



# Look The Part

## A QUICK GUIDE TO NAILING YOUR STYLE FOR PERSONAL BRANDING

- **Align Your Style with Your Brand:** Choose clothing and accessories that reflect those traits.
- **Master Your Signature Look:** Stick to colours and silhouettes that flatter you and feel authentic.
- **Invest in Versatile Pieces:** Choose quality basics you can mix and match for different occasions. Examples: a crisp white shirt, tailored black blazer, classic leather shoes.
- **Be Mindful of Colours:** Stick to a palette that complements your skin tone and aligns with your brand.
- **Accessories Speak Volumes:** Select one or two statement pieces to enhance your look (e.g., watch, scarf).
- **Grooming & Hygiene Matter:** A polished appearance enhances credibility—don't skip on haircuts or skincare.
- **Stay Current but True to Yourself:** Incorporate trends subtly, without straying from your core style.
- **Adapt for Different Settings:** Be versatile: Dress up for professional meetings and down for casual networking.
- **Create a Style Vision Board:** Use Pinterest or Canva to curate outfit ideas and style inspiration. Refer to this board before shopping to stay consistent with your brand.