



the STYLE=EQATION



DRESSING YOUR AGE
Fashionable over 50



hey there!

I'm Jennifer, Founder of the Style Equation.

I help real women go from feeling dated and invisible to relevant and radiant in outfits they love wearing. I believe that by partnering with a credible personal stylist, you can enhance your best assets with clothes that flatter your body and complement your lifestyle.

Perhaps as a woman over 50, you feel like you don't know how to dress anymore. It's hard to keep up with the latest trends and know what pieces will flatter your figure.

In this guide, I'll help you build a capsule wardrobe of elevated looks with stylish, versatile pieces that will make getting dressed each day a breeze.

When nothing fits, I curate an elevated wardrobe for your unique figure.



the STYLE = EQUATION

To curate the perfect elevated casual outfit that makes you feel confident and pretty, use The Style = Equation.



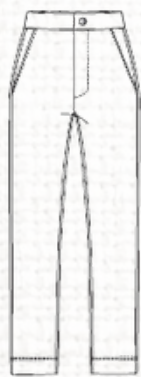
TOP



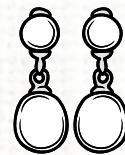
**FINISHING
PIECE**



SHOES



BOTTOM



ACCESSORIES

Average to Amazing

IN FIVE SIMPLE STEPS

1.

top

Start with neutral tops that are classy and refined. Until you are more comfortable with an elevated casual look, choose solid color tops in more tailored shapes than funky. If you wear a t-shirt, it should be flattering and wrinkle-free.

bottom

2.

Your pants or jeans should fit well and flatter your body shape. Too often, we wear bottoms that are shapeless and too large. Pants that are too big make you look larger, not smaller. Choose darker pants and dark-wash jeans if you want to divert attention from your lower half. To appear taller, wear the same color top and bottom.

Average to Amazing

IN FIVE SIMPLE STEPS

3

finishing piece

Your finishing piece pulls your outfit together. Typically it will be a jacket, but it could be a vest, cardigan, or even a scarf in warmer months. Let your finishing piece set the theme for the entire outfit. A tailored blazer turns it into a classic outfit, a velvet shrug will take you to a holiday party, and a denim jacket is perfect for after-work get-togethers at the local brewery.

accessories

4.

Don't forget accessories. They reinforce the theme of your outfit. A simple bracelet and gold watch complement a tailored look. A necklace at the correct length can be slimming and draw the eye away from areas you want to de-emphasize. You don't need to go overboard on accessories. Think of them as playing a supporting role in your overall outfit.

Average to Amazing

IN FIVE SIMPLE STEPS

5.

shoes

Wear cute shoes! Comfortable footwear does not have to be ugly. Stay away from chunky shoes and find pointed flats or low heels with interesting detail such as hardware or an animal print. A low vamp shoe or a no-vamp bootie can make your legs look longer when wearing pants. *TIP: Comfortable shoes will cost more, so you might want to check out sales and Nordstrom Rack to save money.*



Remember, if you have a fabulous outfit but frumpy shoes, you have a frumpy outfit.

CREATING A CAPSULE WARDROBE

IS YOUR CLOSET A
CONSTANT SOURCE
OF FRUSTRATION?

TOGETHER, WE CAN
FLIP THE SCRIPT AND
RECREATE YOUR
CLOSET INTO YOUR
OWN PERSONAL
BOUTIQUE.



THESTYLEEQUATION.COM



4 step process to

CREATING A CAPSULE WARDROBE

There are various ways to go about it when it comes to getting dressed. You can mix and match different pieces to create a look that's both comfortable and stylish.

Now that we've broken your outfit down into five components from The Style = Equation, we can begin creating your capsule wardrobe.

When building your wardrobe, versatility is key and will expand the possibilities of your closet.



4 step process to

CREATING A CAPSULE WARDROBE

step 1

If it's not something you wear, store it somewhere else.

Prep your closet. Look around, do you have suitcases on the closet floor or sports equipment shoved in the corner? Are there unfinished book club books on the shelves or boxes of old photos that need to be sorted?

Your closet should only contain clothing, shoes, and accessories. Start your closet purge by finding a new home for everything else.

Don't underestimate how much your out-of-control closet drags you down. Pants that no longer fit, jackets with the tags still on, that cute top with a missing button...all hanging there reminding you daily of things you should have done, bad decisions you made, and goals you never quite achieved. Yikes! Move that closet clearing project up your priority list. Who needs all that negativity in the morning?

4 step process to

CREATING A CAPSULE WARDROBE

step 2

Try on everything. Keep only the clothes you CAN and WILL wear. This can take a while, so prep your mind and your space. If you have a portable clothes rack, roll it into your bedroom. Clear your bed and the floor to make room for some piles. You will be reviewing every piece of clothing, so plan to break up the project into manageable chunks.

Start with clothing from the current season. Sort into types: bottoms, jackets, tops, dresses, etc.

Pull out each piece and TRY IT ON. Run it through this checklist. Unless every answer is YES, put it into a discard, donate, or resell pile and NOT back in your closet.

What you are doing here is removing clothing 'ghosts' haunting you from the past and future. Banish them! Your wardrobe should focus on the present, giving you choices to create your best look now.

4 step process to

CREATING A CAPSULE WARDROBE

Trying on clothing?

Questions to Ask Yourself

- Does it fit?
- Is it flattering? For me as I am right now?
- Is it a current style and in good repair?
- Is it comfortable and something I enjoy wearing?
- Have I worn it before?
- Am I willing to take care of it properly? i.e., dry cleaning, special washing instructions, ironing, or steaming.

4 step process to

CREATING A CAPSULE WARDROBE

step 3

Match your current clothes to your current lifestyle.

Survey the clothes, shoes, and accessories that made it through Step 2. List the different places you could wear these clothes. Would you wear them out to lunch, running errands, to Pilates class, walking the dog, to a formal event? Now compare where you would wear them to your actual life.

It's not uncommon to find that our wardrobe doesn't support our activities. We may have plenty of outfits for the office, but life is more casual now. Or we've bought pieces for a lifestyle that we'd like to have and find that we never wear them.

Identify the essential basics you wear most frequently and start with them in Step 4.

4 step process to

CREATING A CAPSULE WARDROBE

step 4

Now, this is the fun part! Put together outfits that flatter you and match your lifestyle using a top, bottom, jacket, or other finishing piece, accessories, and shoes. Take a photo of each outfit and store them in a separate album on your phone.

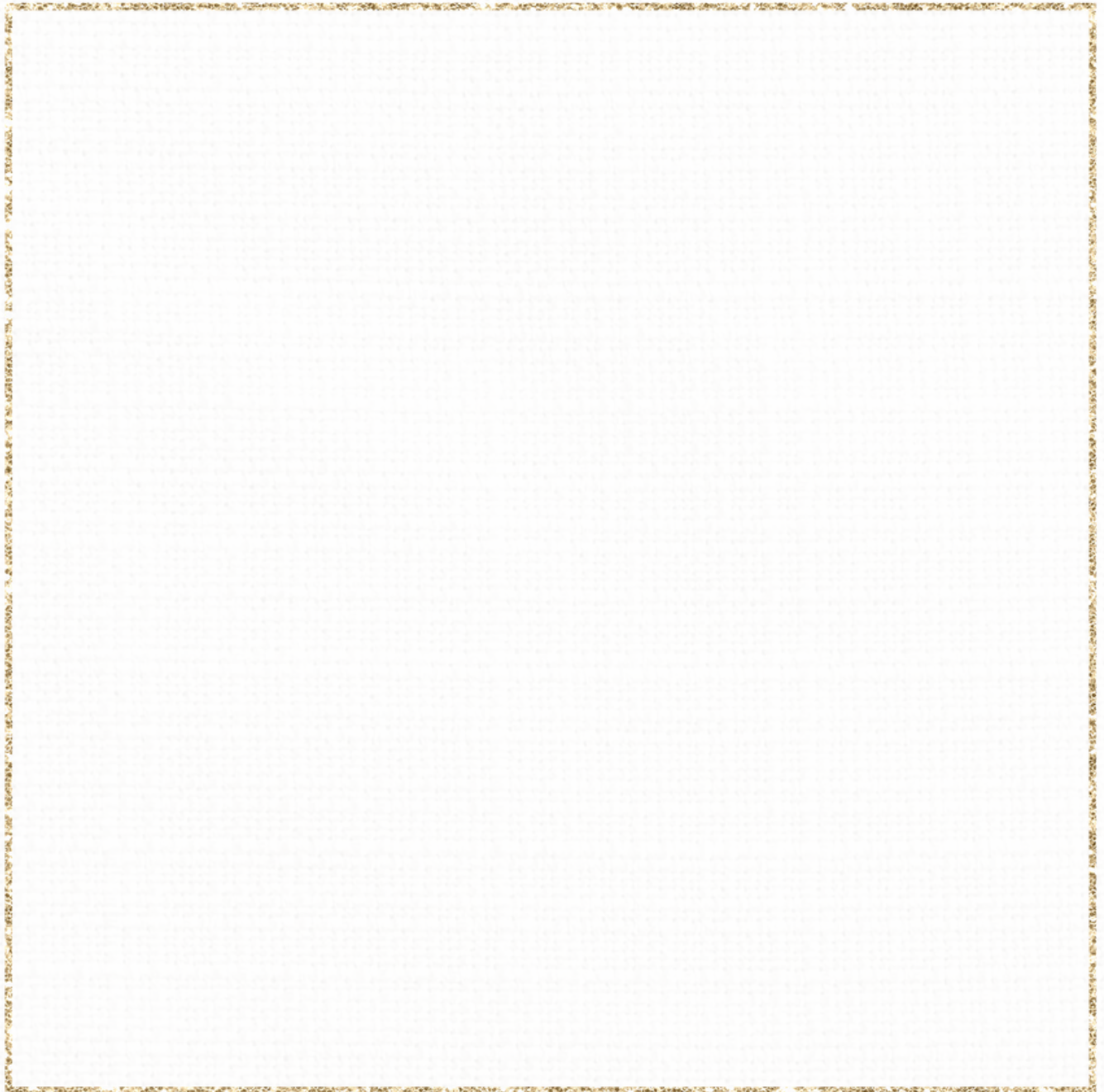
Even after your closet purge, you may be surprised to find that you have more outfits hiding in your closet than you expected. Give yourself extra points for re-using a piece in several different outfits!

If you find holes in your wardrobe or need more of a specific outfit category, make a list before you shop. You will save time and money by shopping with a plan and buying complete outfits rather than one-off pieces.

It's not a bargain if it doesn't go with anything, and you never wear it!

Items I need

FOR MY CAPSULE WARDROBE





FINDING THE PERFECT OUTFIT NEVER HAS TO BE A CHALLENGE FOR YOU AGAIN.



You never knew what would look good and were hesitant to try new things. But thanks to your new personal stylist, that's all changed.

Your closet is filled with clothes that make you feel confident and beautiful. You can look good without any effort at all and know you're wearing clothes that are just perfect for your body.

Best of all, someone else is doing all the work of finding what's best for you. It's made being the best version of yourself every day so much easier.

Make this your story when you work with Jennifer!

[BOOK A STYLING CALL](#)