Know Your PERSONAL STYLE

in 5 simple steps

Getting Dressed is CONFUSING?

There are so many fashion influencers, fashionista friends, well wishing family, relatives that keep on giving us advise. We listen to everyone and get confused. Few common things I get to hear is , "Trends keep on changing so fast" or "Getting dressed is a tedious task and to top it all fashionably dressed is like climbing a mountain" or "How much is enough, should I shop every week?"

Unlike this popular belief that you need to have a lot of things to look stylish , I say *"BUY LESS, BUY BETTER AND REALLY WEAR IT"*.

Once you have a well planned and organized wardrobe, when you start thinking your clothes & accessories as resource, as an investment in your personal, social or professional life, trust me that the "WHAT TO WEAR" situation will never arise.

Discover YOUR UNIQUE STYLE in 5 Simple Steps is short personal guide which will give you an overview of your lifestyle, personal style, how to manage your wardrobe, where to spend and where to save, how to shop smartly and most importantly to love your body and be confident.

HI, I am Jainee Gandhi.

Style is often defined by society, fashion magazines, and stereotypes, limiting how we express ourselves. It's time to break free from these labels!

I'm a Certified Image Professional (CIP) with over 10 years helping individuals find their unique style in a practical, relatable way.

With 500+ clients, 100+ talks, and 10,000+ people impacted, my mission is to make styling accessible to real women—not just runway. I believe in creating wardrobes that reflect who you are, not just following trends.

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Step 1: Know your Lifestyle

Lifestyle is what you do day in day out. One person's lifestyle is surely going to be different then others, even while staying in the same house.

Lifestyle evaluation gives you a clear idea of what events / occasions you often go to , what role takes the majority of your life and thus helps in identifying wardrobe gaps.

Everyone's life can be divided into broad categories of Personal, Social, Professional.

Chart down all the roles that you play, all the activities that you do in the above roles and write down the kind of clothes that you wear currently and would like to wear aspirational.

Sample

Event/ Ocassion	What I currently wear	What I would like to wear
Trainer at work (Professional)	Black pants, solid colour top	Smart Indian, cotton sarees, dresses
Casual dinner with friends (Social)	Jeans & top	Dresses, skirts with smart top
Parent Teachers Meetings (Social)	Jeans & top	Dresses, skirts, jeans, with smart tops

Step 1: Know your Lifestyle

Event/ Ocassion	What I currently wear	What I would like to wear

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Step 2: Know your Personal Style

So what exactly is personal style?
As the name suggests, it is a style that is you, authentic you.

So WHAT exactly is the YOU and what does it have to do with fashion?

Imagine a world (call it "Sameville") where everybody wore the same clothes. A place where they had the same style and liked the same things. Now that wouldn't exactly be the most colourful and stimulating world... would it?

Fashion is not just a great way to be in trend or a way to be fancy but fashion is to express yourself, It is a powerful tool to see yourself who you are, to feel confident.

Clothes are an extension of ourselves, so it is important to know what is flattering for you and why you wear what you wear.

Style is a powerful personal tool. Personal style is an individual's expression via the medium of clothes, jewellery, accessories, makeup, hair, in shorty how a person put together a whole outfit to show to the world who they truly are.

Creating your own personal style is the art of combining an outfit, or an image if you will, based on the various aspects of your personality and lifestyle.

Creating your unique style helps you achieve a sense of confidence and comfort in how you put together an outfit. This sets you apart from the rest. It takes a set of trial and error to find your personal style, so don't worry about making mistakes along the way.

In fact, developing your personal fashion style is a journey not a destination. Experimenting and just having fun help you get to know yourself better :-)

Personal Style = Individuality

Accentuate your individuality.

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Step 2: Know your Personal Style

Make a list of 5-7 your favourite clothes that you wear too often and a list of 5-7 clothes that you don't wear at all. Once you start breaking them into the below list, you will see that there are certain aspects of clothes that you absolutely love

Sample

Favorite Clothes

Clothes	Line, Shape, Color, Texture, Print, Fit, Style
Blue jeans	Fit, stretch, low maintenance, cut
Red kurta	Fit, cut, colour
Green A line top	Fit, cut, style

Least Liked Clothes

Clothes	Line, Shape, Color, Texture, Print, Fit, Style
Black jacket	Stiff fabric
White shirt	Stiff fabric, formal looking

The above analysis shows that, I like clothes that fit great with nice cut and colour. And I dislike clothes with stiff fabric. So next time when I go shopping, I know that buying clothes with stiff fabric will be a waste.

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Step 2: Know your Personal Style

Favorite Clothes

Clothes	Line, Shape, Color, Texture, Print, Fit, Style

Least Liked Clothes

Clothes	Line, Shape, Color, Texture, Print, Fit, Style

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Step 2: Know your Personal Style

The 4 looks above are all casual but they have different moods and messages

First picture says Smart & Chic with military green heavy shirt and loose denim.
Second picture says feminine , with its spaghetti halter strap dress.
Third picture says Cool & young with the denim jumpsuit and crop top.
Fourth one says relaxed and casual with a printed joggers crop top and denim jacket.

So understand the moods & messages of the garments you currently wear & would like to wear.

Develop a personal Style that is unique & authentic to you, that reflects who you are and represents what you want to convey.

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Step 3: Know your Body

Body Image…. what is that many ask me… it's simple many say, some are amused that there is something like this, some are intrigued…

In layman terms, body image is what you think about your body when you look in the mirror or in your mind. There are various explanations for it, lots of articles written about it and the media, fashion show organizers, models are taking a note of it nowadays.

Am going to share my personal experience, learnings, unlearning and responsibility as an Image consultant, as an influencer and more importantly as a mother.Pregnancy is one time where I know most of my friends suffer from negative self-talk about their body, also talking about their bodies and weight is a part-time hobby amongst women.I have had body image issues in my mid 20's, my confidence was an all-time low and with the birth of my son, my body image went on dipping.

People feel they are doing you a favor by telling you about how much weight you have gained, or that you cannot / should not wear a certain outfit, or that suggesting exercises and food for weight loss. All this and much more is body shaming if not done with the intent to gain a healthy fit body and not just a skinny one.

When I started out as an Image consultant and started working with women clients, is when I realized that most of the women irrespective of age suffer from negative body image.Our self-body image should be a mirror of our thoughts… If you don't respect yourselves, if you don't love your selves, if you don't follow a passion, you will be everything that others want you to be but yourself.

When this self – image is positive you feel positive about your physical body. Try and appreciate your body. Highlight the part of the body that you are proud of and camouflage the variation. Dress smartly and wisely.
Our Image depends on how we are groomed. If you keep on the feeling you don't look good or you don't dress smart, the other will sense your dip with confidence. Take a pledge to not be a part of fashion trend instead using the trend and styles that suit your body, roles & goals in life.

As influencers to next generation, role models for our kids, their friends, nieces, and nephews, it is our responsibility to bring about this change and change always starts WITHIN.

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Step 3: Know your Body

Make a list like literally of your body parts that you love and parts that you don't particularly love but will start loving from now on

What I Love	What I could Love

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Step 3A: Know your Body Shape

Body Shape is the Silhouette from FRONT.

DO NOT look at the side or back. Body shape is horizontal impression / first look effect of the body shape from front.
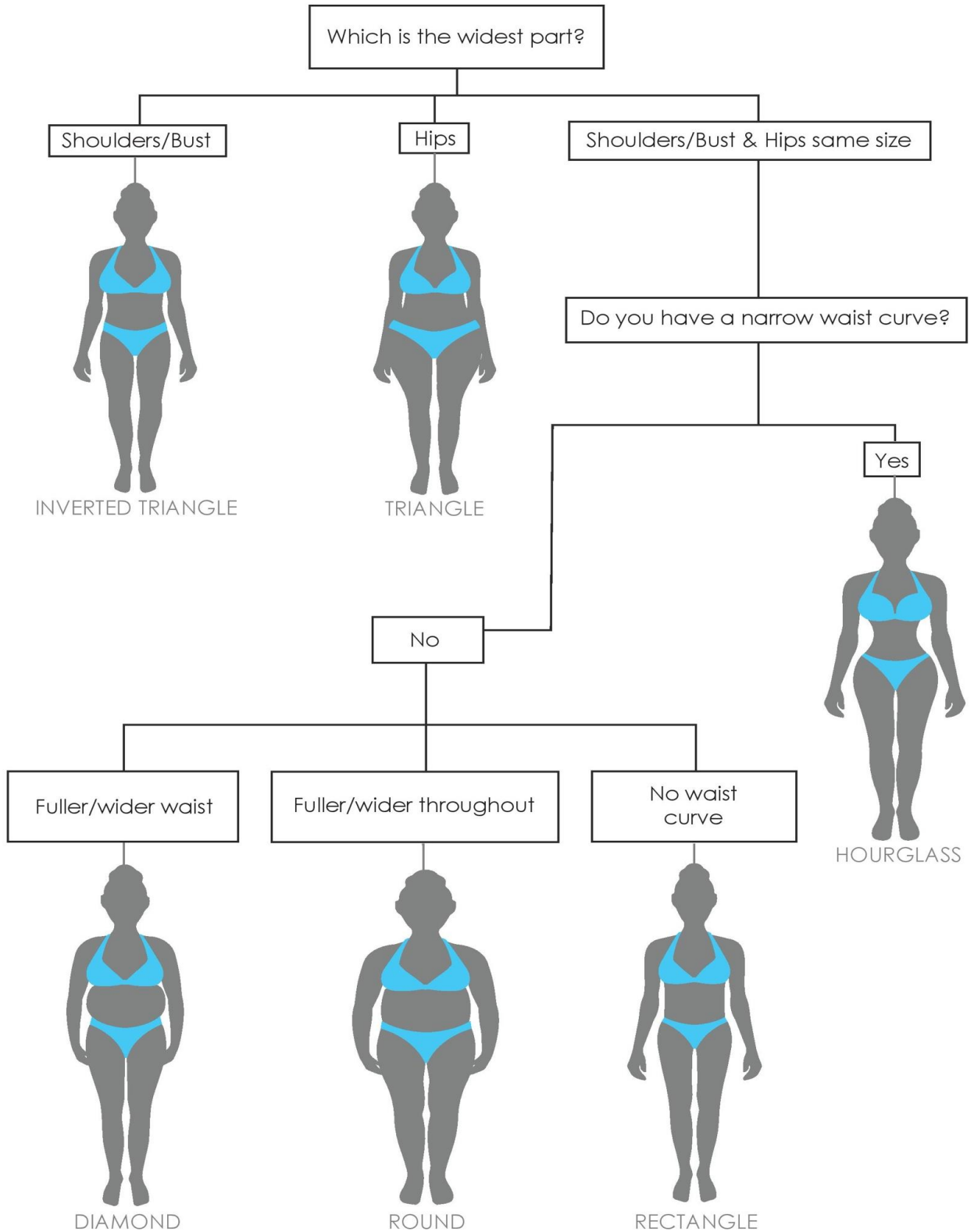
- Wear snuggly fitted clothes and look at your self in the mirror.

- Go to the next page and use the deducing method to know your DOMINAMT horizontal body shape

- Circle your body shape for easy reference.

Knowing your BODY SHAPE, tells you where to add details to balance your upper & lower body.

Add Horizontal details to Balance and Vertical details to elongate the body.

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Step 3A: Know your Body Shape

Which is the widest part?

Shoulders/Bust

Hips

Shoulders/Bust & Hips same size

Do you have a narrow waist curve?

Yes

INVERTED TRIANGLE

TRIANGLE

No

HOURGLASS

Fuller/wider waist

Fuller/wider throughout

No waist curve

DIAMOND

ROUND

RECTANGLE

Step 3B: Know your Body Frame

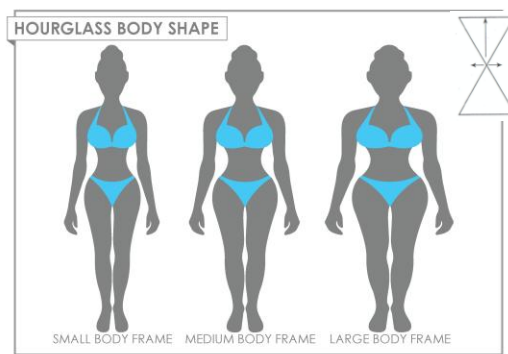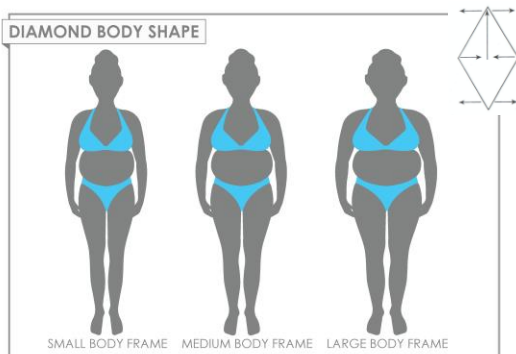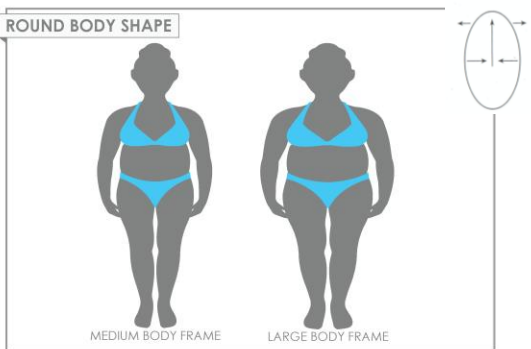All women under one category of the body shape cannot be clubbed same because everyone has different frame.
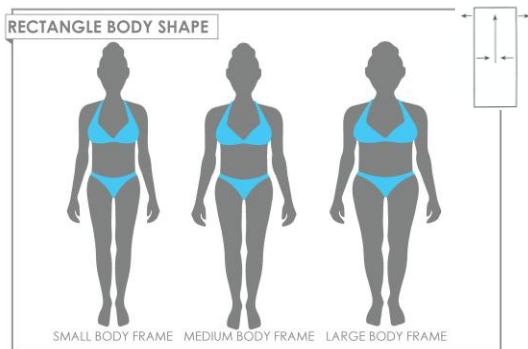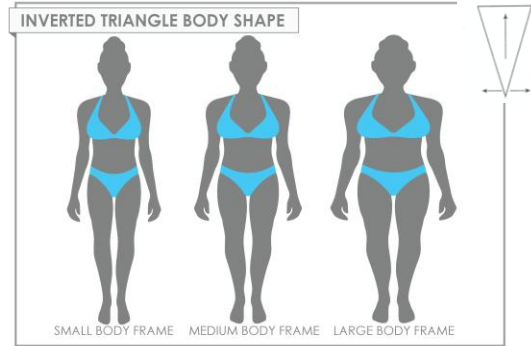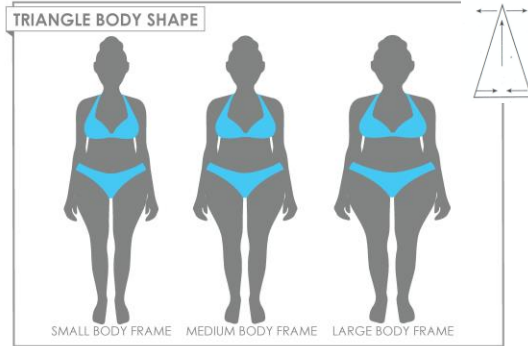
Body Frame is the height & weight of each person, that allows to know the body frame.

In the below chart, look at your weight in kgs & height in inches. Circle what matches the closest to you and that is your frame.

Ft.iches	Extra Small		Small		Medium		Large		Extra Large	
	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max
4'10"	>/=45	50	51	55	56	60	61	65	</=66	NA
4'11"	>/=46	51	52	55	56	60	61	65	</=66	
5'0"	>/=47	52	53	57	58	62	63	68	</=69	
5'1"	>/=48	53	54	58	59	63	64	69	</=70	
5'2"	>/=49	54	55	59	60	64	65	70	</=71	
5'3"	>/=50	56	57	61	62	66	67	72	</=73	
5'4"	>/=51	58	59	62	63	68	69	74	</=75	
5'5"	>/=52	58	59	63	64	70	71	76	</=77	
5'6"	>/=54	60	61	65	66	71	72	77	</=78	
5'7"	>/=55	61	62	65	66	73	74	79	</=80	
5'8"	>/=57	62	63	67	68	75	76	81	</=82	
5'9"	>/=58	64	65	69	70	76	77	82	</=83	
5'10"	>/=59	65	66	70	71	78	79	84	</=85	
5'11"	>/=61	67	68	71	72	79	80	85	</=86	
6'0"	>/=62	68	69	73	74	79	80	85	</=86	
6'1"										
6'2"										
6'3"										
6'4"										

Please bear in mind, this is the average calculation for women with Indian Race.

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Step 3B: Know your Body Frame

TRIANGLE BODY SHAPE

SMALL BODY FRAME   MEDIUM BODY FRAME   LARGE BODY FRAME

INVERTED TRIANGLE BODY SHAPE

SMALL BODY FRAME   MEDIUM BODY FRAME   LARGE BODY FRAME

RECTANGLE BODY SHAPE

SMALL BODY FRAME   MEDIUM BODY FRAME   LARGE BODY FRAME

ROUND BODY SHAPE

MEDIUM BODY FRAME   LARGE BODY FRAME

DIAMOND BODY SHAPE

SMALL BODY FRAME   MEDIUM BODY FRAME   LARGE BODY FRAME

HOURGLASS BODY SHAPE

SMALL BODY FRAME   MEDIUM BODY FRAME   LARGE BODY FRAME

Based on step 1 of your body shape and step 2 of your body frame, circle the Frame Shape combination of your body.

Now we know the FRAME + SHAPE of your body, the third and last piece of the puzzle to **know your unique body code** was variations**.**

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Step 3C: Know your Variations

Circle your variation in the body, which is not part of your dominant horizontal body shape
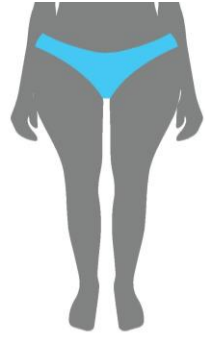
Heavy Hips & Thighs

Heavy Bust

Heavy Midriff / Protruding Stomach

Smaller Bust

Broad Shoulders

Heavy Arms

Flat Bottom

Your Unique Body Code

Example

Front Horizontal
Shape

Body Frame

Variations
(Heavy Arms)
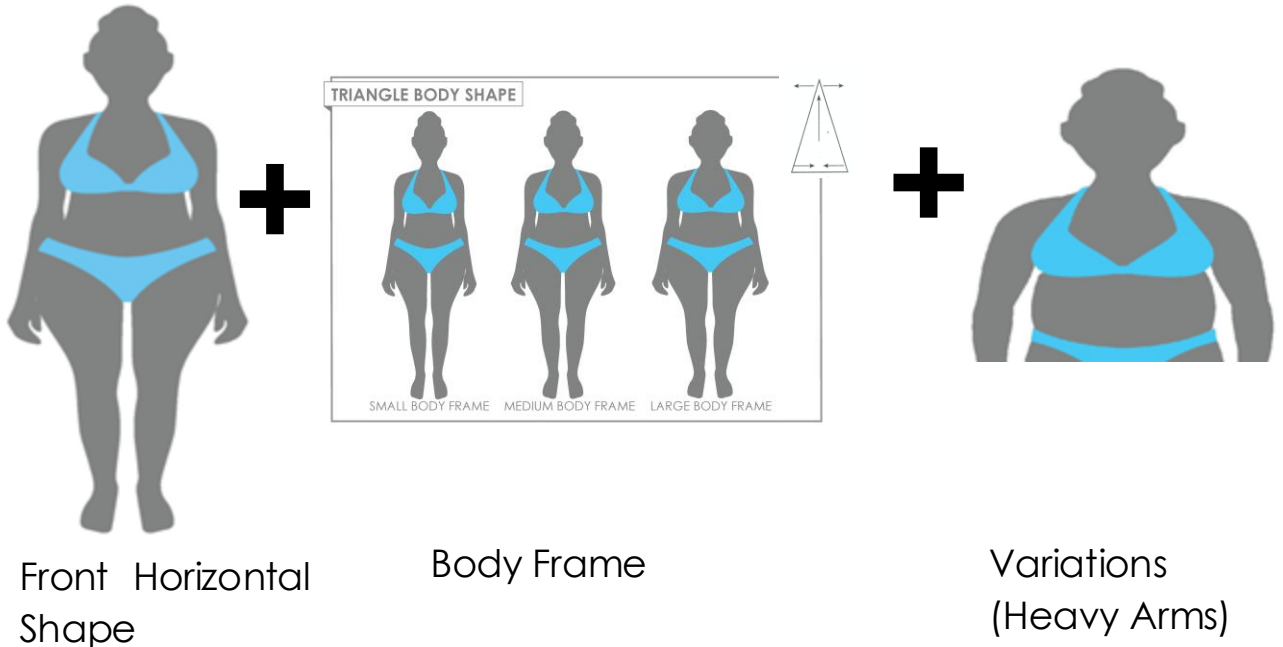
So the Unique Body Code of this women is Triangle shape, Medium frame with Heavy arms as a variations

Now you are ready to pick the right clothes for your body.

The Unique Body Code ,tells us bits and pieces of our body that is unique just to us. It tells us where to add details to highlight and where to keep simple and plain camouflage.

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Step 4: Declutter Wardrobe

In this step, literally raid your wardrobe. Remove every single piece of garment that you have. It will happen that you might be emotionally attached to a piece or that you might have totally forgotten it was still in your wardrobe or everyone's favourite " I will surely fit into this someday" garment.

 This is a very important step emotionally because you will realize how many clothes you have and how many have you been actually wearing. It is said that **"People wear 20% of their clothes , 80% of the time"**. This is due to many reasons. So this step will show you how to make more space in your wardrobe and utilize it effectively.

Raid your wardrobe and divide them in 3 categories

A: Clothes you like & wear too often

B: Clothes you don't like but have to wear them

C : Clothes that you like / don't like but have not worn them in the last 3 years.

Observe the pattern of why you like some clothes and why you don't like some. There lies the answer of the decluttered wardrobe.

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Step 4: Declutter Wardrobe

Lets declutter category A: Clothes you like & wear too often. This category will be similar to your personal style of step 2. Most of the reasons to discard in this category, are tattered condition, over-worn clothes, loose / tight fit, etc.

Clothing Items	Keep / Discard	Reasons

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Step 4: Declutter Wardrobe

Lets declutter category B: Clothes you don't like but have to wear them.

This category will be a mix of your personal style (step 2) and in between to figure out what went wrong.

Clothing Items	Keep / Discard	Reasons

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Step 4: Declutter Wardrobe

Lets declutter category C: Clothes that you like / don't like but have not worn them in the last 3 years.

Unless the clothes are of emotional value or heirloom pieces, don't keep such pieces. What you have not worn since last 3 years, you wont wear it again.

Clothing Items	Keep / Discard	Reasons

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Step 5: Smart Shopping

Build your Basic Wardrobe

So what exactly do you understand by Wardrobe Basics?
They are those boring clothes that are always there in our wardrobe. Black Formal pants if you are working, denims for outings, basic black tee and so on. Although they look boring but they are very versatile and essential.

They are –

Flexible: They can change your whole look by adding few accessories.

Trend Proof: They are basics, you can never go wrong with that. For example in an interview you can never go wrong if you are wearing a white shirt and formal pant.

All Season: No matter what season it is, these clothes are always in season

Style Saving: If red hot pants are in season than tone them down by a basic black tee.

Outfit Multipliers: It is said that 12 basic garments can create upto 80 outfits. So just think about it. Even if you have 50% of your wardrobe as basic wardrobe than how many looks you can create.

Wardrobe Foundation: They are definitely wardrobe foundation. If you are on a low budget and trying to just get started than these basics are of great help.

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Step 5: Smart Shopping

Few guidelines to buy wardrobe basics:

❑ Check your wardrobe. Before going on a shopping spree it is wise to check the wardrobe and review the contents.

❑ Every single garment that you purchase should suit your lifestyle.

❑ Get at least 2 of each, so if white shirt is your basic get 2 white shirts in different pattern, style / fabric.

❑ Get each essential in neutral color, so if you want to buy a formal pant, buy black first than move on to beige / green.

❑ Avoid fancy detailing in the basics.

❑ Same applies to accessories, bags and shoes. Always have basics like black and tan in your wardrobe, these colors go with most of the formal wear and have Gold / gold- silver mix for traditional.

❑ Get your cost per wear for each trendy garment you are investing in. This will help you save money on things that you might wear just once a year.

❑ The exceptions to smart shopping are when you are buying something for a specific occasion.

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Personal Action Plan

What have I learned:

The action I can take now:

My long term action plan:

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What Next ?

I am sure this was interesting, here's what you can do next.

I have created a one of a kind courses where I'll guide you in developing an in-depth understanding about your body shape for a life time, curating a personal style, a wardrobe that you absolutely love.

Style Your Body Shape
Learn About Unique Body Shape | Body Image | Variations
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Be your own Stylist
Learn About Body Shape | Colour | Personal Style | Style | Fashion | Accessories
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Indian Wear To Work
Learn About Indian Formality Scale Kurtas | Sarees Fabric | Pattern Accessories
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Accessories in Styling
Learn About Jewellery | Shoes | Bags | Belts
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Colour in Styling
Learn About Combination | Print | Contrast | Rule of 3
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