



12 STEP GUIDE TO *Feelin' Yourself*

Take the dread and overwhelm out of planning Summer outfits with these proven tips and expert Stylist advice.



Hey gorgeous...

Congratulations on doing something for you and downloading this guide to feelin' yourself (Beyoncé Style) this Summer.

I am SO excited to share these 12 Insider Tips on how to skyrocket your confidence in not only your body but also your clothes within a matter of months!

But first...

I want to talk to you about why feelin' yourself, believing you're beautiful and being confident in your skin is basically medicine.

The age that we live in – and have grown up in – the media, social media, magazine images that we've been brought up with, as well as throwaway comments made by family or friends about what a Summer Body or a stylish wardrobe should look like, is like a b*tch slap in the face...for all of us.

Why?

Because almost none of us look like those 'ideals'.

We've been dripped these subtle messages that force us to compare ourselves to the 'ideal' body, bone structure, wardrobe etc. and when we don't naturally live up to those expectations, we devalue ourselves. We feel like we're not good enough...



Needless to say, the impact on our mental health and emotional wellbeing can be really damaging, to the point where often it spills into other areas of our life: relationships, health, money, career – all areas where we accept less because we don't feel we're good enough...

This is why taking care of your style, giving yourself the time to pick a nice outfit out and loving what you see in the mirror is so important. It's self-care.

Clothes give us a massive amount of power to enhance our best bits and disguise our inevitable insecurities, and therefore feel so much more confident.

As a result, we are happier, more motivated and our mental health and emotional wellbeing are better for it.

So it's time to rewrite the story.

Make some time for yourself, follow these steps, own your confidence and live authentically and unapologetically as YOU.

I've questioned, explored and addressed the most common – and my own – style confidence issues and I've handpicked and compiled the most powerful steps I've found towards gradually combatting them, right here in this Guide!

These steps have been tried and tested, not only by me, but also my wonderful clients, who no longer judge or compare themselves and only wear clothes that they like and feel good in.

That is why I am so excited to share this with you today.

Let's Go...



The Technical Tips

1

Know Your Body Shape & Skin Tone

I'm kicking off with THE gamechanger! Have you ever gone to try something on and ended up feeling completely deflated? That's most likely because the item didn't match your skin tone or balance your natural body shape.

Once you know your shape, you are empowered to choose the right shapewear, outfits and accessories to maximise your best assets and camouflage areas that you feel a little less confident with.

The best and most effective way of identifying your body shape and skin tone is by working with a Personal Stylist, not only will they give you guidance on what to wear but, a good one will also bear any insecurities or personal preferences in mind. If you want to figure it out independently, simply stand in the mirror in your underwear or a fitted black outfit and follow the outline of your shape, this will indicate which shape you are closest to.

2

Know Your Style Personality.

Have you ever seen an item or an outfit and thought 'that is so me!' or conversely, have you ever put something on and felt like you were wearing a costume? Both instances were your Style Personality speaking.

Your Style Personality is essentially how you instinctively like to dress. Identifying the different elements of your Style Personality will stop you from buying and wearing clothes just because they're on trend or just because they look good on someone else, and instead it'll help you to find items that are truly 'YOU', that feel like a second skin, making you feel more comfortable and effortless in your outfits.

To identify your Style Personality, I suggest creating a moodboard on Pinterest and looking out for any common themes amongst your favourite items or you can take an online quiz. Alternatively, if you want some real clarity and guidance on what your style is and how to achieve it perfectly, working with a Personal Stylist will be your best bet.

3

Invest in the Correct Underwear.

I always compare underwear to foundation. If your foundation doesn't work well as a base on your skin, the make-up won't sit as nicely. It's the same with your underwear, if it doesn't sit well on your body, your clothes won't sit as seamlessly.

Wearing the correct underwear or shapewear for your body can help to smooth out your silhouette, emphasise your best bits and provide extra support for the challenging ones. But most importantly, it builds a platform for your outfit to drape in its finest form which will undoubtedly make you feel more confident. Just make sure that you're buying your underwear and shapewear in the correct size because if it's a size too small it's going to create bulges at the seams and if it's a size too big it's not going to do the work you want it to do.

To figure out what kind of shapewear you need, make a note of the areas of your body that you struggle with most, then make a list of the areas you want to control or enhance and number them in order of priority. Start building your shapewear kit focusing on the piece that will resolve number one on the priority list.

"You were born an original work of art. Stay original always. Originals are worth more than imitations." - *Unknown*

The Comfort Tips

4

Respect Your Comfort Level.

Being uncomfortable in an outfit is the worst thing ever! Whether it's because the heel is too high and you can't walk properly, the neckline is too low and you're scared a boob's going to fall out or the fabric is too snug and you're conscious that everyone can see your tummy, there's nothing worse than not being able to enjoy yourself because you need to keep adjusting your clothes. It can also make you feel self-conscious which automatically has a negative impact on your confidence.

So, regardless of how beautiful or fashionable an item is or how much pressure you feel to wear it, if you want to feel confident, always prioritise how comfortable you feel in it first. You could even go one step further and practice sitting/walking/dancing in it to preempt any discomfort.

5

Wear What Fits.

Only wear items that truly fit you well. I know it's disheartening when some of your most incredible pieces don't fit well anymore, but wearing them anyway will rarely make you feel any better. If it's too snug, you'll probably look bigger than you are and if it's too baggy you'll run the risk of looking completely shapeless. The size attached to a label is literally just a number and the difference between one size and another is literally just a couple of centimetres of fabric - it doesn't make you any lesser of a person. It's also really important to remember that sizes vary massively from shop to shop, depending on the fabric or cut of an item, so don't let them limit you.

My advice is always to ignore the size on the label and opt for the item that fits your body best when you put it on, that's when you'll feel most confident. Remember, clothes are meant to fit YOU not the other way around.

6

Re-wear Feel-Good Outfits.

Never underestimate the power of a good outfit on your confidence. If something makes you feel good, wear it again and again and again until you can't wear it anymore. It might be a particular neckline, colour, or even a cut - whatever it is, buy more of it and add it to your wardrobe. If it made you feel good once, it's likely going to make you feel good again.

If you're someone who's a bit conscious of wearing the same thing over and over again, try styling it differently, change up the accessories or wear it with a different hairstyle, lipstick, shoes or jacket. These little things can make a mountain of difference with how something looks. Pinterest is a great place for styling ideas.

"Nothing and no-one can make you feel inferior
without your consent."

- Eleanor Roosevelt

The Practical Tips

7

Edit Your Wardrobe.

Get rid of all of the clothes in your wardrobe that don't represent who you are right now, whether it's because they're tatty, the wrong size, don't suit your shape or don't align with your Style Personality. Seeing items that you don't wear every single day just makes you feel bad for spending the money, gaining/losing the weight or not having any reason to wear it.

Knowing and seeing that everything inside your wardrobe fits you, looks good on you and works with your lifestyle will make you so much more enthusiastic about getting dressed. And it will also mean that the only choice you do have in your wardrobe is of clothes that flatter you!

8

Make a Shopping List.

When you're going shopping, look in your wardrobe before you set out and make a very specific shopping list of items that you know will suit your shape, skin tone and personality and will work well with your existing wardrobe.

Shopping with a purpose will mean you'll know exactly what you're looking for, exactly what you need which means you're less likely to have a disheartening experience in the changing room and more likely to come away with items that make you feel incredible.

BONUS TIP: Always try everything on in the shop or as soon as it's delivered and only keep it if you can think of 3 or more ways to wear it with what you already have in your wardrobe.

9

Plan Your Looks.

Always try to plan your outfits in advance, including your outerwear, shoes and accessories, even your underwear actually. There's nothing worse than having an idea of what you're going to wear in your head and then an hour before you need to leave, you put it on and it does NOT live up to the expectation. And then you're rushing around, stressed and panicked at the last minute, you can't find anything you like or feel comfortable in, you start arguing with your family, then you're late and now you're so p*ssed off you don't even want to go anymore.

Your rushed option is rarely ever as good as the planned one could have been and that can make you feel like crap all day/night so, try the outfit on beforehand, give yourself that time to envisage exactly what it is you want to wear, ensure that it all fits and looks well together, make any changes necessary and you'll feel comfortable and confident when you set out.

"Just believe in yourself. Even if you don't, pretend that you do and, at some point, you will."

- Venus Williams

The Social Tips

10

No More Comparing

Yes. It had to feature here somewhere. It's the super annoying thing that everyone tells you to do but it feels near impossible to actually do. It's probably one of the hardest things to accomplish because it's part of our DNA, it's actually human nature to compare ourselves to others.

But sometimes we need to be a bit pragmatic about it because the reality is we're all so different from each other that what looks good on one person probably won't look good on the next because either their shape, skin tone or personality are entirely different and vice versa.

This also applies to when we compare ourselves to how we used to be, we're not that person anymore, that old version of us doesn't exist, we're older, wiser, have had more life experiences, learnt more lessons - we're different so we can't compare ourselves to somebody who is part of the past. Try to remember that there is only one you right now in this moment, you can't be others and others can't be you.

11

Experiment Around Your Supporters.

Whenever you want to try a new accessory or style, start off by doing so around people who are supportive and who you feel confident in front of, or people who are unlikely to notice.

This will give you the chance to grow your confidence in wearing the item and once you've worn it a few times it will feel part of your style. Then when you do finally wear it in front of less supportive people, your confidence will exude and you'll easily withstand any comments.

12

Take Inspiration from People Like You.

When you're looking for outfit inspiration or some fresh ideas on how to style your clothes, look to women who have a similar shape, style personality or lifestyle to you, their solutions will be far more relevant to you and therefore easier to implement.

It's also a really great and healthy idea to remove or unfollow anyone who makes you feel insecure. Make your social space one that lifts you up, helps you and provides you with positivity. Below, you'll find a list of accounts that I have found to be really inspiring for style and body confidence, check out their accounts and follow whichever ones you resonate with.

Confidence-Boosting Instagram Accounts to Follow:

@sabinacheema
@alexlightdn
@selfloveliv

@iweigh
@theconfidencecorner
@selfcare4yu

@modelsofdiversity
@stephanieyeboah
@katewas_

want to go one step further...?

DISCOVER YOUR BODY SHAPE ONCE AND FOR ALL

Take the guesswork out of figuring out your shape and gain full clarity on what to wear with your very own done-for-you Body Shape Guide.

You'll complete a consultation form and within 2 weeks you'll have an extensive, fully personalised guide of exactly which necklines, sleeve styles, fabrics, cuts etc. to wear for your exact Body Shape, taking any insecurities or personal hang ups you might have into account, so that you'll never be stuck on what to buy or wear ever again.

I use my professional training and do all of the hard work for you so that you can show up, be confident and feel your best in what you're wearing, no matter what your size right now.



Body Shape Guide - £60
+ FREE Confidence Cards

Use code 'FEELINMYSELF' at checkout to claim your
FREE Confidence Cards