

HEENSIE PERSONAL STYLING

style discovery report



PERSONALIZED STYLE REPORT FOR ALLI

Please be aware that this is a sample from a previous client's Style Discovery Report.

It is not the complete guide, but is intended to demonstrate the depth of analysis included.

This report is intended to be paired with a Style Discovery Session or a styling package service.

I hope this helps you assess whether this clarifying service would be beneficial for you!



Welcome!

Welcome to your personalized Style Discovery Report! In this guide, you'll find the distilled essence of your personal style along with notes from our Style Discovery Session. You'll discover the fundamental themes and pillars of your signature style, tailored brand recommendations, and more. Consider this a snapshot of your style and a compass for your continued exploration.

It has been such a pleasure creating this for you. If you require additional styling support, don't hesitate to contact me. With over fourteen years of experience in working one-on-one with styling clients, I am dedicated to empowering you on your personal style journey and helping you achieve the confidence you deserve— at any size, and without any conditions.

Heensie Con

Lead Stylist, Heensie Personal Styling

key themes

THE OVERARCHING PILLARS OBSERVED IN
YOUR STYLE INSPIRATION



In this section, we'll explore the key themes and pillars I identified in your style vision. Instead of categorizing your style in a rigid way ("I'm edgy!" or "I'm minimalist!"), it's more practical to view these recurring patterns holistically, and build a wardrobe that nurtures these traits you intuitively gravitate towards.



Your style vision combines a relaxed vibe with grunge and rock & roll inspired androgyny. However, you distinctly prefer to lean into feminine, waist emphasizing shapes. You love to incorporate playful patterns, textures, and colours to reflect your fun-loving side. A key pillar of your style is mixing grungy or casual items with dressier, polished pieces. The juxtaposition of these elements (combined with your affinity for campy, vintage aesthetics and the functionality of the Pacific Northwest) come together to create looks that are casual, functional, eclectic and quintessentially Alli.

style snapshot.



key words.

- ⬡ PLAYFUL
- ⬡ CASUAL
- ⬡ GRUNGY
- ⬡ ANDROGYNOUS
- ⬡ ECLECTIC
- ⬡ COLOURFUL
- ⬡ BOLD
- ⬡ COMFORTABLE

key colours.



NEUTRALS WITH POPS OF
GREEN AND BURNT ORANGE





silhouettes & shapes.

In your aspirational imagery, I noticed **relaxed** fits with an **androgynous** vibe.

However, you channel **femininity** with styling and proportions that allow for **waist definition**. You can do this with belts or tucking your shirts. **Edgy belts** (grommet belts, belts with a chain) or **menswear-inspired classic leather belts** would lend well to both your preference for this shape, and your personal style in general.

Beyond that, the **Rule of Thirds** is very important to your styling, and I would encourage you to use this compositional guideline in your outfit building.



patterns & texture.

As I review your aspirational imagery, I noticed many of your preferred patterns fell into two categories: **bold, graphic prints** that border into edgy block printing (like the Dorcas shirt from Nooworks you have) and classic patterns like **stripes** or **plaids** in your key colours we discussed.

Distressing also showed up often. Finding **denim** with **distressed details** or a ripped knee really adds the grungy, rock & roll touch to your vibe.

I would love to see you experiment with more classic textures by starting to integrate **corduroy** or **velvet** in the cooler months. These textures have a 90's influence, are very classic, and mixing textures will elevate even the most minimalist looks!



go-to accessories.

Leather bags in crossbody styles

regularly made appearances in your board. They lend themselves well to the effortless dressing you are drawn towards. They are practical for daily errands, yet add shape and a finishing touch to your look.

A **leather belt** would be a great option as well. They came up many times to emphasize the waist in more relaxed styles. **Layered/stacked charm necklaces** give an eclectic twist to any outfit and came up multiple times on Becca Murray's Instagram and your Pinterest board. You can also build with what you have; you already have pendants you love, so a carabiner clasp or chains with varying lengths could build this look with meaningful pieces already in your collection.

In terms of footwear, **casual sneakers** will be a must (classic **Converse** were a repeat staple on your board) as well as following your instinct on the **Solovairs**. Experimenting with a rich warm colour and a high shine texture can add a lot of intrigue to a minimalist base.



the little details.

There are so many little details throughout your aspirational imagery that really add that special finishing touch to your looks!

As you're getting used to patterns and colours, try integrating them in small ways with **bold, graphic manicures**.

Leaning into your love of **claw clips** is another way to make your outfits feel more complete. Finding **clips in bright colours or patterns** will add a great pop to even the most neutral pieces. **Chunks** is a great brand to keep your eye on!

Finally, finding **eyewear in your key colours** & warm metals will help make your looks more polished and cohesive. I would take a look at **Tijn Eyewear** - affordable, with lots of eclectic styles to choose from. Your style lends well to large, maximalist eyewear. If you'd prefer a wider/large fit frame, many brands also allow you to filter by width. I prefer XL for mine!

outfit structures.

**BLAZER + RELAXED PANT
+ GRAPHIC TEE**



**PATTERNED TROUSER +
RELAXED TOP**



**PATTERNED BUTTON-DOWN
+ HIGH WAISTED TROUSER**



**A-LINE SKIRT + ROCK & ROLL
INSPIRED TOP (BAND TEES,
DISTRESSED JACKET)**



Building an outfit might seem overwhelming at first glance, but if we are able to break down the look into an easily digestible formula, you'll begin to discover (and subsequently, replicate) structures that make you feel comfortable and confident! You can recreate these over and over, using different pieces, for fresh looks that are deceptively simple to style.

wardrobe essentials checklist.

Button-downs in neutral colours to wear alone or as layers

A vintage cotton trench in canvas or denim (which you can wax to be rain resistant, perfect for PNW climates)

A medium to light blue distressed denim jacket

Patterned trousers that use your key colours

A brown/black crossbody bag - vintage, or from a small maker

A brown/black leather belt

Casual sneakers with a classic rocker twist - i.e. Converse or Vans

Cozy cardigans in warm browns, mustards, greens, and neutrals

These are a few key recurring pieces that appeared in your aspirational imagery. Keep these in mind as you expand your wardrobe with thoughtfulness!

brand recommendations.

PLUS BKLYN

THIEF & BANDIT

@SHOP.FATTIES

ANTHROPOLOGIE

AGAPAMINO HANDMADE

let's work on you together!



Visit me at www.heensie.style

Email me at hi@heensie.style

Thank you for taking the time to review this sample from a previous client's Style Discovery Report! The full report (personalized to you) is available as an add-on for any Style Discovery Session booking. Alternatively, this report is automatically included in any package service. You are welcome to review my services [here](#) to select a pathway that resonates most with your needs. Do not hesitate to contact me at hi@heensie.style with any questions. I look forward to supporting you!

Xoxo Heensie