We all know that first impressions are formed in the first 20 seconds that you meet someone, but did you know that 55% of that first impression is made up of your appearance and body language? Only 7% of a first impression is made up of what you actually say. With that in mind— we want you looking good! Here are some basic rules and tips for dressing according to your body type so that you can look your absolute best when out doing business!

**Bigger On Top**
- Don’t accentuate a narrow lower half - it will only emphasize the disproportion between your top and bottom halves, making your chest look larger.
- Do create a streamlined look by adding a bit more volume (not bulk) to your lower half

**MUST HAVE**
- An A-line skirt that falls below the knee
- A three button jacket will load and lock chest in and up and stops it from spreading into arm territory. A narrowing silhouette is created by a visual distinction between the arm and the torso.
- Look for three-quarter length jackets
- Go for a structured wide legged jean. Beware of getting a “baggy” jean.
- Look for a lighter wash jean - reflects light and maximizes focus on the leg.

**Tips**
- Try a one button jacket with a high stance (button hits directly below bustline) which will cinch at the smallest part of the torso.
- Go darker on top and light on the bottom (ie - black top, white skirt) to draw the eye away from the chest.
- Add small (and we do mean small!) shoulder pads to balance the chest.
- Go for knit tops - they will stretch appropriately. A button top tends to stretch and reveal.

**Bigger On The Bottom**
- Don’t wear tops that cover the tush. You will only shorten your legs.
- Do look for tops that are structured, give a waistline and sit above the hip.

**MUST HAVE**
- A midwidth, nonpleated trouser that sits at the top of the hip (Why? Creates length in the leg)
- Skirt that hangs straight from the widest part of the hip downward
- Pointy toe shoe to create length in the leg.
- A-line skirt - if you are taller
- Three quarter length coat - will work to mask the hips and create a streamlined look.

**Tips**
- Add a small shoulder pad to balance the body line.
- Look for jackets with a midlevel stance, wider lapel and neckline and add white or a light color camisole underneath to keep attention on the chest and face.
- Lower cut jeans and pants will make the leg look shorter, so look for a midrise. Look for straight leg stretch jeans and beware of boot-cut as they will shorten the leg and put emphasis on the thighs.
- Use more impact colors up top and go darker on the bottom.
- Girls who carry more weight on bottom have the appearance of a shorter leg. Try on a petite size pant - it may be better in the rise.
- When it comes to pants, always go for mid-mid rise at mid waist in a mid weight fabric (you don’t want to add extra bulk).
A Little Extra In The Middle

- Don’t accentuate your legs with skinny pants and skirts- your top will look larger in comparison.
- Do look for structured tops and bottoms with a little extra volume to help proportion the middle section.

MUST HAVE:
- A one or two button jacket with a stance that hits above the natural waistline.

Tips:
- Find jackets that create mirror image Cs on each side of your torso- hips at waist and falls over the top of the hip. This adds emphasis to curve and adds separation of arm and torso.
- Look for an Empire waistline. It deflects the eye upward and away from the natural waist- you want to raise the eyeline to the higher part of the torso to give an illusion of a longer line on the body- especially if you are petite.
- Look for jackets that sit no longer than the top of the hips.
- For pants, go with a slightly wider straight leg to balance the mid section and look for a crease to create a strong vertical line.
- Try a V neck button down with a larger collar to draw the up upward.
- Try a patterned skirt on the bottom to trick the eye- the focus becomes the lower half of the body.

Curvy

- Don’t attempt to wear super low rise jeans or pants- it will accent your hips and give love handles!
- DO look for items that follow your natural curves and accent your narrow waist.

MUST HAVE:
- A wrap dress in a cotton or nylon jersey fabric. It will accent curves and the waist without clinging to them.

Tips:
- Keep jackets to the top of the hip to keep your body proportionate.
- Add a belt to a jacket to accentuate your natural waist.

Not Curvy

- Don’t attempt to wear clothing that doesn’t fit your chest or tush. You’ll look like you are playing dress up.
- DO go for clinging clothes such as knitwear and boy cut pants that help create curves.

MUST HAVE:
- A good suit in a lighter color.
- A-line skirt- will add volume to the lower half.
- Pencil skirt- the skirt will help create a curvy illusion.
- Boxy jacket.

Tips:
- Look for cap sleeves to broaden the shoulder.
- Go for straight skirts to accentuate the hips.
- Go with a horizontal stripe up top to create the illusion of a broader frame.
- Jeans with a lighter bleaching or whiskering at the top of the thigh create emphasis on the hips.
- Look for pieces with larger buttons and pants with flaps on the pockets- both will give more oomph!
- Look for boy cut lower rise jeans.
- A larger collar will call attention up top and accentuate.
- Layer with lighter weight fabrics up top to add volume. The key is light weight- not bulky.
Extra Curvy

• Stay away from too much ruffle and frill- some embellishment is ok, but don’t go for things that add weight. Steer clear of loose, drapey fabrics
• DO look for clean lines with flattering seams in stiffer fabrics that have structure.

MUST HAVE:
• Structured leather or other stiff material jacket that sits at the top of the hip
• Wide leg trouser in a midweight fabric

Tips:
• Wear skirts just below the knee to stay in proportion with bust and waist
• When wearing a collared shirt under a jacket, let the collar lay flat so that your neck won’t get lost
• Look for shorter, boxier jackets that sit at the top of the hip in order to elongate the leg
• Be careful with a Nehru collar- your neck can get lost.
• Small shoulder pads can help balance a larger chest and tummy
• Pointy shoes elongate the leg
• Look for straight skirts that do not narrow at the knee. It will play up curves without accentuating them
• Skip the pleats and go for a flat front pant
• Beware of mixing big print and big accessories- they will compete

For everyone...

• Keep accessories proportionate to your stature
• Wear prints that are proportionate to your stature. Smaller? Wear a smaller print. Larger? Go with a larger print.
• A pointy heel will always elongate the leg and who doesn’t want legs that seem to go for miles?!

About Jackets....

• Never buy a jacket that you cannot close. Wearing clothes that are too small will only make you appear larger.
• Always buy jackets that fit the largest part of you (i.e- shoulders, bust, tummy)
• Look for jackets with narrow sleeves and higher armholes. They will fit closer to the torso and appear slimming.

Petite?

• Steer clear of jackets that are too long
• Generally, keep skirts to just above the knee length
• Wearing subtle pinstripes will create an elongating effect

Tall?

• A three-quarter length jacket can make you look like you have just outgrown your jacket, so roll the sleeve to elbow length to achieve the same effect

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