



9 TYPES OF STYLE

BY THE STYLISTS OF

urbanDarling
WE STYLE REAL PEOPLE

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9 TYPES OF STYLE

FROM THE STYLISTS OF URBAN DARLING

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Welcome

Urban Darling stylists have been called “industry rebels,” and that’s exactly what we aspire to be.

We hope you enjoy this free guide, Urban Darling’s *9 Types of Style*. It is an exploration of styles that we believe are alive and well.

Whether you agree, or agree to disagree, with style there’s a place for everyone. Style is subjective.

You will discover that we’ve pushed outside of the box with our illustrations and, if you’ve worked with us before, you know we like to push...boundaries, buttons, off the cliff. You get the idea!

You’ll also discover that you’re probably a mix of our nine styles. We certainly are.

We’d love to hear your thoughts – good or bad. Give us a shout at style@urbandarling.com.

Yours in style,
Corinne Phipps
Founder

Uptown and Elegant

This darling loves clean, straight lines and simple styles in neutral or pastel colors. Her wardrobe is full of black, gray, navy and beige with one strategically placed pop of color (max!) per outfit. This woman also favors quality over quantity. She may not have a hundred outfits in her closet, but the contents are timeless and can be worn again and again. The uptown and elegant lady makes a positive lasting impression, like Audrey Hepburn and Coco Chanel. She's always put together and understatedly beautiful.

Must-Haves

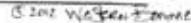
- Cropped jacket
- Tweed pencil skirt
- Faceted bead necklace
- Round-toe pumps
- Sequin tank dress (walk on the wild side!)
- Snake-print clutch

Modern Icons

Anne Hathaway
Charlize Theron
Helen Mirren

Finishing Touches

Effortless is the name of this game. This classic darling doesn't spend hours in front of her closet. Each piece fits and blends beautifully.



Sexy and Bold

The sexy and bold stylist really needs no introduction because she makes an instant statement with micro-mini skirts, mini-dresses, low cut tops and slits up to...you know where! This extroverted darling likes to show off her assets with tight, short (but not always revealing) clothing in lace, leather, satin, feathers, fur (faux, of course!) and lots of bling. She struts down the street in stilettos, metallic sandals, shiny flats and anything that screams, "I'm here...and I'm fabulous." The daring clothes by Versace and Victoria's Secret epitomize this style category.

Ways to Rock it

- Animal print
- Pencil skirt with a tasteful hemline
- One shoulder or strapless dress
- Bright red lipstick, e.g. Ruby Woo by MAC

Modern Icons

Sofia Vergara
Jada Pinkett Smith
Victoria Beckham

Last Words

Inner divas, proceed with caution. If someone working the corner or spinning on a pole is wearing it, people may get the wrong impression. Sexy does not equal skimpy. When in doubt, lower the hemline or raise the neckline.



Whimsical and Romantic

Hello, lace, ruffles, and pleats! This darling fancies soft pastels and graceful, flowing fabrics. Chiffon and silk reign in the whimsical and romantic's closet. The clothing lines are rounded, often with lots of draping. She is defined by her clothing, more so than those choosing any other style. Ultra-feminine and modest, this woman loves hats, gloves, buttons and bows. Delicate jewelry, such as cute charms and pearls, finish her look.

Subtle Hints

- Vintage dresses
- Chiffon button-up blouse
- Equestrian: riding jacket, boots, & mid-calf skirt
- Circle-skirt dresses

Modern Icons

Diane Kruger
Freida Pinto
Zooey Deschanel

The Polish

Reach for the cameo brooch and vintage earrings inherited from mom/grandma and sweeten up the look with a nod to the past.



Tailored and Preppy

Plaid (or bright) pants or skirts, short-sleeve business shirts and sweater vests are the cornerstones of a classically tailored and preppy darling. And please, don't forget the cardigan. These brightly colored garments (especially pink and green) are finished, tailored and smart in both function and appearance. She stays comfy in classic boat shoes and ballerina flats.

Tailored and preppy is one of the easiest looks to replicate because there are so many options available.

Want to Sport it?

- Cashmere sweater
- Button-down collared shirt
- Skinny belt with cigarette pants

Modern Icons

Kate Middleton
Michelle Obama
Laura Bush

At Any Age

When in doubt, reach for your Polo and pearls. An argyle sweater will work in a pinch, too. With a preppy look, you will always be in style.



2 Types of Style. Tailored & Preppy by Urban Darling

Natural and Eco-Chic

Our natural and eco-chic darling is a casual gal whose wardrobe must fit easily into country and city life yet also translate to work or jet-setting. She wants her clothes to move with her and not tie her down. Her garments are always soft, light and layered for relaxed elegance. Quality is also very important to this darling. Her earth-loving attitude is conveyed through a natural color palette, including cream, khaki, beige, gray, camel, rust, olive and dusty blue. Accessories tend to be a more classic, streamlined version of boho, incorporating leather, suede and cloth.

Wardrobe Staples

- Natural fibers: cotton, bamboo and wool
- Linen
- Wrap sweaters
- Palazzo pants
- Layers

Modern Icons

Lauren Hutton
Stella McCartney
Alicia Silverstone

The Word

Eating organic is not a requirement to indulge in natural materials. Experiment with different fibers and textures.



Eclectic and Independent

The eclectic and independent darling is imaginative, probably a little crazy, and she uses her creativity to make unexpected wardrobe choices. She mixes styles, incorporates bold colors and plays with contrasts. In other words, this lady makes her own rules! Her indefinable fashion approach meshes different styles and shows the world she doesn't care what other people think. The Darlings applaud you!

The Keys

There are no key pieces for this style because it is as diverse as the women who rock it. Want to try it?

- Experiment across all fashion genres and time periods, but don't get costumey.
- Match prints that are in the same color group, e.g., navy and white geometric print pants with a striped navy and white t-shirt.
- Make unlikely combinations with accessories: pearls and studs, or bangles with a leather cuff.

Modern Icons

Madonna
Heidi Klum
Kerry Washington

Unleashed

Let your shoes do the talking! Your feet are the best and easiest place to play up an independent style. Go ahead, buy the crazy purple and pink leopard print pumps!



Boho and Gypsy

The boho and gypsy darling has a style that's nonconforming and unconventional. A free spirit, she dismisses any fashion standard and enjoys creating her own combinations that may seem off-the-wall to others. Her outfits are loose fitting, long and flowing, with ethnic, earthy or 70's-inspired prints. She prefers billowy sleeves, fringe and anything macramé.

Closet Must-Haves

- Prairie and printed maxi skirts
- Embroidered peasant blouse
- Slouchy hobo purse
- Leather belt
- Cluster earrings, stacked bangle bracelets and long necklaces
- Grecian thong sandals

Modern Icons

Parker Posey
Nicole Richie
Carly Simon

Peace, Love & Boho

Want to incorporate boho and gypsy looks into a modern wardrobe? Pair one statement piece with a classic button-down shirt and jeans. For example, a suede-fringed jacket. Accessorize! You can add modern jewelry and strappy sandals to your outfit. You can also play with an oversized, slouchy hobo bag. Don't forget the tousled hair and minimal makeup!



Avant-Garde

The avant-garde darling snubs the mainstream and pushes boundaries. She never follows trends, instead choosing to live on the edge - breaking rules and taking names. A style risk taker, this fashionista incorporates theatre and flamboyancy through eye catching, one-of-a-kind garments, museum reproductions and artistic jewelry. She interprets clothing in her own way and strives for a wardrobe no one's ever seen before.

Ready to Experiment?

- Off-beat jacket with epaulets and metallic brooches
- Big and loud statement jewelry
- Tutu or an oversized bubble skirt in neon

Modern Icons

Lady Gaga
Nicki Minaj
Gwen Stefani

Bring it

Avant-garde is a tricky, experimental style, but it's one that garners lots of attention. Prepare to turn some heads and LIVE for it!



Men's Inspired

This darling doesn't fuss. Her clothes are utilitarian and structured with minimal styling. A color palette rich in neutrals provides maximum impact. She prefers clean lines and a strong silhouette. Her look is understated yet commanding, as if she's just raided her boyfriend's or husband's closet. No statement jewelry here – she's happy wearing the same pair of small, tasteful earrings accompanied by a watch and favorite ring.

Wardrobe Staples

- Button-down shirts
- Suit jackets
- Lined slacks with crisp creases
- Tailored vests

Modern Icons

Cate Blanchett
Jennifer Aniston
Diane Keaton

Dress it Down

To exude the men's inspired look, everything must be tailored to perfection!



About Urban Darling

Urban Darling is a real woman's favorite personal wardrobe styling service. We know how it feels to love {or loathe} your wardrobe. We work with real women to solve their personal fashion dilemmas. How do we do it? Through our signature closet audits, personal shopping, and wardrobe remixes.

We know that how you dress is a reflection of your image and personality. It's our focus to help clients maximize their existing wardrobe by creating new outfits from clothes they already own and to help them shop consciously and cost-effectively for items that fit their wardrobe, personal look and the image they want to project.

With an Urban Darling personal wardrobe stylist, clients never have to stand in front of their closets and say, "I have nothing to wear!" (Well, only if it's not clean – that's up to them). It's what we've been doing since 2006.

Contact us today!
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