'll showcase who you are to the world
- ✓ You'll stop wasting resources on impulsive shopping
- ✓ You'll spend your time on important tasks

If you want to simplify your life a capsule wardrobe is a great solution. It will showcase your unique personality, values, and principles. This is what I give my clients: an amazing wardrobe, the exact outfits to wear, and all tools that are making them feel gorgeous, effortlessly!

If you're tired of stress and doubt and want to dress to impress, then I'm here to assist you. You will feel amazing when everything in your wardrobe will make you smile and inspire you to dress up. It's not selfish to show your beauty and look great - it's smart!

And you don't have to do it alone.

Ready to work together?

Find out more about my services at www.levinas.design/services

What My Clients Are Saying?



Sterkenberg, Susan 22 апр.

кому: мне ▾



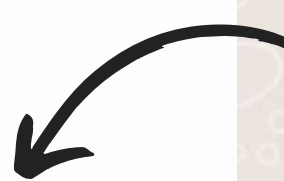
Here you go Sofiya, thank you again, so helpful and appreciated! Sincerely, Susan

"The entire process from early engagement with Sofiya and learning of her process for the color analysis, examples she shared, depth of the analysis, to the sharing and details of the pictures needed, and why they are critical, to the end product delivery of the color guides that are not generic, but tailored to you were invaluable. Through the years I've struggled with the 4 season and 12 season systems as I didn't feel I fit quite right into any one specific category. Sofiya helped me to understand I'm a cross over between the Dark Winter and Soft Winter with clear call outs to key colors best for me on the face and body along with specific make-up recommendations. She was s helpful at every stage of the process, and follow through quickly and professionally. Based on this guidance, I feel confident I can immediately adjust my wardrobe and makeup. Thank you Soiya, greatly appreciated." S. Sterkenberg-Hilton Head, South Carolina, USA



She was helpful at every stage of the process, and follow through quickly and professionally. I feel confident and can immediately adjust my wardrobe and makeup.

My client realized that she deserves to elevate her comfort level and invest more in herself!



Wooooow

Thank you, Thank you, Thank you

I'm still processing, I would have never guessed nor typed myself as a dramatic natural 🤔



That's why it's so important to have a professional like you, because my own bias on my body would never even dream to put myself in the same category as so many gorgeous women
Wow. Amazing.



And now I will spend the rest of the day re-reading everything 🤩🤩🤩



Also, as I was thinking about this whole process I finally realized that as I got older it is time to switch to other, more expensive brands. See how funny how it works - it took me to invest in myself and in you, to realize that :)) for example, I look at anthropology brand, and I see that I love their clothes, and even though it's a little bit more expensive than what I normally bought for myself, it feels like a right choice now!

19:43



READ MORE REVIEWS HERE!

<https://levinas.design/testimonials>

Ready to work together?

Find out more about my services at www.levinas.design/services

THANK YOU!

I hope you enjoyed this guide!

I hope this guide inspires you to start your journey to your authentic style. I would love to see your mood boards and feedback!

You can always hire me as your stylist to learn about your colors, body type, and book style strategy consultations.

You can read about my services here:

<https://levinas.design/services>

I enjoyed writing this guide. Don't forget that my resource library is always updating with new, free materials!

Available guides:

- Date Night Outfits
- How to Wear Color?
- What to Spend Money On?

Get them here:

<https://levinas.design/resource-library>

Password: lookgreat

Dress to impress anywhere you go!

With Love,

SOFIYA LEVINA

Ready to work together?

Book a FREE call with me here

<https://levinas.design/free-session>

P.S. Read these posts to learn more about style

Just Click the Image

