**PERSONAL STYLE QUESTIONNAIRE**

**YOU + LIFESTYLE**

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| What stage of life are you in?  *Are you a student (undergrad or grad), married, single, widowed, have kids/don’t have kids, earning 6 figures or just starting out in a job, how old are you, etc.* |
| What do you do for work / school?  *AKA your profession or how you spend the majority of your time! Is there a particular dress code for this?* |
| Where do you live?  *Geographically - example: I live in Richmond, VA and we go through the 4 major seasons each year.* |
| Describe your lifestyle.  Describe how style/fashion intersects with your life. Do you have a dress code for work or is it casual? What types of clothing are you wearing throughout your day and for what purpose? What do you like to do for fun? Are you a hippie at heart and spend a lot of time outdoors? Do you like DIY, yoga, going antiquing, etc. Write it allll down here. |

**STYLE INFO**

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| What is the #1 challenge you face with personal style? |
| What style/fashion things do you need/want help with?  *Example: dressing for body type, shopping, putting together outfits, etc.* |
| What do you feel your wardrobe/style needs? |
| If you had to give a name to your personal style, or the style you want to cultivate, which one of these categories broadly describes your style?  *PS - you can totally choose 1, 2, 3 or more! My own style is a mix of classic, minimal and vintage.*  *Ie. Vintage, preppy, classic, minimal, boho, feminine, masculine* |
| If your style preferences weren't captured above, tell me more about them here. |
| List any celebrity (or real person!) style crushes. |
| Where do you turn to for fashion inspiration?  *Bloggers, instagram, magazines, etc. Get specific about these inspo sources and WHY you like them.* |
| What colors and prints do you like AND dislike?  Example: I love grey, navy, and black and hate hot pink and orange. I'm okay with stripes (prefer no patterns) but will never wear animal print. |
| What styles and shapes do you like AND dislike?  Example: I like A-line skirts that define my waist, but also shift dresses for casual events. I hate cap sleeves or batwing (dolman) sleeves and miniskirts. |
| What fabrics and materials do you like AND dislike?  *List any fabrics you are allergic to or ones you avoid for ethical reasons (example: fur, leather).* |
| How do you prefer to care for your clothes?  *Example: washer + dryer only, dry clean is okay, dry clean only, hand wash is okay* |
| What kind of jewelry do you wear, if any?  *Example: Gold, silver, mixed metals, big, little, fine, costume, wedding set, etc.* |
| Let's chat feet + shoes.  *Do you have wide feet or high arches? Do you only wear high heels or are you a flat shoe person?* |

**SHOPPING**

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| Talk to me about shopping.  *Example: love it, hate it, do it when needed, impulsive.* |
| What are your shopping habits?  *Impulse, special occasion, need something, for fun, therapy, hobby, never, last minute, etc.* |
| What are your go-to brands/stores when you do shop?  *Brick + mortar, online, local, etc.* |
| Where do you fall on this fashion spectrum?  *Fast fashion, interested in sustainable/ethical brands, love a good deal, high-end designer all the way.* |
| What else can you say about your style? |

**BODY**

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| Everyone approaches style and fashion differently! On a scale of 1-10 with 1 being the lowest and 10 being the highest, how would you rate your confidence level with your body and fashion? |
| What area do you love about your body and like to flaunt?  *Example: abs, shoulders, back, legs, arms, butt, etc.* |
| What area are you conscious of and like to keep covered?  *Example: belly, butt, arms, legs, etc.* |
| Write down your hair + eye color. |
| Write down your weight + height. |
| Write down your sizes (in numbers or letters)  *Example:*  *Tops: M / 6-8*  *Bottoms: M / 6-8*  *Dresses: M / 6-8*  *Jackets: M*  *Jeans: M / 28-29*  *Shoes: 7* |

**BUDGET**

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| How much do you spend on clothes per month? |
| How much do you spend on clothes per year? |
| Where do you spend the most of your clothing money?  *AKA what do you splurge on? Shoes, bags, designer jeans.* |
| Do you have money set aside in your current budget for clothing care?  *Money for a cobbler for shoes and tailor for alterations.* |