BRAZEN BEAUTY MOVEMENT

Style Guide

FALL 2017

WELCOME!

—to the Brazen Beauty Fall 2017 Style Guide.

The purpose of this guide is to support you to create a capsule wardrobe. What is a capsule wardrobe, you ask? Oh my love—I can't wait to show you.

It is a revolution. A movement. A shift in being.

Remember, this is a mindset shift away from the two options we are given in today's culture: austere "I don't care about clothes" vs. wild excessive materialism. A mindshift away from feeling vain if you care about your looks.

This is about owning your beauty AND your power.

This is about you being authentically, gorgeously, amazingly—YOU.

Christine xo

CONTENTS

Section 1
The philosophy and ethics behind the capsule wardrobe

What is a capsule? 5.
Why use one? 5.
How to use your capsule wardrobe 6.
My take on the capsule 7.
#FFF 8.

Section 2
Pieces that make up an essential 40-piece capsule wardrobe

Tops 11.
Bottoms 11.
Dresses 12.
Layering pieces 12.
Shoes 12.
Accessories 12.

Section 3
Styling, or how to make the most out of your capsule wardrobe

Color 14.
Mixing and matching 14.
Customizations 15.
Customize style 16.
Customize budget 16.

Section 4
Personal shopping

Personal shopping introduction 18.
Personal shopping continued 19.

Curated Capsule
25 piece inspiration wardrobe

Recommended pieces 22.
Tops 22.
Bottoms 23.
Dresses 24.
Layering pieces 24.
Shoes 25.
Accessories 25.
Outfit tutorial 27.
14 days of outfits 27-40.

In closing

Thank you 41.

Section 1

The philosopy and ethics behind the capsule wardrobe

WHAT IS A CAPSULE?

A capsule wardrobe has gained popularity over the last few years as a clarified and streamlined wardrobe. Coined in the 70's by London boutique owner, Susie Faux, it's all about dressing with a small collection of seasonally appropriate, mix-and-match clothes. **Caroline from the blog unfancy.com, an early popularizer of the new capsule, calls it a "small, intentional wardrobe."**

WHY USE ONE?

Think of this: American women are usually cited as wearing only 20% of their closet. That is a mind-boggling 80% of our wardrobes that we don't wear. According to the incredible social documentary *The True Cost*, the world now consumes about 80 billion new pieces of clothing every year. This is 400% more than the amount we consumed just two decades ago.

Also reported by *The True Cost*, the average American now generates 82 pounds of textile waste each year. That adds up to more than 11 million tons of textile waste from the U.S. alone. This waste pollutes the Global South. Workers in the Global South—mostly women, many mothers—are paid low wages to supply our addiction to fast fashion and cheap clothes.

In order to live well and live with care, we need to shift our relationship with clothes. By engaging a capsule wardrobe approach, we re-educate ourselves to live minimally, shop with intention and mindfulness, and wear everything we own.

And for those among you who are stylistas, the capsule wardrobe can help you to clarify your style. In my third round of capsuling, I remember staring at the five black sweaters I owned that I thought were all so very, very necessary. I was forced to choose. Having to give up four black sweaters that, it turned out, I only kinda liked for the truly amazois sweater that made me happy all the time helped me to be more careful about details and cut the next time I went shopping.

HOW TO USE YOUR CAPSULE WARDROBE—

as your only wardrobe if you value a minimalist and easy life style;

OR

as the backbone of your wardrobe—all the essential, forever style items over which to layer the fun trendy pieces that come and go;

OR

as a TOOL to 'getchoself togetha' because your wardrobe is out of control, a way to start over;

OR

as a packing reference since everything pairs with everything;

OR

as a way to discover your personal style and brand... what works for you? What doesn't;

OR

redo your wardrobe as a series of themed capsules—a somewhat larger 'everyday capsule', a smaller 'professional wear capsule', or 'travel capsule'.

MY TAKE ON THE CAPSULE

The Brazen Beauty Capsule Wardrobe Approach—

A MOVEMENT

So here we are. In a mess. With some inroads being made by capsule wardrobe enthusiasts.

And yet, as a stylist, an anthropologist, and a woman madly in love with other women's vibrant, radiant self-expression, I wondered—does a capsule wardrobe necessarily have to be minimalist looking? Or—can we embolden even the downtown fashionistas to love capsuling? Can we have a chic, delicious, edgy capsule? Can women who enjoy art and design and a well made shoe also capsule?

Welcome to the Brazen Beauty Capsule. Where you get to have radical politics and still like pretty things. Where you get to give back to the world through intentional shopping and mindful choices. But without sacrificing your radiant voice, your brazenness, your beauty and your style.

In the following pages I recommend 40 essential pieces that can create your Brazen Beauty capsule, some styling notes, a sample collection that I have personally tried on and assessed from boutiques and stylish retailers in downtown Manhattan, and some suggestions for daily outfits to get you started. I have tried, particularly, to honor stores that believe in sustainability and local, small businesses.

#FFF
#FUCKFASTFASHION

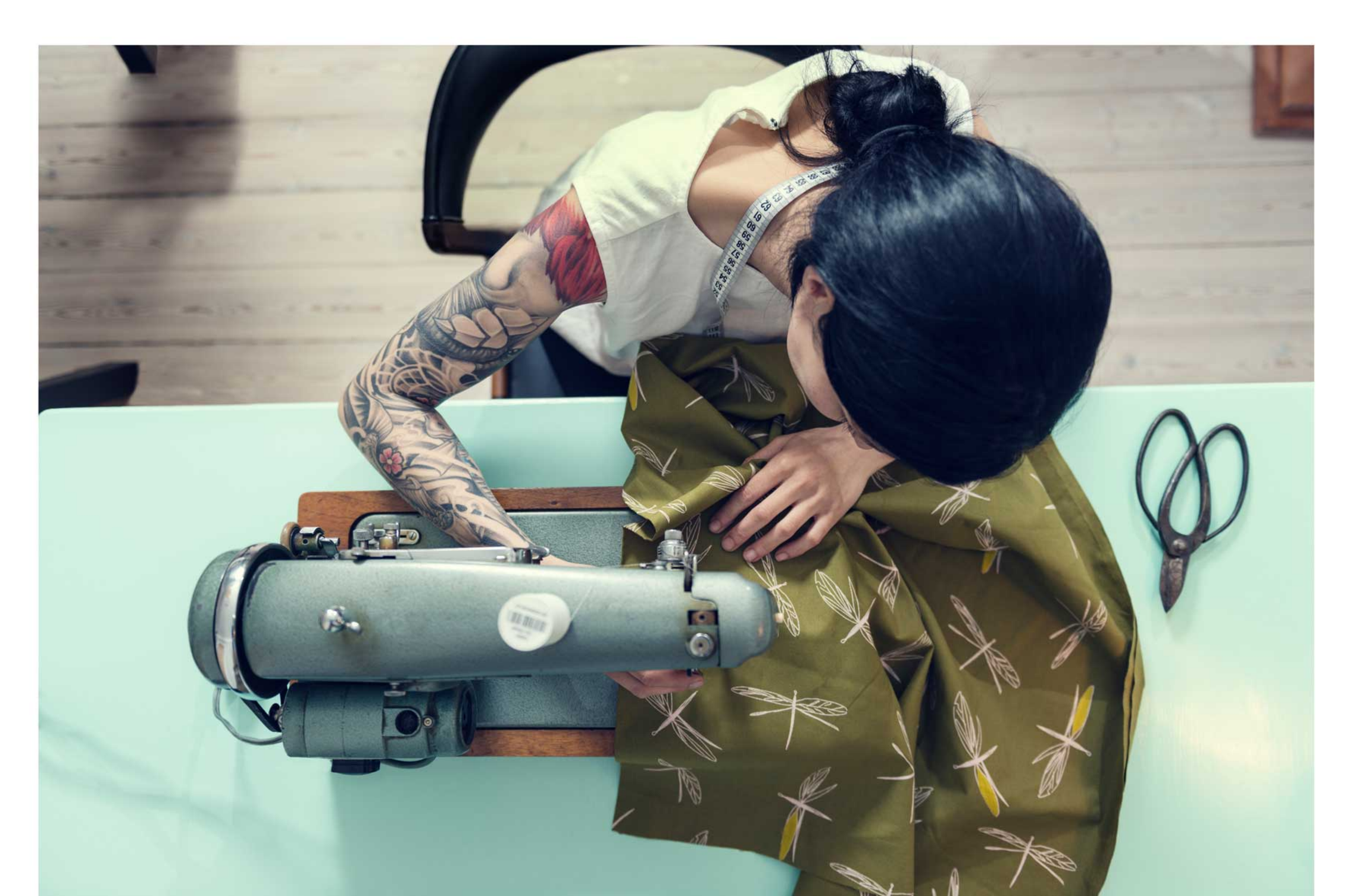
But Christine, doesn't it get boring (restrictive, blech) to only own 40 items?

No, it doesn't. It helps you be more creative because you don't spend a half hour trying on three different outfits only to walk out da door and hate everything you have on all freakin' day long. Less headspace on clothes, more headspace on organizing street protests, making art, and finding ways to win on the Senate floor.

Other capsule wardrobes goddesses help me to shop inexpensively. Why are the clothes you recommend so expensive? Are you a secret capitalist?

I have hand selected clothes that I believe will last you for seasons. The goal is to return to the yesteryears of clothes when our ancestors had a few items that were high quality and lasted. This is about shifting your mindset. Invest in high quality pieces, and while you are at it get a great tailor on speed dial to adapt each piece for your body. Think of it this way—cost per wear. Invest more now, wear longer, lower the price per wear.

Hashtag: fuck fast fashion.



SECTION TWO introduces you to the items you will need in your capsule. Each item has been carefully selected to provide you with what a busy, professional women who wants to look effortlessly-fabulous-without-ever-thinking-about-clothes should have in her closet.

You can use section one to reorganize your current closet. Some pieces of clothing will be easy to gently release into the world.

Some pieces may be more challenging to let go of but won't fit into your 40-piece wardrobe. That's ok. If this is your first capsule, I suggest you be quite gentle with yourself. You are undoing and remaking your relationship to clothes—and beyond that your body, your personal expression, and perhaps some beliefs around worthiness, what you need and what you deserve.

This process can bring stuff up. Move gently. Store the pieces you are unsure about for a season—and defer your decision for four months. You will be amazed at what you discover about yourself and your relationship to these pieces when you pull them out later.

I have provided a handy checklist that you can print out and bring with you to the store. Hence, you can also use section one as a planning guide to shop mindfully and bring in new pieces this Fall.

In **SECTION THREE**, Styling, I provide some style notes on how to tailor the capsule wardrobe to your authentic voice and your personal brand.

In **SECTION FOUR**, Personal Shopping, I discuss some tips for investing in high quality items.

Thereafter, I include the **BRAZEN BEAUTY FALL 2017 CURATED CAPSULE:**

CURATED CAPSULE SECTION #1—I recommend real pieces you can purchase to make up your capsule. Most of these pieces are items I have personally tried on, or from tried and true brands I have tested. As of the making of this guide, all of these items are in stores (although some, as in the case of pieces from Intermix, turn over quickly). I have set up a FB group for women who own this style guide as an extra resource to discuss where to purchase items to make up your authentic capsules.

CURATED CAPSULE SECTION #2—Outfit Tutorial, I give you some styling ideas with 25 inspiration pieces, that make up two weeks of outfits. Share your OOTD (outfit of the day) in **The Brazen Beauty Movement FB group!**

ENJOY!

Section 2

Pieces that make up an essential 40-piece capsule wardrobe

This is the **Everyday Edition** of the capsule wardrobe project. (Stayed tuned for more fabulous capsuling—the **Brazen Beauty Professional Capsule Wardrobe** and the **Brazen Beauty Travel Capsule Wardrobe**.) All of the clothes selected are meant to span most of your activities, with work and special occasions (like beach, travel, sports and black-tie functions) as the notable exception. If you work in a casual environment, the everyday capsule may be able to span all areas.

TOPS

One slim fitting dark top

One slim fitting white or cream top

One Breton top or bodysuit

One loose black or navy top

One loose white or cream top

One colorful top

BOTTOMS

Black skinny jean—straight, no funny business, no weird zippers or rips

Grey or taupe skinny jean—straight, no funny business, no weird zippers or rips

Textured, patterned or ripped skinny jean

Non-skinny jean like bell bottoms, boyfriend cut, slim etc.

Non-jean pants alternative like a legging

Pants that are actually pajamas but you can wear them out of the house

Leather skirt

Everyday go-anywhere skirt

DRESSES

Wrap dress or wrap-like dress

Dress that is actually a pajama muumuu but no one can tell

Great black dress for weddings and funerals and religious services

Floral, pretty, floaty dress for weddings and baby showers and mothers' day lunches

LAYERING PIECES

Bomber jacket

Blazer

Leather jacket

Cozy cashmere sweater in a dark color

Cozy cashmere sweater in a light color

Man's button up shirt in white or stripes OR sweatshirt like top

Knee length trench or knee length cocoon coat

SHOES

Sneakers that a millennial might wear

Ballet flats

Clogs

Knee high boots

Ankle boots with a heel

Flat ankle boots

Chunky heels

ACCESSORIES

Blanket scarf

Backpack

Hobo purse

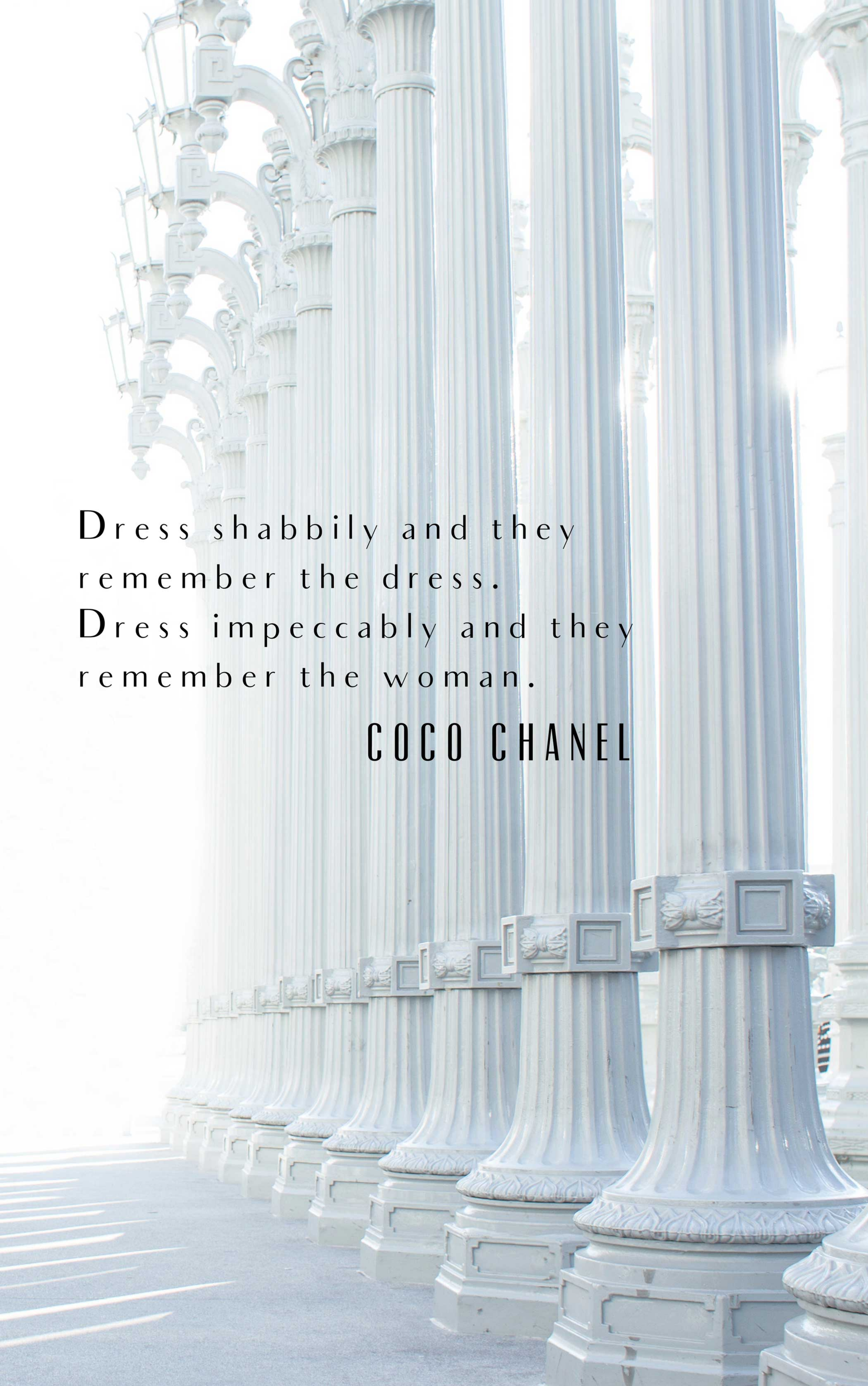
Clutch

Necklace

Bracelet

Gold earrings

Silver or diamond earrings



Dress shabbily and they remember the dress.
Dress impeccably and they remember the woman.

COCO CHANEL

Section 3

Styling, or, how to make the most out of your capsule wardrobe

In order to make the most out of your capsule, you need to think through a few things.

FIRST, COLOR.

As you will notice in Section Four, Personal Shopping, I provide a fairly neutral color palette. That engages more opportunities to mix and match. But you do not have to follow my lead. It is perfectly possible to have a great capsule with tons of color! Just be mindful of warm tones vs. cool tones, and what colors pair well with one another. I tend to pair neutrals with neutrals and colors with colors. To be honest, a teal looks much better with a purple than with a black or brown neutral—as long as the undertones of the color are similar.

Here are the colors I selected for my Fall 2017 Brazen Beauty capsule. I suggest you choose no more than these.

Grey
Black
White-ish/cream/neutral
Navy
Pink/ blush
Gold or golden neutrals
Heathered/ oatmeal neutrals
Crisp white

SECOND, THINK CAREFULLY ABOUT MIXING AND MATCHING.

Here are a few tips to enhance your capsule wardrobe and support you to mix and match—

Reduce prints as much as possible.

Play with texture as much as possible instead of prints. By texture I mean, you can choose a neutral color or tone—let's say navy-- but use a chunky knit, ripped jean, and metallic shirt ALL IN THAT COLOR to add style and interest.

Play with shine and metallic as much as possible to enhance the colors you have selected, especially the neutrals.

Play with fabrics, but sparingly. One or two velvet pieces go a long way.

THIRD, CUSTOMIZATIONS.

How do you want to customize your capsule? I suggest making critical decisions about the style you want to exude. I suggest choosing two styles for your purchases. With only one style you may get bored, but with three you will start to lose the capacity to mix and match. For the Brazen Beauty Fall 2017 Capsule sample wardrobe, I selected a modern, clean style with touches of glamor and touches of punk rock.

I am available to work with you one on one through personal styling and image branding to identify and develop your authentic style and voice. After working with me, you will have a streamlined personal brand which coherently ties your personal appearance to the same messaging you create with your business or professional and creative projects. All of your clothes will immediately visually communicate who you are and your big, gorgeous life purpose.

Alternatively, you can join my free FB group—The Brazen Beauty Movement—to get the support of the group to develop your individual voice.

CUSTOMIZE STYLE

Vintage flair
Sophia Loren bombshell
Boho/ California
Feminine
Androgynous
Afrolatina
Urban Pioneer
Creative
#Girlboss
Punk Rock Princess
Glampunk
Ballerina
Minimalist/ Modern

CUSTOMIZE BUDGET

I am a grad student goddess—puh-leez make all pieces UNDER $100

I'm a rich fucking divine goddess. Give me the realreal blingbling so I can be a queenqueen.

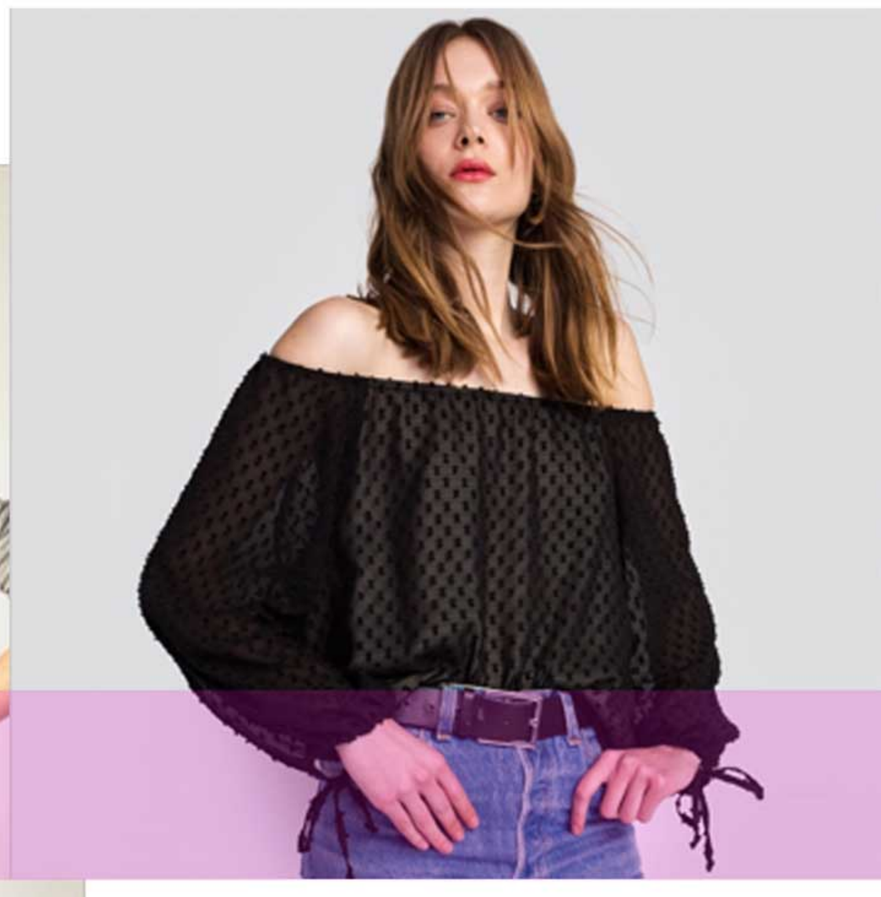
I am a social responsibility goddess. I want to support small brands who are doing something GOOD or are run by people I respek. #notrumpclothes

Now you are ready to start pulling your pieces.

For those of you who want more structure, I have selected 25 pieces to populate your 40 piece capsule wardrobe. The remaining 15 pieces I leave up to you to bring your unique voice and style into the Capsule.

For those of you who really want to play, pick and choose from among the 25 pieces I recommend and bring your voice in to populate as much of the 40 pieces as you like.

For example, filling in the "loose dark shirt" category could look like this, this, or like this—depending on what you like.



Section 4

Personal shopping

When you shop, choose pieces of the highest quality, meant to last decades. When I shopped for the sample wardrobe, I touched the fabric and considered whether the clothes would feel good against your skin. I tried them on and looked at the way they draped. I checked labels and thought about the sourcing and quality. I looked up companies' labor policies and sustainability policies.

In short—I treated the clothes I recommend here with the same kind of respect as I would treat you, dear friend. I want you to feel loved by your clothes.

YOUR WARDROBE SHOULD BE AN ACT OF SELF CARE AND REFLECT YOUR WORTH. THIS IS IMPORTANT. THE CLOTHES ARE MEANT TO SHOW YOU OFF, NOT YOU SHOW OFF THE CLOTHES. THIS IS THE DIFFERENCE BETWEEN STYLE AND FASHION.

Please customize according to your budget. If you decide to make different choices with your abundance, I suggest shopping consignment to get higher quality clothes for less. At the same time, price does not necessarily equal quality. Some lower-priced stores make excellent pieces that last. Madewell is one. Aritzia is another. Take advantage of sales, but be careful not to fall into sales-googles. Ask yourself: would I spend $300.00 on this piece? If the answer is NO—DO NOT BUY IT! Back away. Remember that you make a wise financial investment in the long run by wearing ALL of your clothes.

Take good care of your clothes. Launder them well and gently. Repair them in a timely fashion.

As of the writing of this style guide, all pieces are currently available. If you need personal shopping services or are unsure of how to use this guide for your particular style or body type—I provide one on one styling services both in Manhattan and internationally. I also occasionally offer online programs to support women to transform their style.

Please visit my website at—
www.brazenbeautymovement.com
or email me at—
christine@brazenbeautymovement.com

Style is a way to
say who you are
without having
to speak.
RACHEL ZOE

CURATED CAPSULE

25 piece inspiration wardrobe

In the following, I pulled pieces to support you to think about what you can invest in to create your personalized Fall everyday capsule wardrobe collection. In other words—I spent time in stores so you didn't have to. You are welcome!

Note: *I have selected pieces styled in for an urban context with touches of grown-up punk rock and touches of glamour for women ages 30-55. This is an everyday capsule wardrobe. If you prefer a different styling-- like boho or artist/editor or French minimalist, or, if you prefer a professional capsule -- please reach out to work with me one on one or through my group programming.*

Curated Capsule Section #1

RECOMMENDED PIECES

TOPS

One loose white or cream top

Equipment Signature Silk Shirt in Bright White

Man's button up shirt in white or stripes OR sweatshirt like top

Intermix SEA Asymetric Plaid Sweater

Cozy cashmere sweater in a dark color

Everlane The Cashmere Crew in Navy

Cozy cashmere sweater in a light color

Everlane The Cashmere Crew in Oatmeal

One colorful top

Joie Arlinda Silk Top in Bella Rose

One slim fitting dark top

James Perse Relaxed V-Neck in Quarry Pigment

One Breton top or bodysuit

Madewell Stevie Stripe Bodysuit at Nordstrom

One loose black or navy top

Joie Arlinda Silk Top in Caviar

BOTTOMS

Leather skirt

Mary Katrantzou Embossed Leather Miniskirt

Non-jean pants alternative like a legging

BCBG Hawkins Color-Blocked Leggings

Black skinny jean – straight, no funny business, no weird zippers or rips

Joes Jeans The Honey Curvey Skinny Roslie

Grey or taupe skinny jean – straight, no funny business, no weird zippers or rips

Joes Jeans The Wasteland Ankle in Greystone

Non-skinny jean like bell bottoms, boyfriend cut, slim etc.

AG Jeans The Angel in Interim

DRESSES

Wrap dress or
wrap-like dress

Reformation
Winslow Dress
in Champagne

Great black dress
for weddings and
funerals and
religious services

Rouje Paris Robe
BROOKE Impine
Fleur

LAYERING PIECES

Knee length trench
or knee length
cocoon coat

Intermix Harris
Wharf Ivory
Blanket Coat

Leather jacket

Burberry
Diamond Quilted
Detail Lambskin
Biker Jacket

Blazer

Alice and Olivia
Jace Sequin
Embellished
Blazer

Bomber jacket

Vince Velvet
Bomber Jacket

SHOES

Chunky heels

Cole Haan Block Heel in Antique Gold Specchio

Sneakers that a millennial might wear

Adidas Original Stan Smith

Flat ankle boots

Chloe Susanna Studded Suede Ankle Boot

Ballet flats

Repetto Cendrillon Ballerina Black Nappa Calfskin

Clogs

No. 6

ACCESORIES

Backpack

Kika NY Postal Backpack #1

Curated Capsule Section #2

OUTFIT TUTORIAL

OUTFIT #1

OUTFIT #2

OUTFIT #3

OUTFIT #4

OUTFIT #5

OUTFIT #6

OUTFIT #7

OUTFIT #8

OUTFIT #9

OUTFIT #10

OUTFIT #11

OUTFIT #12

OUTFIT #13

OUTFIT #14

Thank you so much—

for being with me dear **Brazen Beauty**, on this incredible journey. A few thoughts before we close.

I ask that you are mindful about sharing this guide. I serve women as a life coach and personal stylist. My purpose is to lift us all up to higher and greater levels of power and beauty. Your financial investment empowers me to empower others.

If you need support beyond this guide, I am delighted to invite you to the Brazen Beauty Movement Facebook group. Please contribute to the conversation and enjoy the women. We are building something beautiful.

Huge shout out to my designer, James Phillip Gates. You can read more about his work here: www.whitespacedesigncollective.com—hire him! He is phenomenal.

If you want to learn more about me or work with me, I am available for one on one life coaching and professional coaching work focused on supporting women to take clear, purposeful actions towards achieving their visions.

I am also available as a stylist for image rebranding, personal styling and event styling. I will be releasing a Signature Program soon that will be available for participation online.

Please be well. Enjoy your appearance and your beauty. It is your birthright to be beautiful and to feel beautiful. It is not vain. It is not materialistic. It is a source of power and service in the world to unpeel from our old ideas and become exactly who we are meant to be.

In love, style and gratitude,

Christine xo

© 2017 Brazen Beauty Movement. All rights reserved.

EMPOWER YOUR STYLE. EMPOWER YOUR LIFE.