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THE CAPSULE WARDROBE WORKBOOK

A Step by Step Blueprint For Building A Classic Women's Capsule Wardrobe

Hello Bombshell,

Welcome!

It is my wish that with the use of this workbook and all the resources our platform has to offer, you can cultivate and image and style that that makes you look and feel like the extraordinary woman that you are. Enjoy!

Stay Fabulous,
Jenaae

HOW TO USE THIS WORKBOOK

1.Start With Why

Building your very own classic wardrobe will require some introspection. Why is it that you want to upgrade or curate your wardrobe, to begin with?

2. Get Inspired

Think of yourself as Picasso when creating your capsule wardrobe. The goal is to create from a semi blank canvas, an absolute masterpiece. And just as every great artist, before we embark upon our masterpiece creation, we need to begin with a bit of inspiration.

3. Getting Functional

Getting functional is imperative to building fixing that ever-pervasive “I have nothing to wear” conundrum. Because what’s the point of having a closet full of beautifully tailored suits because you love how they look if you're not the Duchess of Sussex? You’re never going to wear them.

4. Creating A Color Palette

Understanding color and formulating a solid personal color palette for each season is integral to a cohesive capsule wardrobe. Firstly having colors that go together will make it simple to match and put together outfits. Additionally color is a great way to enhance your beauty by complementing your hair, eyes and skin tone.

5. Putting it All Together

This is where you turn vague missing ideas into concrete pieces.What are the biggest gaps in your wardrobe? From creating your ultimate formulas, what are the care absolute must have that you simply do not have? Are there some underrepresented in your wardrobe?

Let's Begin!

LOOKING AT YOURSELF OBJECTIVELY

"You have to learn how to look at yourself objectively. Analyze yourself like an instrument. You have to be absolutely frank with yourself. Face your handicaps, don't try to hide them. Instead, develop something else." - Audrey Hepburn

LIST THREE ADJECTIVES THAT DESCRIBE HOW YOU CURRENTLY DRESS.

WHAT MESSAGE DOES YOUR CURRENT STYLE COMMUNICATE ABOUT YOU?

ON A SCALE OF 1 TO 10, HOW SATISFIED ARE YOU WITH THE WAY YOU DRESS? WHY?

WHAT DO YOU LIKE ABOUT YOUR CURRENT WARDROBE? WHAT DO YOU DISLIKE?

WHAT IS YOUR FAVORITE OUTFIT? HOW DOES IT MAKE YOU FEEL?

WHAT IS YOUR LEAST FAVORITE OUTFIT? HOW DOES IT MAKE YOU FEEL?

DOES CONFIDENCE PLAY A ROLE IN THE CLOTHES YOU CHOOSE TO WEAR? HOW MUCH SO?

WHAT OTHER INTERNAL FACTORS PLAY A ROLE IN THE CLOTHING YOU CHOOSE TO WEAR?

WHAT OTHER EXTERNAL FACTORS PLAY A ROLE IN THE CLOTHING YOU CHOOSE TO WEAR?

DO YOU CARE IF PEOPLE TO ADMIRE YOUR CLOTHES?

WHAT IS YOUR MAIN PRIORITY WHEN CHOOSING THE CLOTHES THAT YOU WEAR?

HOW DO YOU BELIEVE IMPROVING YOUR STYLE OR WARDROBE WILL IMPACT YOUR LIFE?

IF MONEY WAS NO OBJECT AND YOU COULD BUY WHATEVER CLOTHES YOU WANTED, DO YOU BELIEVE YOUR STYLE WOULD CHANGE? IF YES, HOW SO?

NOTES:

SETTING GOALS

"Keep your heels, head, and standards high."
- Coco Chanel

WHAT IS THE DRIVING MOTIVATION BEHIND YOUR REFINING YOUR STYLE AND WARDROBE?

HOW DO YOU WANT TO FEEL WHEN YOU GET DRESSED?

HOW DO YOU WANT TO BE PERCEIVED?

WHAT MESSAGE DO YOU WANT YOUR IMAGE TO COMMUNICATE ABOUT YOU?

LIST 3 ADJECTIVES YOU'D LIKE TO DEFINE YOUR PERSONAL STYLE.

MORE PERSONAL STYLE AND WARDROBE GOALS AND OBJECTIVES

NOTES:

GETTING INSPIRED

"Pretty is an accident of nature. Elegant is a self-created work of Art."

MOVIES AND TV SHOWS

Examples: How to Marry a Millionaire , Sex and The City

STYLE ICONS

Examples: Victoria Beckham, Meghan Markle, Audrey Hepburn

CELEBRITIES

BLOGGERS AND INFLUENCERS

REAL PEOPLE

FASHION ERAS

COLORS

SILHOUETTES

MAGAZINES

MORE

PINTEREST STYLE INSPIRATION BOARD

Some tips for creating an effective style inspiration board in using Pinterest.

1. SEEK REALISTIC IDEAS

As much as you may enjoy admiring the fabulous styles of the celebrity red carpets, or the beautiful vintage styles of Marilyn Monroe, how likely are you to actually need and wear these types of outfits in real life? Try to focus on collecting practical inspiration, ideas that you can actually translate and wear in real life. Keep more abstract inspiration on a separate board.

2. GO DOWN THE RABBIT HOLES

When you spot ideas that you're particularly drawn to, don't hesitate to go deeper in your search for more ideas surrounding that specific item. For example, if you find yourself drawn to A-line skirts. Search for different ways you can wear and style A line skirts and you will likely find more similar ideas that inspire you.

3. CURATE AND ANALYZE

Once you spend a good amount of time diligently collecting and sorting your inspirations, it's a good idea to further refine your boards in order to get more laser focus clarity. You may eve consider creating a separate final board. Thereafter, analyze and take note of the patterns and trends you start to see in your selections.

PINTEREST ANALYSIS

WHAT OVERALL STYLE VIBES DO YOU FIND YOURSELF DRAWN TO?

WHAT ARE THE COLORS I'M MOST DRAWN TO?

WHICH CUTS AND SILHOUETTES DO YOU SEE REPEATEDLY?

WHAT FABRICS AM I MOST DRAWN TO?

NOTES:

GETTING FUNCTIONAL

"Pretty is an accident of nature. Elegant is a self-created work of Art."

STEP ONE - DEFINE

Make an outline of what an average 2 weeks looks like for you. Write down every activity you engage in and include the number of outfits you need for each activity.

ACTIVITY	FREQUENCY

STEP TWO - CATEGORIZE

Total your 2 weeks by merging them into broader categories. For example: Professional (office work days), Daytime (Sunday brunches, afternoon lunch dates), Chic (going out for dinner, work presentations), Leisure (running errands, working from home), Gym (working out, hiking).

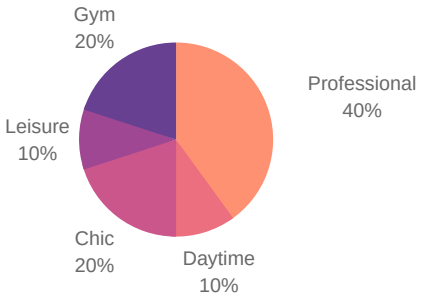
ACTIVITY	FREQUENCY

NOTES:

STEP THREE - PIE CHART

Use your details to roughly fill this pie chart. This will help visually clarify your wardrobe needs.

Example:



BONUS STEP

In this final step, you will analyze all your results of this exercise and consider the following questions.

WHAT AREAS OF YOUR WARDROBE ARE OVER-REPRESENTED?

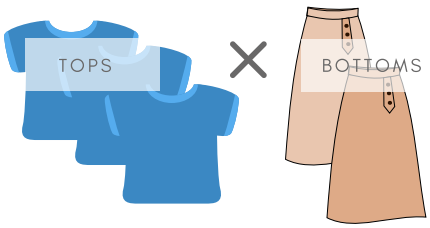
WHAT AREAS OF YOUR WARDROBE ARE UNDER-REPRESENTED?

WHAT SPECIFIC FUNCTIONALITIES NEEDS TO BE FULFILLED IN EACH CATEGORY?

Example: I take the subway to work, so work shoes need to be super walkable.

INTERCHANGEABLE WARDROBE CHEATSHEET

Easily calculate the number of tops and bottoms you need to make any number of interchangeable outfits using this simple formula.



= NUMBER OF OUTFITS

NUMBER OF TOPS

NUMBER OF BOTTOMS

1	2	3	4	5	6	7	8	9	10	11	12
2	4	6	8	10	12	14	16	18	20	22	24
3	6	9	12	15	18	21	24	27	30	33	36
4	8	12	16	20	24	28	32	36	40	44	48
5	10	15	20	25	30	35	40	45	50	55	60
6	12	18	24	30	36	42	48	54	60	66	72
7	14	21	28	35	42	49	56	63	70	77	84
8	16	24	32	40	48	56	64	72	80	88	96
9	18	27	36	45	54	63	72	81	90	99	108
10	20	30	40	50	60	70	80	90	100	110	120
11	22	33	44	55	66	77	88	99	110	121	132
12	24	36	48	60	72	84	96	108	120	132	144

PUTTING IT ALL TOGETHER

"Pretty is an accident of nature. Elegant is a self-created work of Art."

WHAT ARE THE MISSING KEY, STATEMENT AND BASIC PIECES NEEDED TO COMPLETE CERTAIN OUTFIT FORMULAS?

PUTTING IT ALL TOGETHER

Use your favorite outfit formulas and all the exercises completed thus far to complete comprehensive needs/shopping list. See example below.

OUTFIT FORMULA

Example: Botton Down Blouse, Tailored Pants, Blazer, Booties

TOPS

- [x] *Pink and white stripped button down*
- [x] *Orange long sleeve button down*
- [ ] *Sheer silk blouse with bow*
- [ ]
- [ ]

BOTTOMS

- [x] *Fitted black tailored pants*
- [ ] *Flare red pants*
- [ ]
- [ ]

JACKETS

- [x] *Black Balmain blazer*
- [ ] *Need a lighter color (maybe navy blue)*
- [ ]

OUTFIT FORMULA

TYPE OF ITEM:

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OUTFIT FORMULA

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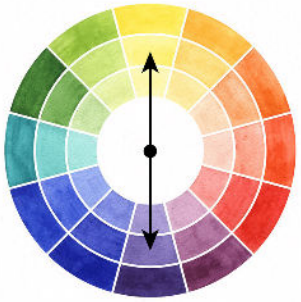
COLOR CHEATSHEET

COLOR WHEEL

BASIC COLOR SCHEMES

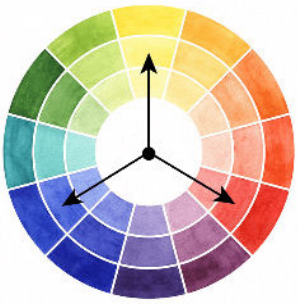


Complementary

Split Complementary

Double Complementary

Analogous



Triadic

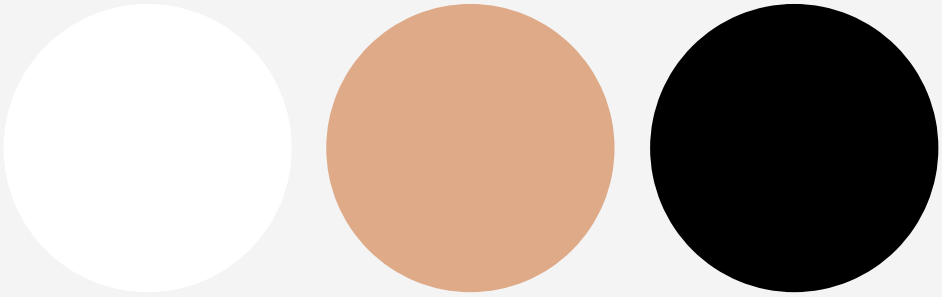
Monochromatic

CREATING A WARDROBE COLOR PALETTE

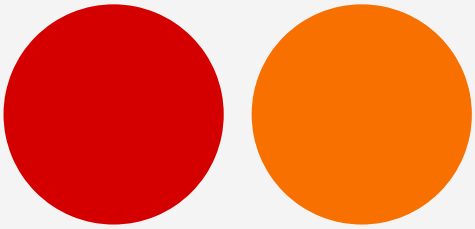
Create a color palette by choosing main colors,
neutrals, and accent colors.

Sample Color Palette

MAIN COLORS



NEAUTRAL COLORS



ACCENT COLORS

CREATING A WARDROBE COLOR PALETTE

Create a color palette by choosing main colors,
neutrals, and accent colors.

MAIN COLORS

NEAUTRAL COLORS

ACCENT COLORS