STYLE GUIDE HANDBOOK

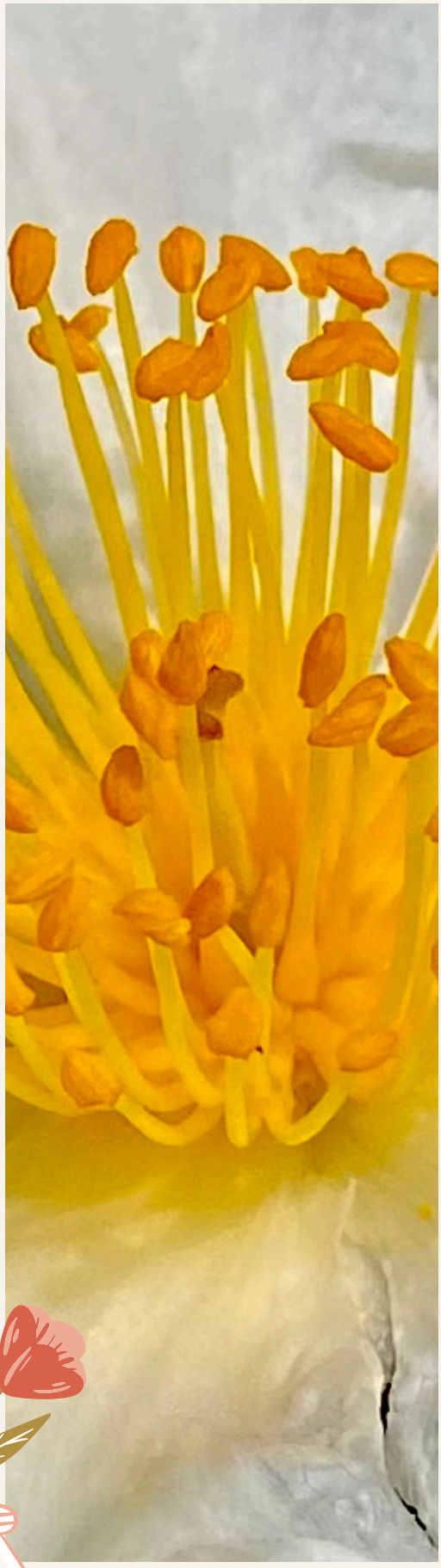
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The entire world is a stage and you are playing an important role, you must learn your lines and actions before you can expect to be taken seriously. Communicating with others can be difficult because we are really two persons ni one. The outer and inner self.



INTRODUCTION

hello!

People, who feel good about themselves, make others feel good about them also.

We must always take pride and care in our appearance because its not simply vanity, it's a compliment and a credit to oneself and the company we keep.

Confidence without arrogance

BE SELF OBSERVANT

Don't gossip
Don't make assumptions
Don't impose bad moods on others
Do speak clearly and listen well
Do be yourself
Do experience life fully and do it well
Do consider new ways of doing things
Do be true to your word
Do speak positive and supportive

These are the rules of the class and are to be used as a guideline to help generate a positive outlook.



USING MANNERS IS ONE OF THE MOST IMPORTANT PARTS TO COMMUNICATING.

Smile
Good handshake
Say thank-you and please
Looking at the person to whom you're having a conversation
Hold your hands and other objects away from your mouth while speaking
Listen well
Answer when asked your opinion
Don't eat with your mouth open
Don't speak with your mouth full

"These are merely a handful of the social norms expected of us, meant to be practiced seamlessly in our daily lives."



THE FIVE TYPES OF COMMUNICATION:
• WRITTEN • VERBAL • BODY LANGUAGE • READING • LISTENING

People stereotype others based solely on their presentation, however the right attitude is the most important quality employers look for.

Think as many happy thoughts as you can. Your thinking does affect the way you feel.

Act like the person you wish to become.

You cannot always control what happens to you in your life but how you choose to react to it is up to you.

You never know who you might meet.



Walking correctly will have a great impact on your physical appearance and general wel being.

Remember to carry yourself not drag yourself.

Good posture

Head high

Head is back (not stooped forward)

The best way to achieve this posture is to hold your body against a wall.

Exercise

Good food alone is not enough ot give you a healthy looking physique, it is very important to do some sort of daily exercise.



Depending on the dress code of the business e.g. Company uniform, it is recommended you dress one notch above as this will show pride and respect for ones self.

Always wear clothes that are comfortable but not too casual. Thongs, tracksuits and out of date T-shirts are a definite NO.

Never wear anything that is too small.

Never wear too much make-up.

Never wear too much jewellery.

Personal hygiene and body care

Wash and deodorise

Using body gel or soap, wash each day to keep those odors away. Use deodorant (preferably natural), no one appreciates smelly body odor.

Moisturise

Using a body oil or moisturiser, apply to your whole body including your feet. For extra dry hands and feet use a specific cream for each.

Perfume and aftershave optional however it is recommended for an extra impression.

Dental hygiene

Brush teeth twice a day.

Hair care

For healthy shinny hair, brush with a full bristle brush so as to run the natural oils through to the ends.

Using appropriate shampoo for your hair type, wash well and follow with conditioner.

Use hair treatment once a week.

Four different skin types

Normal

Usually smooth and supple with very few blemishes

Oily

Particularly noticeable over what is called the T-zone. (Central strip and the forehead).
To keep it under control exfoliate regularly and pay particular to diet.

Dry

Fine textured and thin, become flaky when exposed to extreme temperature. Using rich nourishing creams and gentle exfoliation.

Combination

Combined with oily and dry with the T-zone

Diet

Avoid processed food as much as possible, drink 8 glasses of water a day and eat food from the five food groups and as many of the colours from the fruit and vegetables as possible.

Cleansing, toning and moisturizing

The three most important steps to basic skin care are cleansing, toning and moisturising. Doing this along with good food and exercise will keep your skin looking and feeling its best.

Cleansing

After showering or washing your face you must cleans your face to remove the dead skin cells, dirt and excess oils.

To do this you must use a make-up pad remover and apply a generous amount of cleanser (suitable to your skin type) remove dirt and oil using upward strokes.

Toning

Once you have cleansed your face, using a toner like witch hazel on a make- up pad wil close the pours making it ready for moisturizing.

Moisturising

Apply a facial moisturizer that is suitable for your skin type with upward stokes.
Night creams and oils may also be applied at night along. Eye creams or gels are also highly recommended.

Exfoliation

It is recommended that you exfoliate your face and body at least once a week, more for problem skin.

Grooming

Manicured nails greatly enhance the look of your hands and feet. Try and find time at least once a week for a treatment.

Tools

Cotton balls

Emery board

Warm water

Bowl

tbsp olive or almond oil

Towel

Nail buffer

Soft cloth

Nail scissors

Pumice stone

Hand and foot creams



Manicure

Remove any nail polish and dirt

Shape the nails with an emery board, not a metal nail file

(aim for almond shape or a slightly square shape)

Pour the warm water into a bowl, add oil and soak your fingertips ni this for ten minutes

Using a cotton bud, gently press back the cuticles

Buff your nail

Massage in hand cream

(Apply colour)

Pedicure

Soak feet for ten minutes in warm water. Herbal infusions are recommended for a more intense treatment. Rub any dry skin with a pumice stone

Dry your feet well

Cut your nails with nail scissors or clippers. Do not cut them down at the corners as this causes ingrown toenails. Cut them flat across or slightly rounded

Dip cotton but ni the oil and gently press back cuticles

Massage your feet and coat them in foot cream

(Apply colour)



Eyebrows

For extra definition to your face keep eyebrows well groomed, you can to this yourself or with professional help.

Shaving

For a professional look you must be clean-shaven.
For men who do not shave, keep facial hair well manicured.

Make-up application

Foundation

Finding a colour to suit your skin tone is essential. Be sure you test it by applying a small amount to your jaw line, if it blends into the skin that's the one for you. If undecided between two, choose the one slightly darker one. Yellow-based foundations wil help neutralize any redness.

Application

- Apply small amount to forehead, nose, cheeks and chin.
- Using fingers or make-up sponge blend foundation across your face and gently around eye area.
- A bronzer may be applied ot give a tanned glow.

Blush

Natural look colours are best.

Using a large makeup brush apply a little colour to apples of cheeks and blend up then down the jaw line ending just under the ear.

Lipstick

Choose a colour that suits the tone of your skin tone never buy colours that are too orange. Make sure your lips are well moisturised, as this will make application easier and give lips a suppler look.

Concentrating on the center of the mouth, apply color then blend with lip-brush working outwards.

Apply lip gloss on its own if you want a more natural look.

Eyes

The object is to enhance shape and colour the eyes. Neutral, brown and charcoal colours work the best for al occasions applying extra at night.

Apply a neutral color to entire eye area

Using a natural brown sweep over the eye socket

With a dark charcoal shadow or pencil apply along the lashes

For extra color add a blue or green just above the charcoal color

A white ot cream color may be added just under the arch of the eyebrows Apply dark brown ot black mascara with upward strokes, concentrating on the outer lashes

Apply eyebrow pencil/shadow to shape the brow making sure the colour is not too dark a clear gloss or wax may be applied.

Tools required

The basic tools required are as follows to body and face care is as follows:

Make up pads
Cotton buds
Cleanser Toner
Facial Moisturizer
Lip cream and eye cream (optional)
Facial exfoliator
Body cream
Body exfoliator
Deodorant and perfume
Hair brush and hair product
Toothbrush and paste
Razor/wax

Identify Your Skin Undertone

Warm Undertones-Your skin has a golden, yellow, or peachy hue. Veins on your wrist appear greenish.

Cool Undertones-Your skin has a pink, red, or bluish hue. Veins on your wrist appear bluish.

Neutral Undertones-Your skin has a mix of both warm and cool hues. Veins on your wrist are not distinctly green or blue.

Assess Your Hair and Eye Colour

Hair Colour-Note if your hair is dark, light, warm (golden, red), or cool (ashy, platinum).

Eye Colour-Note if your eyes are dark, light, warm (golden brown, hazel), or cool (blue, green, gray).

Determine Your Dominant Characteristics

Brightness-Are your features bright and clear, or soft and muted?

Depth-Are your features light and delicate, or deep and rich?

Match to a Seasonal Palette

Spring-Warm undertones, bright features, light to medium hair and eye colour (e.g., golden blonde hair, light blue eyes).

Summer-Cool undertones, soft features, light to medium hair and eye colour (e.g., ashy blonde hair, blue/gray eyes).

Autumn-Warm undertones, rich features, medium to dark hair and eye colour (e.g., auburn hair, green eyes).

Winter- Cool undertones, deep features, medium to dark hair and eye color (e.g., dark brown hair, dark blue eyes).

Create your custom colour palette
based on your seasonal type, select a range of colours that suit your undertone and dominant characteristics.
Incorporate both neutral and accent colours into your palette.

Photo shoot

Solid colours tend to photograph better than busy patterns. They keep the focus on you rather than your clothing.
Neutral Tones colours like white, black, gray, navy, and beige are timeless and flattering.
Bold Colours rich, bold colours like emerald green, royal blue, and burgundy can pop beautifully on camera.
Soft pastel colours like blush pink, light blue, and mint green can create a gentle, flattering look.

Outfit Options

Classic Look

Men-A well-fitted suit in a dark colour (navy or charcoal) with a crisp white shirt and a tie.

Women-A tailored dress or a blouse paired with a skirt or dress pants. Opt for classic colors like black, white, or navy.

Casual Chic

Men-A button-down shirt with chinos or well-fitted jeans. Layer with a blazer for added style.

Women-A stylish top with skinny jeans or a casual dress. Add a cardigan or a light jacket.

Trendy and Bold

Men-A trendy bomber jacket over a t-shirt with slim-fit jeans. Add stylish sneakers to complete the look.

Women-A statement blouse or top with high-waisted pants or a skirt. Accessories like bold earrings or a statement necklace can enhance the look.

Elegant and Formal

Men-A tuxedo or a sharp three-piece suit.

Women-A long, elegant gown or a cocktail dress.

Tips

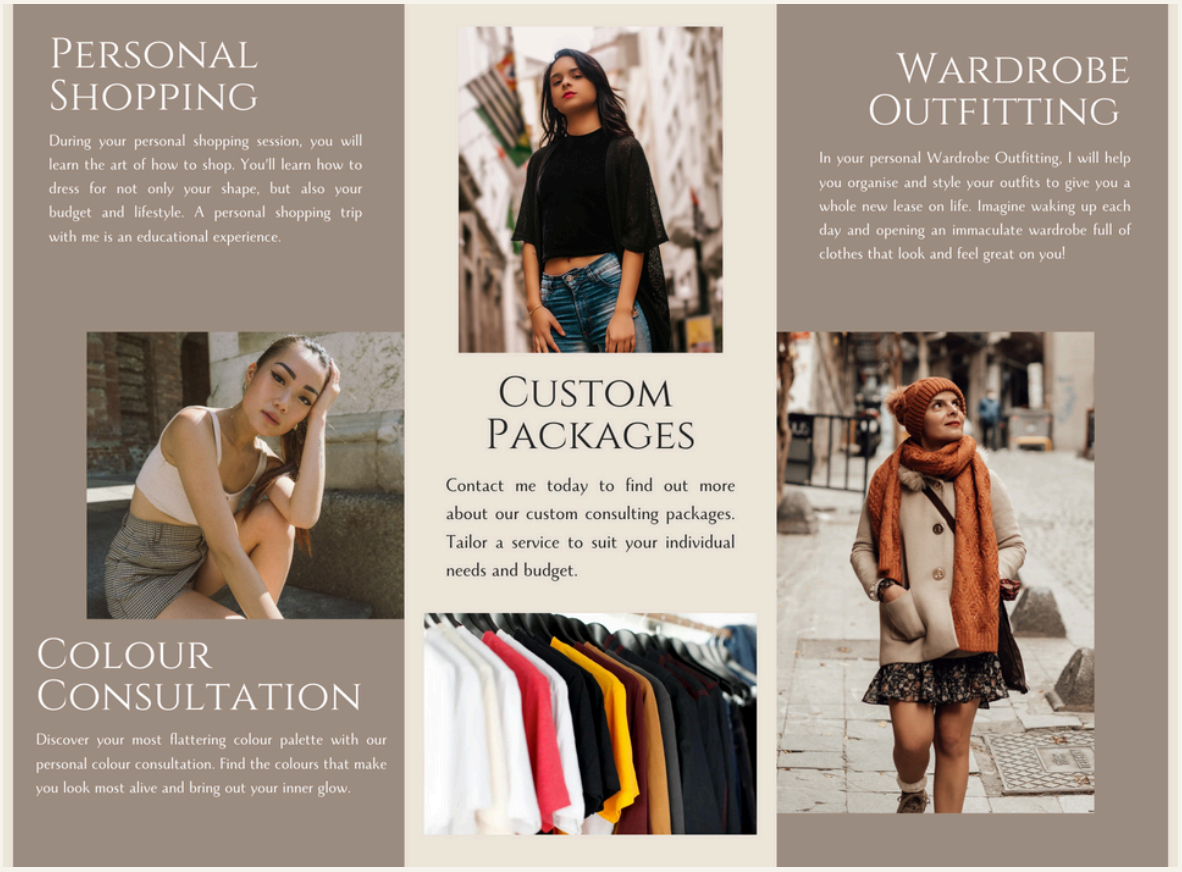
Fit is Key-Ensure your clothes fit well. Avoid anything too tight or too loose.

Avoid Distracting Patterns-Simple designs and patterns are best. Avoid overly busy prints, as they can be distracting.

Textures and Layers-Incorporate different textures and layers to add depth to your outfit.

Accessories-Keep accessories minimal but purposeful. A nice watch, a simple necklace, or a pair of earrings can add a polished touch.

Grooming-Make sure your hair and makeup (if applicable) are well-done and suit the style of the shoot.



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