

Style Guide



Working Moms Must-Haves





Blueprint for Style

Blueprint for Style
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To whom it may concern,

A stunning, professional letterhead is an essential communications tool for companies, brands, and individuals. But your outward appearance is also a reflection of your brand's identity.

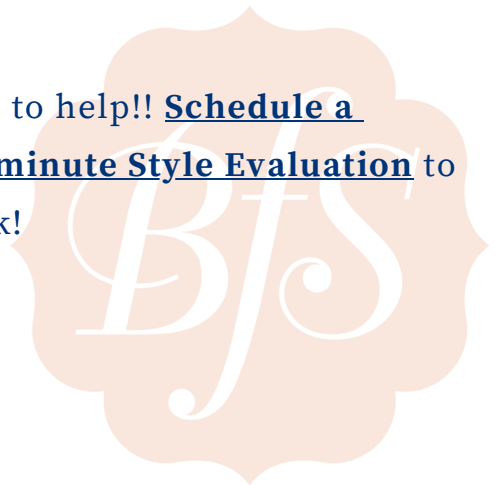
You are a mom who likely lives the life of three, four, or maybe even five other people (not to mention your partner), and it becomes hard to give yourself enough time to get ready for the day!

But you must! When you look good, you feel good, and when you feel good, it changes the trajectory of your day!

This guide is meant to be simply that - a great starting point to rethink the quick teaks and edits that can get you feeling better and looking good even without a lot of time. Start with a great uniform and go from there.....

Remember, I'm here to help!! **Schedule a complimentary 15-minute Style Evaluation** to get on the right track!

Monica Barnett
Founder, Owner & Chief Image Curator



Must-Have Items



CLOTHING

1. Long, open cardigan
2. Flexible/breathable bottoms
3. Elevated-but-basis tees (4)
4. Casual button-downs (3)
5. Denim layer
6. Forgiving jeans (2)
7. Perfect white shirt + nicer one
8. Fake-it-til-you-make-it dress (2)
9. Sweatzer (sweater + blazer)
10. Dark-colored leggings/joggers

PANDEMIC POUCH

1. Hand sanitizer (put them everywhere!)
2. Sanitizing wipes
3. Masks
4. Door opener/button presser
5. Mini Fabric sanitizer
6. Carrier/pouch

FOOTWEAR

1. Fun flats (2) + they're machine washable!!
2. Go-with-everything sneakers
3. Date night heels
4. Everyday power pumps
5. Chic, everyday comfy booties

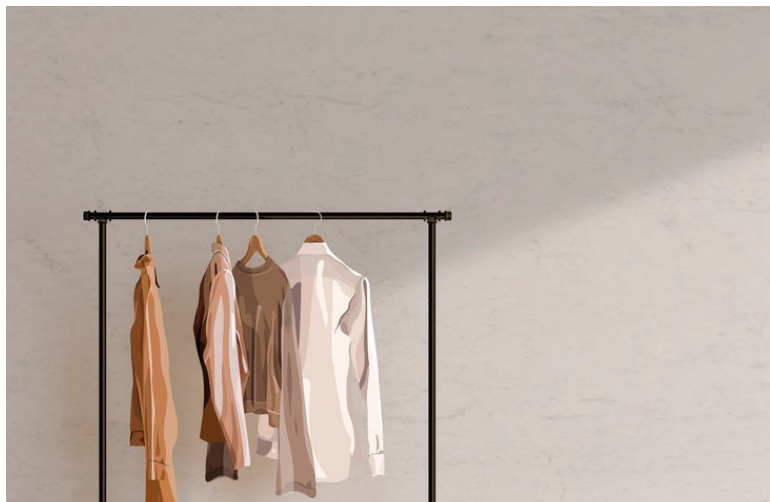
ACCESSORIES

1. Structured tote/carry-all
2. Moisture-wicking undies
3. Clutch/fanny pack
4. Kiddie bag
5. Bad-hair-day hat
6. Multi-layer necklace
7. Long-night sunglasses
8. Add-pizazz scarf
9. Facial mist
10. x



Laundry List: Top 10 Style Mantras

1. **Keep it simple** – monochromatic always looks sleek
2. **Use accessories to keep it fresh!**
3. **Whatever happens, remember you love your kids!**
4. **Stay age-appropriate** ---> the easiest way to do this is to stay OUT of stores that are not in your demographic (i.e., Claire's, Zulily, American Eagle)
5. **If you're carrying a little extra weight, going too tight is bad and going super loose is even worse**
6. **Make sunglasses a part of your day** – optometrists say they reduce squinting and protect the super sensitive undereye area
7. **You are essentially living multiple lives (yours + however many people reside in your house), so plan for a 10-15 minute morning routine including beauty**
8. **Become a believer in uniforms and everyday fabulous** so you can use the extra time on other important/urgent to-do's
9. **Choose your favorite body part** – and wear things that highlight that. Repeat. Repeat. Repeat.
10. **Throw price tags out the window! Instead focus on versatility and functionality.** If you find a top that goes from video conference to day-in-the-office to date night and it's twice as much as you normally spend, it's okay because it's covering 3 scenarios – BOOM!
11. **Find a theme song + get dressed to it.** If your outfit makes you want to jam to your song then you're ready!



Mistakes To Avoid



Note to Self...

Trends are for those who don't know their own personal style!

Your **single biggest mistake** will be in having or doing anything that is not aligned with who you are! If you can come to grips with your desire to be sexy, or tomboyish, or colorful, or the queen of blending-in, or whatever then you are 1/2 way to the promised land of STYLE NIRVANA!!

- **Not wearing black and navy together** - embrace it!
- **Wearing shoes that are uncomfortable** - life is too short and your feet are your base for building everything else
- **Believing too heavily in brand names** - just because it has a symbol on it doesn't mean it was made with quality or longevity in mind
- **Comparing yourself to "her"** - comparison is the thief of joy and you don't know "her" situation so just do you!
- **Not using your eyeglasses as an accessory** - you rock them everyday so put them to good use
- **Ignoring your instinct to 'feel good'** - when you look good, you feel good so don't ignore it!
- **Underestimating the power of pretty panties** - just try it!
- **Getting lazy about your style** - style is a muscle and to build it, you have to use it. Pandemic or not, get dressed!



Expert Insights....



Looking back, I realize I was pretty in my late 20s, but I didn't really think so. My 30s were my best years. I was still young but felt grown-up, lived an adventurous life... The 40s were harder... Things got better when I hit 50... I was again the woman I wanted to be... engaged and engaging. Aging is out of your control. How you handle it, though, is in your hands.

Diane Von Furstenberg
DVF



Style is an important tool you can and should use... Cultivating personal style is also about knowing yourself. So buy one thing every season that you just love. [To upgrade your look] Start with grooming... we always say if somebody's not clean, they are not stylish.. Invest in a good haircut and think about a memorable scent

Carmen Busquets
Net-a-Porter backer



Blueprint for Style

A little bit guide, a little bit list, right?

Here's the ticket: it's a great starting point and gives you a solid foundation to build from. Whether you choose to flex up more on dresses because that's your thing, or you choose to focus on making sure you find everything in camel because you believe in nude monochromatic.....

I can't give everything to everybody but I can offer you a **15-minute consult** to get you thinking about the right things, answer any quick questions you may have, or give insights into where to start.

You get one life so edit it ruthlessly and frequently. It is your masterpiece after all!

Monica Barnett

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