

Your life, your way

PSYCHOLOGIES

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HOW TO LOOK LIKE YOURSELF

“Wearing pattern and colour was such a release”

Business-owner Claire Vero talks to our resident image expert Mandy Lehto, about shedding a corporate uniform and being more true to herself

PHOTOGRAPHS KI PRICE

For Claire Vero, 32, creator of Aurelia Probiotic Skincare, style is about sharing and creating a connection. ‘We’ve created an inspiration zone in the office, where we pin up things we’d love to wear,’ she says. ‘We really bond over clothes’. Before starting her skincare company, Claire had a demanding corporate job in a government-facing role. ‘I stuck to suits and plain colours, and felt like I was in a monochrome army. I was changing into someone I wasn’t. I have so much more freedom to dress how I want now.’

When she resigned, she shed her entire corporate wardrobe. ‘I let go of the person I thought I was for over a decade. Then I went a bit mad with shopping.’ She calls this experimentation her ‘exploratory curve,’ where she played with all the styles she never had the opportunity to wear. ‘I was in the mindset of being care-free and letting go. Phase one of finding my style was just playing with anything I’d love to wear. But I soon realised that while I loved the boho festival look, it wasn’t really me.’

Dressing got easier with a theme running through her wardrobe. She got clear on what she wanted to project in her new work look – laid-back and feminine, but still professional – and started curating pieces from there. ‘Streamlining my eclectic mix of new purchases was phase two. Wearing pattern and colour was such a release from the blandness of corporate dressing,’ she says.

Claire has traded her classic career wardrobe for one that feels more true to who she is. ‘I don’t have a wardrobe split between work and home any more,’ she says. ‘I wear jeans, but I’ll smarten them up with heeled boots, and a printed jacket. At 5ft 11in, I prefer clothes to be fitted for a more flattering silhouette. And I love the seasons. There’s a gorgeous floral dress that I’ve pinned on the inspiration board at work. Spring is all about floral prints for me.’

Giving a nod to the colours and prints of the season is a way to stay fresh and to express some personality – even at work, Claire believes: ‘Yes, I have a serious business to run, but I still want to look fun and stylish, too.’



‘Now I have pattern on almost everything. I have a young baby, and prints are also handy, as they hide a multitude of sins!’

'I'm 5ft 11in in height. I think larger frames need larger patterns'



How to break free from your work wardrobe

- *Streamline your wardrobe by season*
- *Play with spring colours and floral patterns*
- *A personal shopper can help you source new items when you're time-poor*
- *Colourful or printed jackets transform jeans*
- *Create an inspiration board to keep your look fresh*
- *Experiment with new shapes*



'I would describe my personal style as fresh and carefree with a bit of tailoring to keep it professional'