

— 2015 —
CLOSET MISSION

PART 2.0
STYLE
STORY

USING FASHION
TO TELL YOUR
UNIQUE STORY
IS THE BASIS
OF PERSONAL
STYLE.

Every time we put together an outfit we're telling the world a bit about who we are. We're suggesting that we belong to a certain demographic or socio-economic group. We're indicating our values, whether it's as simple as saying 'I care how I look.' or 'I don't care how I look.' Of course this is a very surface level understanding of your story but people are reading it whenever they see you, how they're influenced by it is a whole other discussion. The point we're trying to get to on this mission is being able to tell a story that represents who you are.

STYLE STORY OBJECTIVES

1

Identify key factors that impact how you dress.

2

Isolate the ones that have the most influence on your day to day.

3

Know yourself better in order to make better style choices.

1. PERSONAL HISTORY

- How have your past experiences influenced the way you dress?
 - How important was fashion in your household growing up?
 - Did you wear a uniform to school?
 - When did your sense of style and taste start to emerge?
 - What was your style in high school? College? Now?
 - How has it changed and why?
-
-

2. VALUES

- Does your philosophy, spirituality or religion influence how you dress?
 - If it does, how so?
 - Would you like your values to be more reflected in your style?
 - Do you prefer small shops or big brands? How come?
 - Does it matter to you where a garment is made?
 - Quality, quantity or everything in moderation?
-
-

3. CULTURE

- How did your upbringing affect your taste?
 - Did you grow up in a city, small town or the country?
 - Were aesthetics highly valued in your household?
 - Was individuality and self expression encouraged?
-
-

4. COMMUNITY

- Do the people and messages around you inspire your style?
 - How do your friends and co-workers impact the way you dress?
 - How are you influenced by social media and other communities you're part of?
 - Do you feel pressure from these sources?
 - Do you consider yourself an introvert or an extrovert?
 - How do you think this might influence how you dress?
-
-

5. FINANCES

- How do your finances impact your style choices?
 - Does your shopping budget have a large impact on your style?
 - Do you find it limiting?
 - Do you have trouble justifying the cost of higher quality goods?
 - Is fashion a priority in the way you choose to spend your money?
-
-

6. LIFESTYLE

- How does your day to day life influence your outfit decisions?
 - What is the dress code at work?
 - What are the main activities you dress for?
 - Do your kids influence your daily dress code?
 - Are you active and outdoors a lot?
 - Do you walk a lot or drive?
 - Do you go out often to parties or social events?
-
-

7. LOCATION

- How does where you live impact your wardrobe?
 - Are there wide variations in weather where you live?
 - Does the climate limit you from wearing the clothes you'd like to?
-
-

8. BODY

- How does your body image affect your style?
 - What type of clothes make you feel good about your body?
 - What clothes make you feel uncomfortable or unhappy about your body?
 - Does your body make you feel limited in what you can wear?
 - If yes, how so?
 - What parts of your body do you like to emphasize?
 - What parts of your body do you like to downplay?
 - Describe the last outfit you felt great in.
-
-