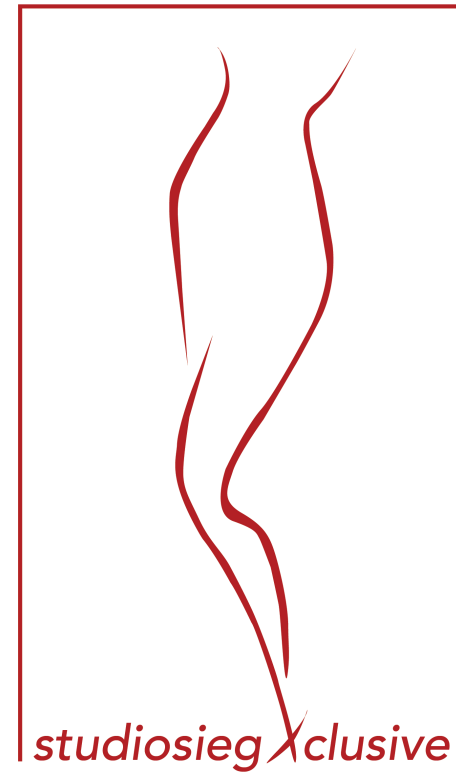
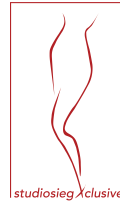


Re-Imagine You

A studiosiegXclusive quick start to dress
the part as creative professional ...





Does any of the following sound familiar to you?

As an artist, designer, creative director or other creative professional you are often expected to present yourself in an equally creative way. Your boss, colleagues, clients, the public, are looking to you for that je-ne-sais-quoi vibe, a message that you don't just work or think creatively, you actually embody creativity as part of your overall lifestyle. The pressure is on to shop for a style that displays the right balance of professionalism with everything but mainstream, pending your job or function requirements.

You can go all rebellious-yet-safe of course by wearing black ... the color of choice for vibrant creatives everywhere. The upside is that you don't have to think about it, the downside is that black may not reflect your true personality. Black becomes your shield of choice, black becomes a functional persona separate from the authentic true you ... And let's not even mention how hard it is to distinguish one item from another in a closet full of black (take it from me, been there done that 🙄).

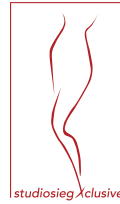
How often have you tried rushing out the door with nothing uniquely satisfying to wear ... need I go on?

The corporate world may have a dress code, but all pressure is on for us, creative professionals, to present ourselves as the unique, interesting people we are ...

So, where to start?

I hear you, this pressure can be SO frustrating! And yet, the clothes we wear reflect our mood, reveal our personality, and set the tone for our day and conversations ahead. Our clothes, our style, are the first thing people notice about us and we tend to care to make that first impression just right. The creativity in our work relates just part of the story.

I can't solve your personal, creative shopping problem, but I can share with you a little fabulous win that will resolve your main issue of having nothing unique to wear!



Permission to Play

For as long as I can remember I have followed the mantra “looking good is feeling good,” and for that reason alone I take great care of myself and never leave the house without being nicely dressed, no matter how simple my outfit-du-jour may be. (Hint: a dress is something you just throw over your head and you’re done – easy does it!)

At the same time, I can’t remember ever feeling stressed out or frustrated about what to wear. My secret? I have always given myself permission to play 🤸‍♀️

Does that mean I shop all the time and my closet is overflowing with expensive designer wear? Ooooh no, the exact opposite! The naked truth (pun intended) is that I dread going to the mall and my budget simply does not include expensive clothes.

At the same time, walking around in sweats and flip-flops doesn’t make me feel good, so I embrace a different solution: P L A Y

What does play look like? Here are some tips ...

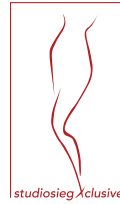
Insider Tip #1: Re-imagine what you already have.

Take a look at your closet. Even better, take everything out. Put solids on one side, patterns on another side. Now start combining items in new ways. Make it even more fun by inviting a friend over and play dress-up.

Wine optional 🍷🍷🍷

When you find new successful combos take a Polaroid picture and attach to the hanger. That way you won’t forget and eliminate stress when rushing out the door!





Insider Tip #2: Organize your closet by outfit

Instead of shirts on one side, skirts on another, dresses in the middle and sweaters on top, organize your closet by outfit. Hang your favorite/new combinations together so your outfits are ready to go as is. It's also a great time-saver in the morning as you only need to grab one hanger and everything you need is right there.

Repeat step 1 and 2 at least once a year or more often, time and mood permitting. It's supposed to be fun – right? Also note that step 1 and 2 have not send you shopping yet in search for unique clothing that fits your style and personality!

Insider Tip #3: Invest in accessories

Take stock of the scarves, belts and other accessories you may already have and match them to any solid, bland or boring outfit you consider uninspiring or worse. This is THE easiest way to spice up any outfit and make it unique, make it yours.

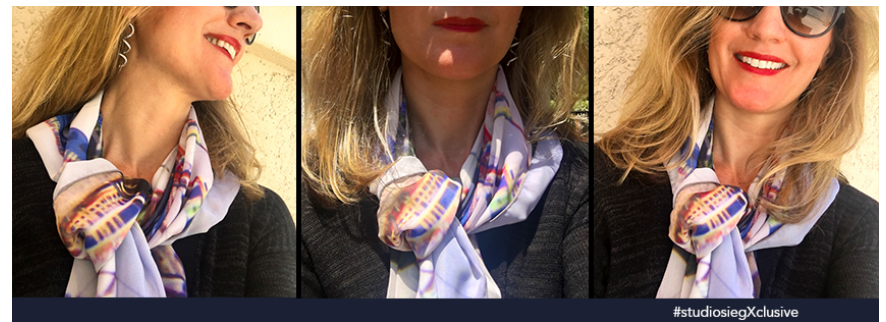
Simple black pants with a black T-shirt go from plain to sophisticated in seconds by adding a colorful scarf –

loop it through and use your scarf as a belt if scarves around your neck sounds like too much fuss for you 😊

Want to feel unique but still gravitate to your trusted jeans and a plain shirt on top because after all, that is what makes you feel good? Just add some interest with a scarf and a jacket, right before you walk out that door.

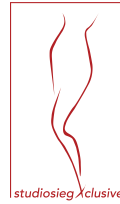
Oh and no, scarves are not for special occasions only. Scarves are here to match your mood of the moment!

Hint: Look for scarves that can be machine-washed* such as the studiosiegXclusive scarves. No more perfume, make-up residue, time consuming hand-wash or expensive dry cleaning to deal with! (*cold setting – put in a zippered pillow case to prevent accidental snags)



Re-imagine your unique, creative style

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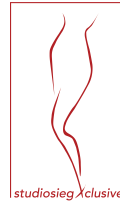
Insider Tip #4: The secret in the shoe ...

Yes, we all need a traditional, simple black shoe in our stash (with or without heels), just in case. But, with so many bold, colorful shoes out there ... go play! Red pumps with jeans – make it your signature mark! 🍷 Wild colored and patterned shoes with your little black dress, fabulous! Have you ever noticed the versatility of purple/maroon shoes – it surprisingly works with ... everything? 🤔

And never ever dismiss the unique power of boots! Boots combined with a feminine dress or skirt are bound to make heads turn 😎 As a matter of fact, tall boots are your best friends if you believe skirts or dresses above the knee might not be your thing anymore ... it breaks the length of your (nude) legs. Ankle boots or pumps with leggings work great too.

"You Can Never Be Overdressed or Overeducated"
~ Oscar Wilde





Insider Tip #5: Shop with a plan

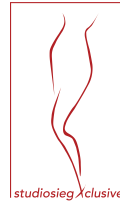
All playing aside, there is of course the genuine satisfaction of owning a unique piece that makes your heart sing. But how and where to find it? I would suggest to shop with a plan ...

Instead of aimlessly walking around the mall (unless that is an experience you savor, of course) start building some loyalty with specific stores or brands that have successfully delivered a favorite piece to your closet in the past. Get on their mailing list or follow them on social media so you are the first to discover any new items in their collection.

Instead of the mall, wander around some local downtown areas and discover small boutiques. It is a misconception that small boutiques are synonymous with high prices. Walk inside, you might be surprised and land a mega score if your style happens to resonate with the general style of this boutique! Another shopping destination found 😊

And lastly, dare to take a risk and shop online! There is a wealth of unique clothing available online. There is of course the catch of quality, size and more. When you find a designer, artist or other unique ecommerce store you like, do the following:

- (1) Check out their customer reviews. Find out what others had to say in terms of quality, fit, and how they wear the clothing.
- (2) Get on their mailing list and follow them on social media. That way you get a sense of their (business) personality and likely see them interact with others – in addition to receiving the occasional special offers, no doubt
- (3) Reach out. If a phone number or email is available, reach out and ask your question or share your concern. Need help with sizing? If a sizing chart is not already available on their site this would be the perfect way to ask for assistance.
- (4) And lastly, check their return policy. Keep in mind however that the facilitators of “unique” likely can’t afford to offer you the convenience of big, mass-produced labels. Perhaps a price you are willing to pay for the exclusivity in return?



Insider Tip #6: Wear a piece of art ...? 🤔

Wait, what? Yes, you heard me! What if you could wear a piece of art ...? This is where I come into your quest for unique.

I am Sieglinde, I am an artist, a photographer mostly, and the day I wanted to be more than the creative mind behind an expensive framed image on your wall, I became an “accidental fashion designer” on top.

I was looking for a closer connection with you through my work, and then it hit me ... what if you could wear my art? So I launched studiosiegXclusive, an art-to-wear clothing and accessories line integrating my photographs on scarves, dresses, skirts, a few shirts and more to come.

Even though the clothing is eye-catching and unique, you can wear it everywhere and anywhere ... depending how you combine it. Pair with flip-flops, boots or heels, pair with leggings, a jean jacket or a pashmina shawl. Dress it up, dress it down – it all goes, and that’s on purpose.

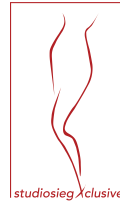
As my extra special gift to you, I will be sending you some examples on how to wear the studiosiegXclusive art-to-wear clothing line. Use it as an inspiration to add some flair to the style you already prefer to wear, or ... buy a piece of art, one that you can wear 🥰

Have fun playing!

Cheers 🥂

Sieglinde





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Re-imagine your unique, creative style

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