

How to find your

Style

IN 10 STEPS!

Welcome to [40plusstyle.com](https://www.40plusstyle.com) where we celebrate style and beauty of women over 40.

My name is Sylvia, creator of the site and a true advocate of personal style.

I believe that personal style advances as we age as we become ever more aware of what suits our personality, our body and our life.

I also believe in personal style that is unique to YOU. I believe that when you find the style that suits you, you will feel happier and more confident living your life.

Some of you may have already found your unique personal style but I know that many of you are struggling to identify it or can't figure out how to style for your changing body or lifestyle.

In this style guide I like to give you some starting tips and resources to find your true unique style that will make you look and feel amazing!

Enjoy!

Sylvia



First of all, what exactly is Style?

Here are just a few quotes that try to describe the word:

“Style is an expression of individualism mixed with charisma. Fashion is something that comes after style.” John Fairchild

“Style is knowing who you are, what you want to say, and not giving a damn.” Gore Vidal

“Fashions fade, style is eternal.” Yves Saint Laurent

“Style is a magic wand, and turns everything to gold that it touches.” Logan Pearsall Smith

“Style is definitely confidence, to leave people with the impression that you want.” Suzanne

“Style is showing your personality on the outside.” Anja

I believe that it is a combination of all those things mentioned above but above all:

“Style is expressing your unique self.” Sylvia

How do you define style?

Does your style reflect your personality?



**STYLE IS EXPRESSING
YOUR UNIQUE SELF**

So how do you find your unique style?

We are all very different.

It is therefore essential to understand yourself, your personality, your body and your style preferences.

These 10 initial steps will help you identify what these are!

1. Your body
2. Your personality
3. Color
4. Style inspiration
5. Wardrobe analysis
6. Fit
7. Which clothes make you happy and look fabulous
8. Components of style
9. Style essentials
10. The icings on the cake

Let's get started!



1. Understand your body

Knowledge is power. So the first thing you need to understand is what kind of body you have and what works for you.

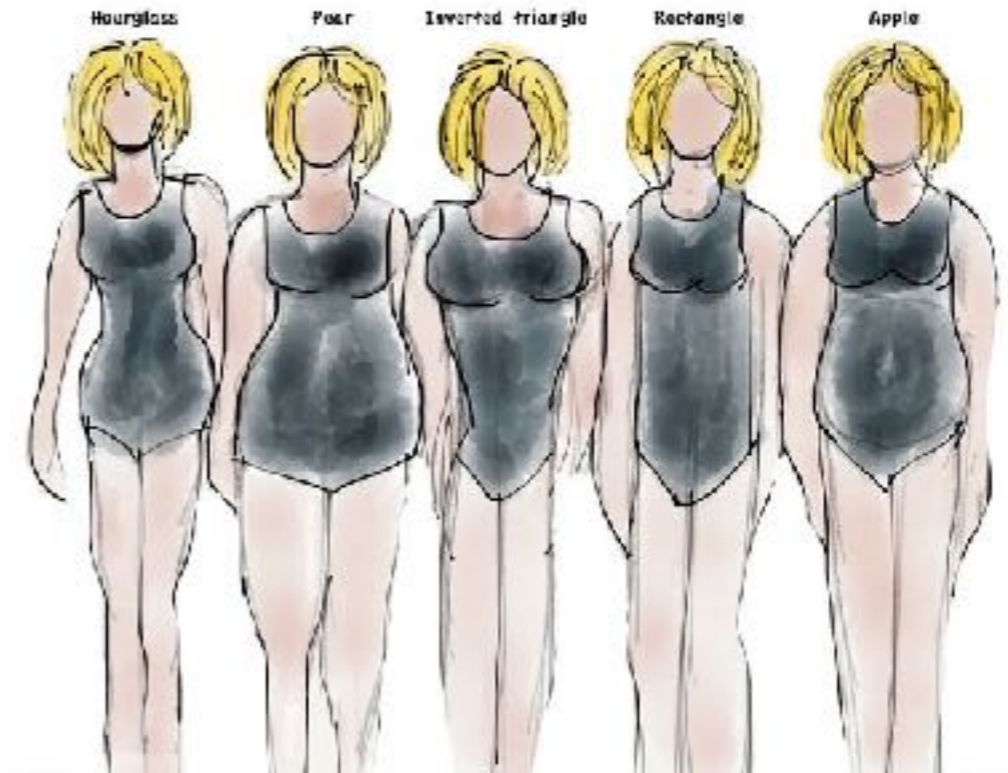
If you have a good understanding of your body shape and which parts you wish to highlight or downplay, you can buy the right clothes to either accentuate or camouflage them. At 40plusstyle.com we work with 5 horizontal body types:

- pear
- apple
- rectangle
- hourglass
- inverted triangle

You can identify your body type by going to [this page](#) and then follow the guidelines for your specific body type.

You may also like to identify your [vertical body type](#).

Once you have discovered that, you can start thinking about the desired silhouette you want to create and create a balanced outfit.



2. Understand your personality

Write down some words that describe your personality.

How would you currently describe it?

Do you feel that your style reflects your personality?

Have a look at *various different styles*.

Which styles appeal to you most?



3. Which colors inspire you?

Colours can also have a huge effect on your style and how you feel.

Determine which colors truly represent YOU. Notice how you feel when you wear certain colors.

You may like to read my article on [the psychology of color](#) as well to learn more about the effect colors can have on you.

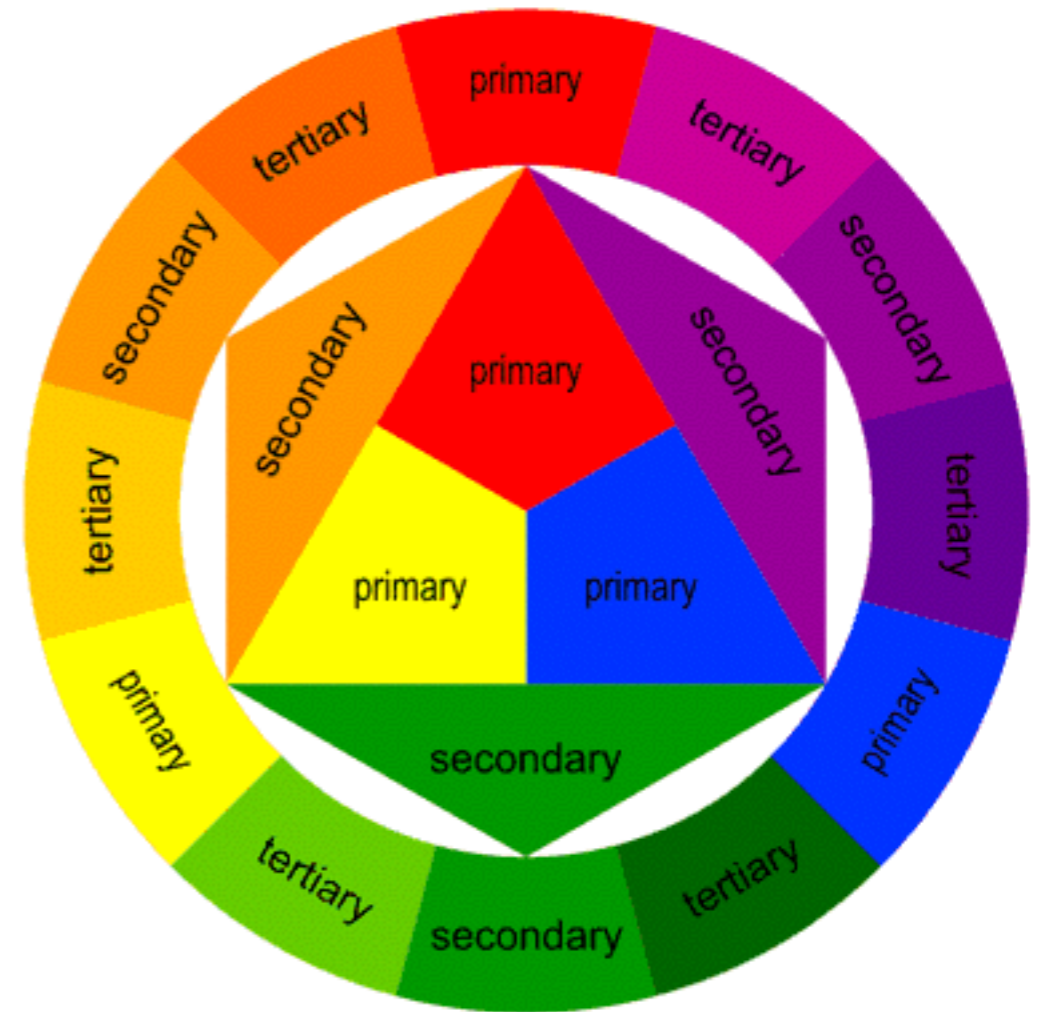
If you don't use much color in your current style, you may start to experiment a bit by adding bits of colors through accessories and see how these make you feel.

Do you know which colors suit your complexion?

Which colors make you happy?

You may enjoy our color guides

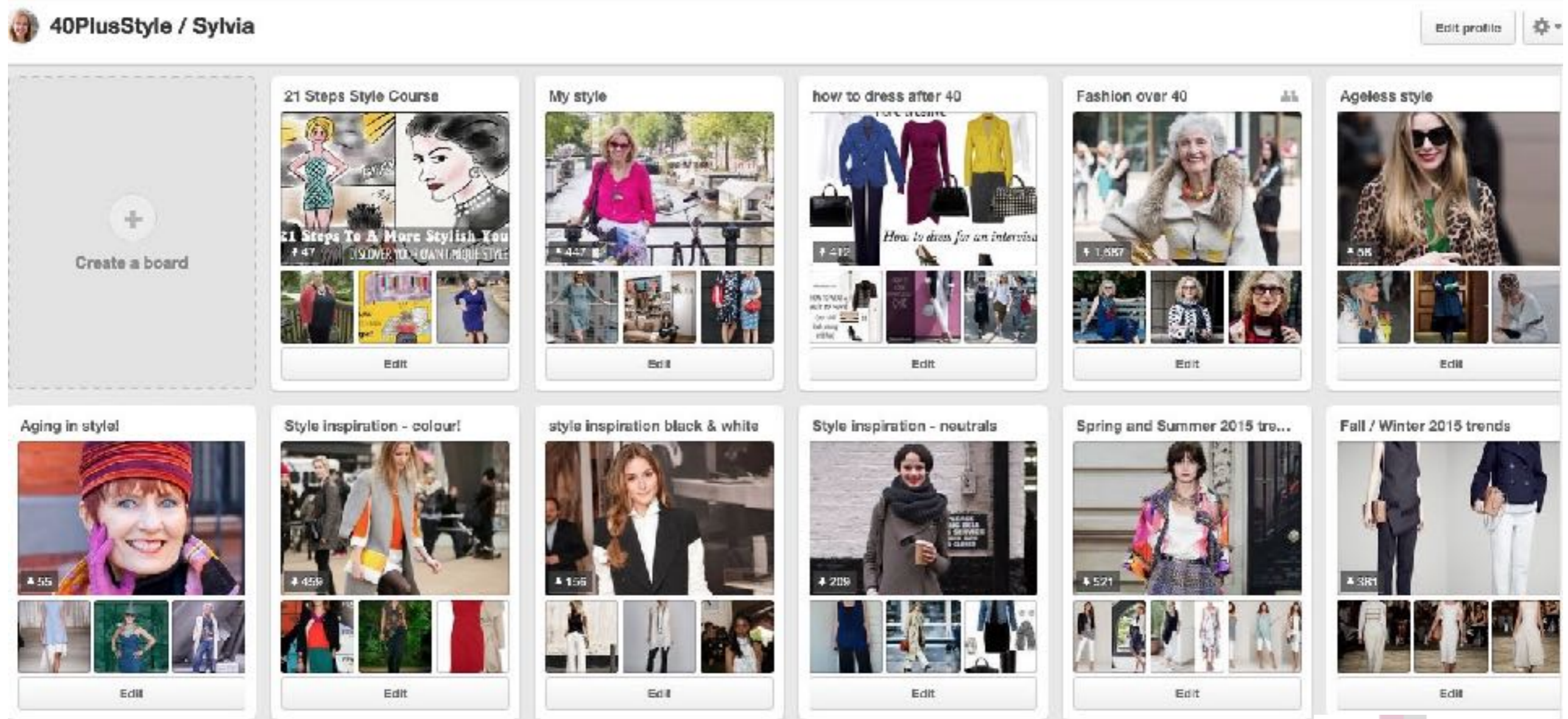
red - gray - orange - white - yellow - pastels - orchid - green - pink - black



4. Keep a scrapbook or pin the styles that inspire you

Whenever you see others wearing clothes you admire or like, try to get a picture and paste it in a note or scrapbook or pin it on Pinterest.

After a while, you will see a pattern developing of the kind of styles that you like. Take note of that and remind yourself about this style before going for the latest fashionable trend. You can take inspiration from [my Pinterest Boards](#).



5. Be critical of your current wardrobe

Be honest. Which garments in your closet do you REALLY like?

How many of the garments have you not worn for a long time? How many were mistakes?

Write down what didn't work. Which clothes make you HAPPY?

Then donate or swap any items that don't really work for you.

They may be great pieces, but if they don't suit YOU or your body type or create the silhouette you are after, you will not feel happy in them.

It may be time to **edit your wardrobe** and create a wardrobe that you love!

Are you happy with the clothes and accessories in your wardrobe?



6. Make sure that every item you buy FITS you

I'm sure this happened to you.

You see an absolutely wonderful piece of clothing at a rock bottom price. It fits your body, style personality and creates a silhouette you like. You try it on, but it's just a little bit too short or too tight. You buy it anyway because the piece is so lovely and it's cheap.

This is a big mistake. Any clothing that does not fit you properly will never look good on you.

So please beware of sales and only buy new clothes when you really adore them, suit your desired style and fit you properly.

You will look better in a cheap item that fits, rather than an expensive brand that doesn't.



7. Keep a note book or diary of your outfits or take pictures

You may already pin images or make a scrapbook of clothes that inspire you, but also try to really understand which clothes that you wear make you feel GREAT!

If you felt wonderful on any particular day wearing a certain outfit, write it down. Or better even, take a picture.

I have found that taking pictures of myself is a great help in recognising which outfits worked and looked good and which ones didn't.

This will further help you identify your style and prevent you from making buying mistakes.



8. Try to identify the components of your style and only follow the latest trends when they fit your style

True style defies fashion trends. Although it is nice to add some trendy pieces each season, you should only go for the trends that suit you.

Try to identify the components of your style:

- Which comfort level is important?
- Simple or more abundant?
- Which cut and silhouette?
- Timeless or trendy?
- Prints or solid?

You may like to identify many more components and identify the key points of your style. Components of my style for example include comfort but also asymmetry.

Write them down and use them while shopping!



9. Make sure your wardrobe contains all the necessary basics for your style

The first 8 steps will get you a clearer sense of what you like and what suits you. Now you need to determine if you have the basic essentials necessary for your particular style.

These basics will be different for all of you.

Go through your inspiration book and determine the absolutely necessary essentials for your style.

You may like to read [this article](#) on what style experts consider wardrobe essentials.



10. Complete your look with the right statement pieces and accessories

Once you have covered the basics for your style, look for some wonderful statement pieces that are truly unique to you. Try to be creative and mix both high and low-end brands together. Create something unique!

Accessories are easier to change and it's also easier to be very creative with them.

Invest in a good pair of shoes and choose the perfect hand bag for your style.

If you understand your style well, it may not be necessary at all to have many shoes or handbags. Rather, you could focus on getting the perfect ones. One of these accessories may become part of your signature style. Something that uniquely defines you.

Of course you could do it the other way round too. Have fewer clothes and make them different each time with different accessories!





Most of all have fun with fashion and style!

Dressing yourself and creating an image that pleases you should be fun first and foremost.

Enjoy the process of finding your own true unique style!

You will know it when you have found it as you will feel comfortable, beautiful and confident in your clothes and you will show that to the world.

These are just the basic steps in finding your style and if you like more help finding or finetuning your style in a fun and structured way, you will love my [style course: 21 Steps to a More Stylish You](#). This course will also look at other key elements such as hairstyle and makeup.

Have fun and I hope to connect with you at the site or in the course.

Find me at [40PlusStyle.com](#), [Instagram](#), [Facebook](#), [Twitter](#) or [Pinterest](#)!

Sylvia

