

ZINNY

*Style* **GUIDE**

Practical Guide For Understanding Fashion,  
Discovering Style & Projecting The Right Image



## **WELCOME NOTE:**

The journey of ZINNY STYLES LTD, from its inception, has been especially interesting in the city of Port Harcourt. We have learnt to create services based on the needs and demands of our clients; we have learnt to discover the image needs within every industry, even the most unlikely ones. We have also catered to the needs of personal clients from all walks of life for whom we've provided our bespoke make-over services.

In a conversation with a very influential corporate media profiler, Mr Reigner Davis, on how we could serve our clients better; he suggested, why not provide a guide: something to teach people the basics of fashion or style, since we cannot be everywhere at every time carrying out make-over services for everyone. And that is how the ZINNY STYLE GUIDE came to be.

This little book will, in so many ways, help you grasp the fundamentals of fashion and style. As a guide it will point you in the direction of discovering your own unique style or signature look.

We hope this guide will be a great fashion resource for you. So be free and creative with its content; become effortlessly stylish, contemporary, and more comfortable in your own skin!

Yours Stylishly,

Esther Nweje

## INTRODUCTION

Fashion, as we know it, has evolved over the years. Some dress styles once considered to be restricted to the runways have become a part of the everyday look on the streets. People have become more daring and enthusiastic to wear extremes and try new things. This has made a lot of people fashion-victims because they follow fashion trends blindly without giving any thought to it.

Who even determines these trends?

Trends start from the “top” and filter down to the different levels of the society. This could be from the runway; a celebrity; a magazine; a stylist; a famous movie, etc.

Trends can be retro, associated with timelines, like: the 80's, 60's and others. The fashion industry is just over a hundred years old, yet, time and again designers have been recycling fashion by adding modern touches to classic styles, and that's how the fashion cycle goes on and on.

What makes you stylish is how you take the various fashion trends and make them your own, not depending solely on what the trends are, but finding a balance between what's trendy, your personality, and what's functional for your lifestyle.

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# THE RIGHT IMAGE

The market place has become very competitive! Excellence is now in high demand. Clients look for the best services, brands, or products; and they look for excellence in these products. It is the **RIGHT CONTENT** with the **BEST PACKAGING** that will make all the difference; and the “best packaging” is “**THE RIGHT IMAGE**” to make your brand succeed.

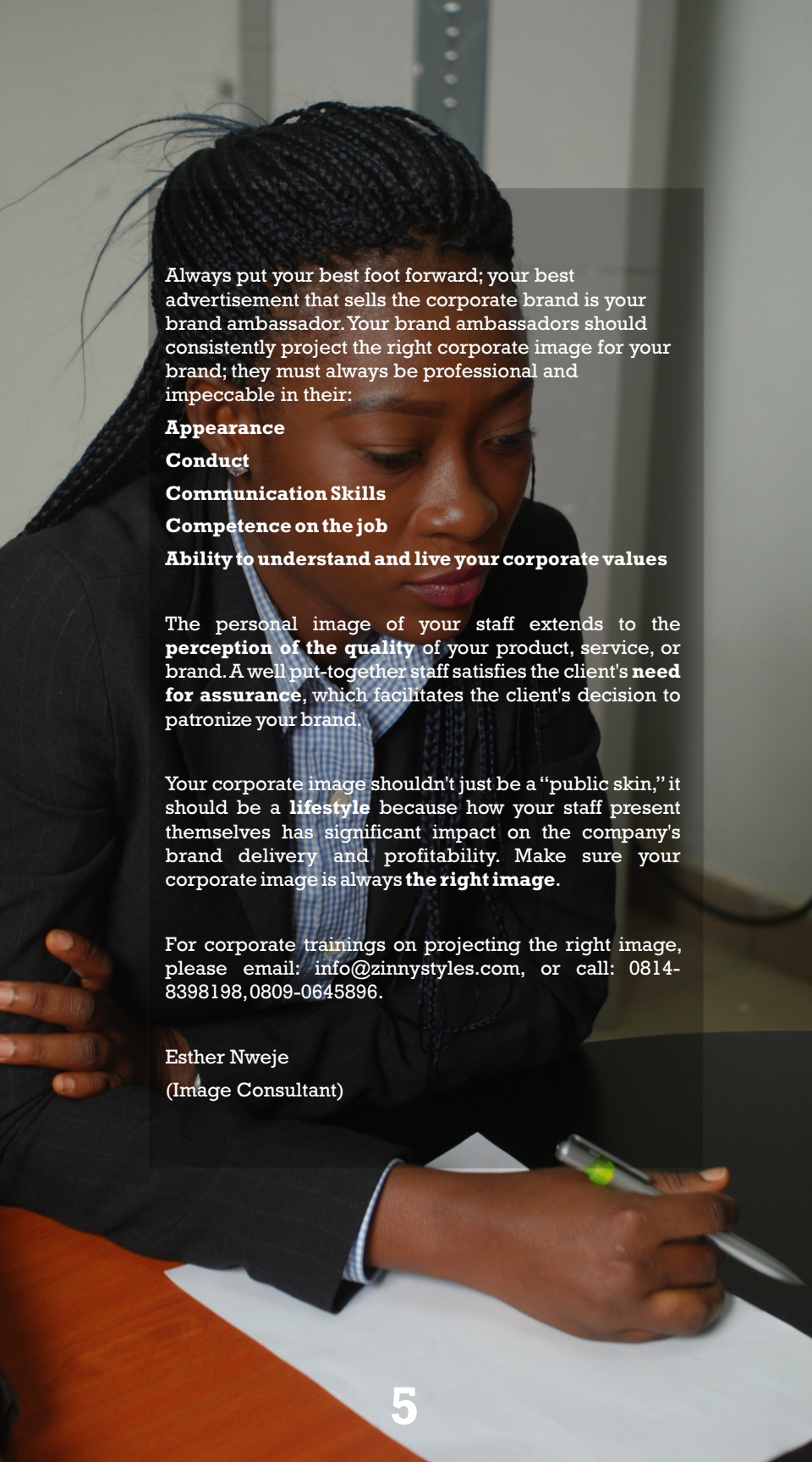
The **right image** is the attraction your **CORPORATE IMAGE** projects to your prospective clients, and the general public. Your image tells them what to expect from your brand. It is therefore imperative that your projected corporate image is consistent with your brand (your vision and mission).

Projecting the right image as a corporate body is essential to the sustainable growth of your brand and business. A brand is best expressed and experienced through the people (staff) that represent that brand; they are your brand ambassadors.

Your **brand ambassadors** communicate your company's vision, mission, values, culture, products, and services. Their meetings with clients or customers will influence the perception of your organization (and quality of your products) in the minds of the customers. Perceptions form a picture that lingers in the mind of the customer, based on what the customer remembers about that experience. A decision, to deal or not to deal, with your company; to buy or not to buy your brand; can be made at any meeting. This simply means that every meeting with every client, at every time, is crucial to the profit and growth of your brand.

“Do you know that Your Personal Brand = Your Personal Image?”

ZINNY STYLE QUOTE



Always put your best foot forward; your best advertisement that sells the corporate brand is your brand ambassador. Your brand ambassadors should consistently project the right corporate image for your brand; they must always be professional and impeccable in their:

**Appearance**

**Conduct**

**Communication Skills**

**Competence on the job**

**Ability to understand and live your corporate values**

The personal image of your staff extends to the **perception of the quality** of your product, service, or brand. A well put-together staff satisfies the client's **need for assurance**, which facilitates the client's decision to patronize your brand.

Your corporate image shouldn't just be a "public skin," it should be a **lifestyle** because how your staff present themselves has significant impact on the company's brand delivery and profitability. Make sure your corporate image is always **the right image**.

For corporate trainings on projecting the right image, please email: [info@zinnystyles.com](mailto:info@zinnystyles.com), or call: 0814-8398198, 0809-0645896.

Esther Nweje

(Image Consultant)



# WARDROBE PLANNING

Planning your wardrobe is basically about **organizing your wardrobe**. You start by clearing any clutter, evaluating your lifestyle, before stocking your wardrobe with only the necessary pieces.

Most of us have clothes we've not worn in years. We are sentimental about some of these clothes and hope we will still wear them again someday; the others we have outgrown, but still reminisce on going back to that size. What is more likely though, is that the ever-changing trends may not give such opportunities.

The very first step in organizing your wardrobe is **clearing the clutter**. Make space for **ONLY** the clothing items you **need and use**.

Next is evaluating your lifestyle, and designing your new wardrobe to fit that lifestyle. Do you need more casuals than corporate? Do you need more dinner dresses than casuals?

These are the kinds of questions you would need to answer before you can **effectively evaluate your lifestyle and shop accordingly**.

Finally, **neatly arrange** your clothes in your wardrobe in such a way that it is very easy to locate items. Not the case of having clothes littered everywhere that you don't know what you have or don't have, so you keep duplicating the same item(s) when you go shopping.

**Zinny Styles** can help you to professionally plan your wardrobe.



# STYLE PERSONALITY

## What is style?

Style may be defined as a distinct manner or method of expression through music, art, dressing, etc. Style may be influenced by personal taste, or community standards. In some instances style can be synonymous with fashion. However, having your own style may not necessarily make you stylish or fashionable.

## What is fashion?

Fashion is a general term for a popular style or practice especially in clothing, footwear, accessories, makeup, body piercing, etc. Fashion also suggests current popular methods of acceptable appearance.

ZINNY STYLES is all about helping to ensure that your personal style becomes stylish or fashionable. It is our responsibility to help you create a balance that ensures that you are comfortable and fashionable. Being stylish or fashionable means you are impressive with apparent good taste (you look good all the time).

**A great style tip** is for you to be **CONFIDENT** in whatever you're wearing (of course when you're dressed right); this means you should enjoy your outfit; feel good and comfortable in it. Do not follow or swing with every "new" trend. Be sure that the trend agrees with your physique, projects your personality, and is age-appropriate.

**ZINNY STYLES is all about helping to ensure that your personal style becomes stylish or fashionable.**





Classic ●



Natural ●



Creative ●



Romantic ●



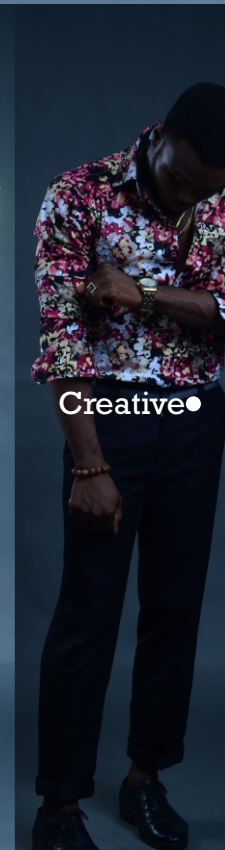
Classic ●



Romantic ●



Dramatic ●



Creative ●

## Dramatic●

Your **STYLE PERSONALITY** is who you are and how you project that personality through your choice of clothes, accessories and make-up. This is the reason why some people prefer bold colours and daring prints, and others prefer simple, plain, or neutral colours.

Know your style personality categories are **Natural, Classic, Romantic, Dramatic, Creative**

### **Some benefits of knowing your Style Personality**

Confidence: you know that your choice of clothes, accessories, and make-up complement who you are

You save money because you now buy only what is useful

You'd save time when you go shopping because you already know what works or doesn't work for your personality

**Remember, Fashion is only as good as it looks on you.**

To determine your style personality, a simple Style Personality Analysis can be carried out on you at **Zinny Styles.**

# THE MODERN MAN

The Modern Man is the **today-man**: the man that is up to speed on everything, especially appearance and grooming. Unlike men in the past that thought that paying attention to the details of one's appearance was a "woman's thing" or mere vanity, the Modern Man knows that good personal packaging is very important in achieving one's career-goals and aspirations.

Companies have begun to understand the importance of projecting a successful image in order to gain respect and acceptance in the market place; and that has made the job market even more competitive. As the 'suit culture' has changed in the last decade, men are in need of distinct guidelines and tips on an appropriate dress code; because they also have begun to understand that their Personal Image can be a useful tool.

To be a Modern Man, you need to learn how to use your image to make the right impression because it's all about managing the perceptions of the public about you and the brand you represent; whether the reason is to land a new position in a company or just to wear the right colours to look your best every day.

**The Modern Man** pays attention to the following;

- Good Etiquette and behaviour
- Impeccable Personal Grooming
- Wearing the right colours that flatter him
- Appropriate eyewear, necklines and collars that flatter his face shape
- Trendy Haircuts
- Right Fit of clothing
- Best Clothing Styles for his physique
- Good quality clothing and accessories (ties, cufflinks, wallets, stylish briefcases, bags, etc.)
- Wardrobe Planning and ensuring that it meets his lifestyle needs

And most importantly, blending everything to create a Style that is unique and original to him.

# DRESS SENSE FOR WORK



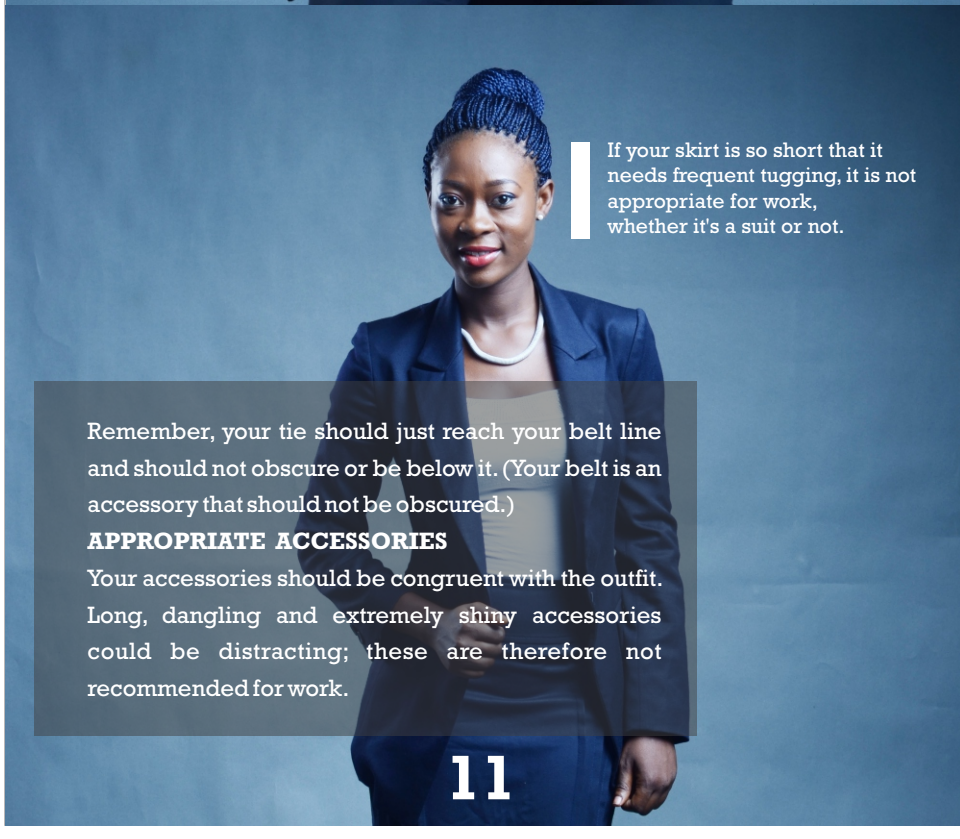
## **FORMAL PROFESSIONAL**

Please note: your jacket sleeve should not be too long. Let a bit of your shirt-cuff show.

### **What really works for work?**

A lot of people were not given any formal training on what is acceptable for work. People generally make an assumption that the default work outfit is a suit. But there are 3 dress level choices that organizations choose from;

**Formal Professional, Business Smart, Business Casual.**



If your skirt is so short that it needs frequent tugging, it is not appropriate for work, whether it's a suit or not.

Remember, your tie should just reach your belt line and should not obscure or be below it. (Your belt is an accessory that should not be obscured.)

#### **APPROPRIATE ACCESSORIES**

Your accessories should be congruent with the outfit. Long, dangling and extremely shiny accessories could be distracting; these are therefore not recommended for work.



## BUSINESS SMART

Flexibility and individuality makes this dress choice unique. However it should always be tempered with modesty.

Whatever dress level applies to your company, there are guidelines that should be adhered to in order to **project a professional image** of you and the company to both visitors and co-workers:

- . An attire that is clean, safe, and in good repair.
- . An attire that is not sexually suggestive or provocative.
- . Clothes that won't draw **undue** attention to you nor be a distraction to other employees.
- . Clothing that will not be offensive to other employees or office culture.



## **BUSINESS CASUAL**

When it comes to business casual, your look should communicate professionalism



**“Fashion is about Creativity, Style is about Personality. Be Fashionable, Be Stylish, Be You!”**

**ZINNY STYLE QUOTE**

# FRIDAY: Dress-Down day NOW DRESS UP day

This write-up is about the famous DRESS DOWN DAY-Friday!

What's your take on the Dress-Down Day?

While you're still thinking, let me share mine.

Friday as a dress-down day has made a lot of people not take work on that day seriously. The Dress-Down Day idea is good; it is a day when people just relax from the serious corporate look of the entire week. But the major issue with the dress-down day is that people seem to come to work along with a "dressed down mind-set." This is why customer service is generally poor on Fridays. Grooming appears overlooked on Fridays, because to a lot of people, it's the weekend already and they can't really wait to get off work. They forget that the impression created on a dress-down day is not less important than the impression created on every other day. A poor customer service experience can make the company lose money irrespective of whether it's a Friday or not.

The Dress-Down Day would totally work if people wear that t-shirt and jeans with impeccable grooming, and deliver excellent customer service, in spite of being "dressed down."

So when you wear that Smart Casual next Friday, ensure that you look professional, properly groomed, and ready to deliver your BEST at work because every day is important, and every day counts.

(Business Casual Look applies)

# TRAVEL IN STYLE

People commute from one place to another (short or long distance) for various reasons. When dressing up for a trip, put into the consideration the following:

Present weather condition of where you're travelling from.

The current climate of where you're travelling to.

The duration of the trip.

The purpose of the trip.

Logistics when you arrive.

The culture of the people at your destination.

This will help you determine what best to wear that will ensure your comfort through out the trip.

Generally, it's advisable to:

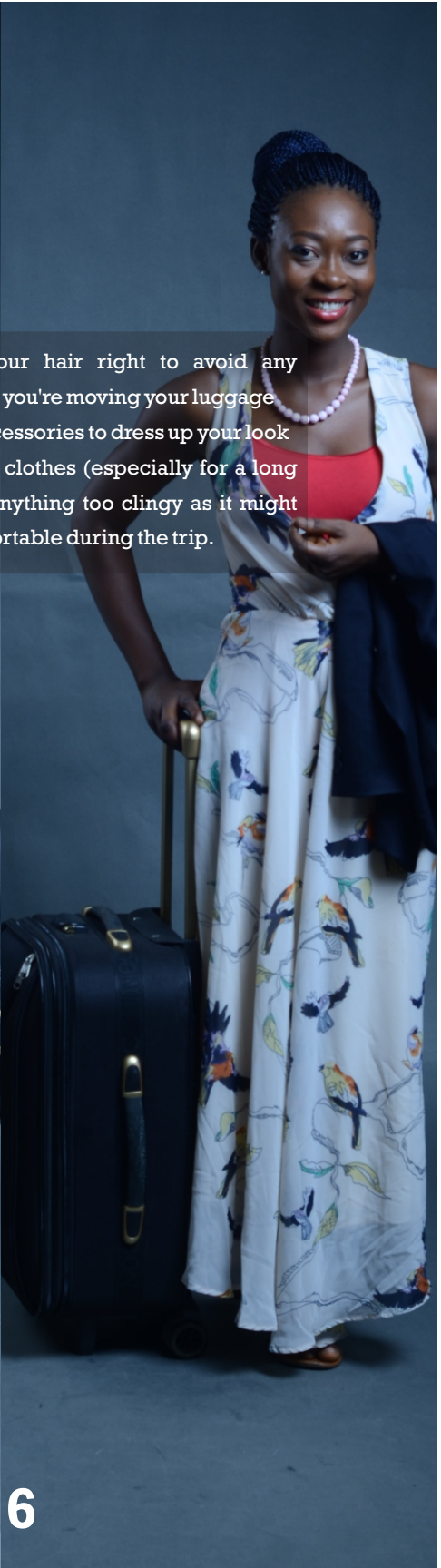
Have a jacket handy, as it could get cold in-flight or sometime during the trip.

Wear comfortable shoes, in case you get on long queues before or after the trip.

Wear plain neutral colours should be chosen over bright colours to prevent the obvious appearance of stains, should anything like that happen during the trip.

Have a colourful scarf to add some style to the look.





Style or pack your hair right to avoid any interference when you're moving your luggage.  
Wear colourful accessories to dress up your look.  
Wear loose-fitting clothes (especially for a long trip); don't wear anything too clingy as it might make you uncomfortable during the trip.



# SHOP RIGHT

When it comes to shopping, here's how to go about getting the best out of your time and money:

.Avoid Impulse buying; always make a proper plan for shopping based on what already exists in your wardrobe.

.Do not be in a hurry; choose the best time of the day to shop. We recommend you shop in the morning, because at this time the shop attendant would be fresh and enthusiastic to show you all the available options for what you want; rather than going later in the day when the attendant may be tired and less attentive.

.Purchase more of “basic” and “classic” pieces.

.Buy items that complete the already existing pieces in your wardrobe

.Use the **rule of three**; buy an item that you can wear with three others.

Shopping this way would help you **save money, save time**, and you would be more fulfilled afterwards that you made a good investment of your resources.

“It's not how much you spend; it's how well you put it together.”

ZINNY STYLE GUIDE

# GROOMING

Grooming is an overall approach to how you prepare your body and your clothes to look the way you do; it addresses the little and seemingly irrelevant details that make up one's appearance. It is all so true that little things mean a lot.

Personal Grooming involves the details of personal hygiene: how and what you use to wash and treat your body; how you take care of your clothes, and how you put them all together for your overall personal appearance.

Impeccable **grooming**, which translates to being **polished and presentable**, requires you to do the following:

- Have regular baths
- Dry the body well, e.g. between the toes
- Use good soap, cream, deodorant, etc.
- Use cologne or perfume (see more in Perfumes and Fragrances)
- Brush teeth properly, regularly
- Use dental floss after meals; use mints to freshen breath
- Use mouth wash or sprays to prevent stale breath
- Launder (wash and iron) clothes crisply before wearing them

- Sew or mend any loose seams
- Wash hands frequently and Keep nails well-manicured
- For ladies, avoid chipped nails
- If applicable, use a suitable moisturizer to prevent scaly skin
- Use foot sprays to prevent foot odour
- Clean your nose and ears regularly
- Treat hair problems like dandruff
- Always wear clean and fresh undergarment
- Ensure all the buttons on your outfit are well done
- Make sure your accessories (jewelry, belt, bag, etc.) are in good condition, and well-placed.

A great deal of personal grooming revolves around personal hygiene. It certainly requires that you pay a lot of attention to yourself and the little details that make up your appearance.

Take nothing for granted, especially your breath, and body smell. Do regular checks on yourself because as the day goes by, some aspects of your grooming may fall out of place. So being alert and knowing when your breath may be getting stale or when you need to re-apply your perfume, is very important.

This is emphasized because you don't want to make a colleague or client uncomfortable and therefore put off when around you. No one should meet you and be disappointed; rather, they should be impressed, excited, and confident to introduce you to people in their network. In summary, when you take time out to take care of yourself, people assume that you take yourself seriously (because you do), and you would be taken seriously also.

# FOUNDATION to Finish

## What really makes up an outfit?

### Undergarments

The undergarment forms the foundation of every outfit. The wrong undergarment can totally alter the look of your outfit. When you choose your undergarments, ensure they enhance the outfit rather than distort the shape, cut, or style of the outfit. The wrong undergarment can make your body part appear non-existent or enormous in size (depending on what you want).

For the ladies, know when to wear a full bra, a wonder bra, a girdle, a camisole, etc., to achieve a **seamless look**. For gents, please avoid wearing boxer shorts under formal trousers because most times, the lines are visible. Modern briefs are always best for practically anything you want to wear.

### Fabrics

Before choosing a fabric, look out for the following;

Texture, Weight, Pattern & Print

Always pay attention to your choice of fabric because it can add bulk to your frame.

**For full figures**, please take into consideration the following:

- \* Choose fabrics with vertical patterns
- \* Large flowery designs **will not** work for your figure
- \* Opt for lightweight fabrics over thick ones
- \* Large Polka dots will give you a more rounded appearance

Conversely, for a **slim frame** please take into consideration the following:

- \* Horizontal patterns will bring balance to your figure
- \* Opt for thicker fabrics to visually add volume to your figure.

For fabrics you want to make an outfit with, your choice of fabric should **complement the style** appropriately and **encourage your comfort**.

Fabrics made from natural fibres like cotton, silk, linen, etc., are always recommended over synthetic fabrics like polyester, chiffon, organza, velvet, etc. Knowing your fabric can help with **laundering** them when the need arises. Finally, paying attention to labels on fabrics also help you know how to treat each fabric because when it comes to fabric, **it's not one-rule-fits-all**.

## Cuts

**Do you know that the cut makes the outfit?**

The wrong cut can completely damage the fabric. The cut of a fabric makes a huge difference in the outcome of the outfit.

The cut of an outfit should accentuate the body shape of the wearer. A slim body frame can pull off an outfit with arced curves, unlike on a full figure where it might look offensive.


A cut can be used to make a slim figure appear **shapelier**, and a full figure to appear slimmer. So before you choose an outfit, try it on to be sure the cut is right for you.

## Colours

Ever wondered about this: you see two people wearing the same colour, but one looks better in it? Why does that happen?

This happens because our human colour codes differ. Therefore the colours that flatter us differ as well.

A simple **Colour Analysis** consultation will determine the undertone of your skin, so you can know the colours that make you look great.



Wearing the **right colour** makes you look younger, healthier, reduces the appearance of blemishes (or skin imperfections on your face), saves you time when you go shopping, and saves you money because you only pick colours you look your best in and won't end up giving them out. Conversely, wearing the **wrong colours** could literally age you, make obvious the blemishes on your skin, and make you look pale.

The **DIY** (do it yourself) alternative to a **Colour Analysis** is to place the outfit on your neck in a room where there's **sufficient natural light**, and ensure that the colour draws attention to your face and not itself. If the colour draws attention to your face, then it's the right colour, but if it draws attention to itself, then it's a wrong colour for you

**Remember,**

“The best colour in the whole world is the one that looks good on you.” - **Coco Chanel** .

**Colours** are also used to bring about visual balance to a figure. For big frames, wear dark colour because they make you appear trimmer; small frames should opt for light colours instead. This is because light colours reflect light, and dark colours absorb light.

Consult **Zinny Styles** for details on **Colour Analysis**.

## The Fit

### What's the use of a lovely outfit if it's not your size?

The fit of an outfit should be topmost on your list of criteria for choosing an outfit when you go shopping because the **wear-ability** of an outfit is strongly dependent on whether it fits right or not. Every outfit should fit like it was made to measure, even if it wasn't. For slightly bigger outfits, a little tailoring would do the *magic*.

Some tips on how your clothes should fit are as follows:

- To avoid a slouchy look, shoulder seams should be precisely on your shoulders and not sag
- When you move, your pleats should not gape
- The sleeves/armholes of your shirts, tops and dresses should allow for convenient movement
- Your buttons, especially the ones around your bust area, should lie flat and not stretch or open when buttoned
- The crotch of pants (trousers) must be right (not too long, not too short)
- Ensure that the pockets on your pants and skirts lie flat
- There should be a smooth symmetry at the back of your outfit from the collar (neck line) to the hem, no folding or bulging.
- For your fitted styles, it should skim across your frame and not hug, because too tight can be offensive and not classy, especially with stretchy fabrics.

**“Pick clothing that fits your body no matter what number is on the tag”**

**George Simonton**



## Details

The details of an outfit include pockets, pleats, lapels, buttons, etc. Every outfit has details, but some outfits have more details than others. Details are used to add style, sophistication and sometimes comfort. When it comes to details; **Less Is More.**

Too many details on an outfit can be a bit distracting, and sometimes, can even cheapen an outfit. Details can also add bulk to a figure, so to **look trimmer**, cut down on the details.

### Remember,

'Simplicity is the ultimate sophistication.'

- **Leonardo da Vinci**

## Finish

The finish of an outfit speaks volumes about the quality of the outfit, the taste of the wearer and the reputation of the designer. Every outfit should be an **example par excellence**. The finish of an outfit distinguishes a cheap outfit from an expensive one.

## Style

When it comes to style, it's totally up to the wearer. Style is what makes two persons wear the same outfit but it looks totally different on them.

This happens because individuals put together fashion items differently, and that's what makes us unique.

Your **styling ability** is your willingness to let yourself try out new ways of wearing clothes or accessories. So what are you waiting for? Get **CREATIVE!**

# STAY-AT-HOME SATURDAY

## What makes up a typical Saturday?

Apart from those who have to go to work on a Saturday (Friday outfit applies), or those who have an event to attend (see **What Wear Where**), a typical Saturday is made up of the following activities;

- Cleaning
- Doing the Laundry
- Shopping for groceries
- Cooking
- Hanging out with family
- Fun time with the children

Based on the activities that make up a Saturday, whatever outfit you choose should be **comfortable, and practical.**

Simple ways to look stylish at home include;

- Have a couple of colourful flip flops or ballet flats you can use interchangeably
- Have a wide range of tank tops or tees you can throw on anytime
- Have good looking shorts or casual skirts
- Ditch the boring hair net, do an up-do wrap with your hair (if it's long)
- Some practical casual dresses (preferably with pockets) thrown in the mix will definitely come in handy

“Project the right **IMAGE** in your personal and professional life **always**, because your **IMAGE** matters.”

ZINNY STYLE QUOTE

# PERFUMES & FRAGRANCES

This style guide would not be complete if we do not talk about perfumes.

Perfumes, Colognes, Body Sprays or Mists, Scents, etc., are all different terms used to describe a fragrance. Most people get confused by these terminologies because they do not know the difference, while others think it doesn't matter as long as it smells nice.

Perfumes are worn for a variety of reasons, and wearing the right perfume to the right place is very important. In recent times, more perfumes are known to have pheromones. Pheromones facilitate the attraction of the opposite sex, and that's the last thing you want at work, church, or any business outing. So it is imperative that you read the content of the fragrance before choosing it.

Fragrances can be used to make a memorable first impression; it is helpful to know the difference between these fragrances before deciding what to use, and also to get value for your money.

The major difference in fragrances is the amount of essential oils contained in the product. The products with more essential oils contain less alcohol and water, which makes them last longer on your skin, and are generally more expensive. The more perfume concentrate a fragrance has determines how often you may need to re-apply it. This is very important so you don't choke people with your fragrance, or assume it is still there when it has totally faded off.

**Please note** that the unique combination of ingredients and the duration of these fragrances vary from manufacturer to manufacturer. So you will need to determine how long a particular fragrance lasts before reaching any conclusions.

### **HOW TO APPLY PERFUMES**

- Apply to pulse points like the inner wrists, base of the throat, behind the ear lobes, inner elbows, behind your knees, around your ankles, etc.
- You can also spray and walk into the fragrance. This is best for social gatherings; it makes the fragrance circulated all around you instead of being concentrated at some areas.

### **HOW TO MAKE THE SCENT LAST LONGER**

- An oil base allows your scent last longer; so you may apply a bit of petroleum jelly to areas where you want to apply your perfume
- If your scent has a matching bath gel, moisturizer, etc., it's advisable you use that as layering because it will help your fragrance last longer
- Applying your perfume on open pores immediately after a shower helps it last longer because your skin absorbs the scent
- After a few hours when your scent has faded off, rub the areas you once sprayed to re-activate the scent.

Finally, the skin plays a significant role when it comes to perfumes. It is amazing how a particular fragrance can smell differently on people. This is because all fragrances are affected by each person's unique skin chemistry. The acidity level of a person's skin will slightly affect how the skin interacts with the fragrance. Also, dry skin does not hold fragrance very long, but oily skin does.

# DRESS IN TIME

## **Perception is Everything!**

Humans are very visual, and make a lot of conclusions based on image, even before ever meeting with a person and knowing what the person has to offer. Dressing up-to-date is very important.

*Imagine walking into a client's office looking retro, say 1920, and you're marketing a product/service. If I was that client, I would just assume that whatever it is you are marketing is 1920...and it would be hard for me to think otherwise.*

So being trendy is not vain, because in **selling** (for marketers/entrepreneurs) everything adds or subtracts to the buying decision of your prospect.

**With a trendy appearance, you suggest to your prospect that you're a modern person, working for a highly innovative brand with excellent products and services that are current and relevant (in the present time).**

There's a school of thought that believes that wearing exactly what is seen on the runway is the definition of being trendy.

What most people don't understand about trends is that copying a high fashion trend off the runway might be hilarious because it might not be practical for the everyday life.

It is imperative to know that every high fashion trend goes through various modifications to accommodate a wider range of figures (because we're not all size 2), and personalities. That's basically what happens before a high fashion trend gets into the mainstream culture.

**Let trends inspire you to hone your personal style**

*"Don't just be Fashion-Forward,  
Be Style-Conscious Too!"*

ZINNY STYLE QUOTE

# WHAT WEAR WHERE

Dressing Right for every occasion can be challenging because most times, the host does not specify what the dress code for the occasion should be. To always know what to wear where, ask the following questions;

- What is the dress code or colour theme (if any) or the event?
- What's the event about?
- What kind of people will be there (audience)?
- Where's the venue?
- Is it a Red Carpet event?

Here are some events or occasions we attend, and some suggestions on how we can make the right choice of outfit;

**Fashion Show:** Statement-making outfits, and accessories. Creativity is highly encouraged

**Wedding:** Dinner gown (short or long), suit for men. Remember, all the attention should be on the couple.

**Business Dinner:** Think Modern Classic like the little black dress (not so "little" because anything skimpy would ruin your professional image and send the wrong messages about you). For gents, a suit with or without a tie would do.



**Birthday:** Think fun, colourful and stylish. Now this depends on whose birthday it is and the venue of the party. For birthdays of high-profile people, think **distinction and taste** for whatever outfit you want to choose because this helps you blend in and stand out at the same time.



**Pageant:** For pageants think elegance, long evening dress for ladies, for men there's more flexibility.

**Comedy Shows:** Think Smart Casual, except for comedy shows with red carpets then you can do dressy.



**Trade Show & Exhibition:** Think 100% comfort because there will be lots of moving around. But if you would be representing a company, consider the Business Smart look

**Child Dedication:** A number of Child Dedication occasions are done right after church service, so your Sunday outfit definitely works. But if it's done on another day of the week, look out for something **simple and stylish** to put on. Nothing revealing or suggestive because it is a church and family occasion, and there would most likely be children there.

**Award Night:** Whatever you wear, add some evening glam to your look because awards nights are always a "big deal" with lots of celebrities attending.

This is not an exhaustive list. Consult ZINNY STYLES for your Special Event Styling, which





Business  
Dinner ●



Award Night ●



Birthday ●



Pageant ●



Trade show/  
Exhibition ●



Fashion Show ●

# FASHION ARCHITECTURE

**Where does your attention go when you look at a person or an outfit?**

The focal point of an outfit is the area that draws the most attention on the outfit, either a dominant colour or detail (pockets, lapels, pleats, buttons, etc.).

Conversely, humans have focal points on their figures. It could either be a positive or negative focal point. Like we all know, clothes are meant to conceal every seeming figure flaw and make the best features stand out.

Fashion Architecture is about using lines to bring about visual balance to the body.

**"Fashion is architecture: it is a matter of proportions."**  
Coco Chanel

The human body is divided into upper body (from your waist above), and lower body (from your waist below). Every outfit is made up of horizontal and vertical lines, and those lines are carefully put in place to bring about balance to your physical proportions.

Also, wearing colours right or wrong can play the same role as lines. Bold bright colours make a body part/area appear more exaggerated than it really is, while dark/neutrals make a body part recede. For instance, a very busty lady should wear darker colours above and bright colours below, as opposed to the general rule of lighter colours above and darker colours below.

To determine for sure how best to apply this principle based on your body type, we recommend you undertake a **Figure Analysis** at **Zinny Styles**.

# TRANSFORM LOOKS

Why do so many of us have this notion that we need a lot of clothes?

Except you are a celebrity, a public figure, a fashionista, a stylist, or you just love clothes, then you do **not need** so many clothes.

The trick to having different looks with just a few clothes is to have more basic or classic pieces (that never go out of fashion) in your wardrobe, mixed with a few trendy pieces and accessories.

# HAIR

A good hair cut or hair do is a major aspect of grooming. The state of your hair says so much about you and how you take care of yourself.

It is very important that your hair complements your lifestyle. If you are not in the entertainment, creative or fashion industry, then your choices of hair do, shave, hair colour, hair length should be **conservative**.

Your hair choice should flatter your face shape by complimenting your facial proportions. To determine your face shape in order to know hair styles that flatter you and hair styles that don't, a **Face Shape Analysis** will be carried out on you. Consult **Zinny Styles** for details





## STYLISH SUNDAY

Our Sundays seem like they'll soon need a red carpet, and a host asking people "What are you wearing?" People have become increasingly fashion-conscious in dressing to go to church. It's a good thing but the problem is that most people don't know where to draw the line between **Sunday Service outfit** and "**Saturday night outfit**".

The key to dressing up for church on a Sunday morning is **MODESTY**. Whatever you wear let it not be revealing or distracting to the rest of the congregation.

Like we already know, **no matter how beautiful an outfit is, if it doesn't suit the occasion, it is not appropriate!**



**"Fashion No-No's"**

# S K I N C A R E A N D M A K E U P

## **PAMPER YOU**

Caring for the skin is especially essential because it is the foundation of any make-up you may apply, and the condition of your skin speaks volumes about your hygiene and health (your grooming). So, you should treat yourself like the queen you are by paying more attention to your skin.

You should try **exfoliating** once a week. **Exfoliation** is the removal of the dead skin cells that cling to the skin's outermost surface or epidermis. Use Scrubs to exfoliate but make sure you use a gentle scrub with tiny grains.

You should try the **CTM** Technique which is Cleansing, Toning and Moisturizing.

**CLEANSING:** a good cleansing routine is essential for removing makeup and dirt which can block your pores and lead to an outbreak of spots. This is a treatment that fights wrinkles and aging and makes the skin more receptive to moisturizers.

**TONING:** helps to remove any dirt, makeup, or cleanser that may remain after cleansing. Toning will help keep your skin clear and firm and leave you with a layer of new healthy skin cells. Toning helps to remove traces of cleansers; it refines and tightens pores.

**MOISTURIZING:** helps to refresh the skin, and restores moisture loss caused by sun, cold etc.

## MAKEUP FOR THE WORKAHOLIC

Is it possible to do makeup in 5 to 7 minutes?

The answer is YES.

It's important you look good before facing the business of the day because that client may just give what you are saying an extra thought if you can just sacrifice 5 minutes to do this.

1. Use an oil mattifier on the **t-zone** (forehead, nose and chin). It helps control excess shine especially if you are going to have a long day at work.
2. Use a foundation and blend properly. However if you have a spot-free face, you can skip the foundation.
3. Finish with a translucent powder using a powder brush to aid in proper blending.
4. Define your brows with brown pencil or a brow definer. The brows give your face a lift.
5. Skip the eyeliner
6. Apply clear mascara because if you are in a hurry, you may mess up your makeup with black mascara.
7. Use a blush that is close to the skin colour
8. Skip the use of a lip liner. Just use a tinted lip balm.

You can work hard and still look good using these steps. Makeup is flat and valueless without a smile. **WEAR A SMILE.**

## Steam Towel Treatment:

Steaming helps to open up your pores, loosen blackheads, draw out pimples, remove dirt, and it leaves your skin clean. This gives your skin a chance to breathe.


You can do this by filling a bowl above half with hot water, add some thyme or rosemary and position your face 12–18 inches away from the water and cover the bowl with your head over it with a towel. Ensure you cover properly so the steam doesn't escape. You can do this once a week. For me, it is a relaxing experience.

## DAY MAKEUP (MY EVERYDAY LOOK)

The purpose of cosmetics is to **enhance a woman's natural beauty**. Makeup is designed to help minimize imperfections on the skin, and accentuate the shape of the facial features. Yet, it is important to be realistic in your expectations. Often it is unrealistic expectations that lead to overdoing your make-up.

During the day, try not to forget that the sun shines. Don't forget to go soft on the eye shadow if not people may end up noticing **only** the colours and not your pretty eyes. Stay away from colours that shimmer and glitter. Use earth tone colours (brown, army green, grey, etc.,) for the eyes and you can use nude colours on the lips.



A close-up photograph of a person's face, focusing on their eyes and lips. The person has dark skin and brown eyes. They are wearing a light-colored, possibly pink or peach, lipstick with a subtle sheen. The background is dark, making the face stand out.

Muted colours in a matte finish give a natural appearance to the face. In addition, it is often unnecessary to line both the upper and lower lids for daytime wear. Usually, lining the upper lid is sufficient.

For daytime looks, lip colour should be softer and more subtle. This is also a good time for using low-shine lip glosses with a satin finish as opposed to the wetter looks. Soft pinks and pastel colours are perfect for daytime wear and offer a more natural, dewy look.

#### **TRANSITIONING FROM DAY TO NIGHT LOOK**

If you have a party to dash to after work, it is very easy to step up your makeup. It is very easy to build on earth tones. You can add on eye shadows used during the day to create a more dramatic look. This is the time to bring out the glittery shadows but play safe to avoid looking like a drag queen. Lip colours for evening use can have shimmery and glossy finishes.

“Beauty is from within but make-up does a good job of enhancing that beauty.”

ZINNY STYLE GUIDE



# ACCESSORIES

Accessories are quite central in building an intelligent wardrobe. They enhance your wardrobe, personalize it, and help you look rich on a budget. Accessories are even more valuable today because it seems like all the Fashion Retail Outlets are selling the same things. You buy a dress assuming that there aren't many of that design and color on sale, but on your way home you find like 5 different persons wearing the exact same thing.

So how do you look different when it seems like everyone in the city has the same outfit?

The answer is :accessorize it! Your accessories would totally change the appearance of your piece.

#### Basic accessories include:

- Bags
- Belts
- Brooches
- Cocktail rings
- Necklaces
- Earrings
- Shoes
- Scarves
- Cufflinks
- Watches

Imagine what a scarf can do to a plain dress or simple pearl neck piece. Use accessories to create **styles that are individual and up to the minute**, because most times when we think we need to change our wardrobe, what we actually need is to **update our accessories** and it gives our wardrobe a total face lift.



# CARRIAGE & COMPORIMENT

All the trendy appearance without appropriate carriage and comporiment would send a high-pitched message of low self-esteem and lack of confidence.

To project an image of competency, confidence and good self-esteem, you need to have the right carriage and comporiment because you send out strong non-verbal messages through how you sit, stand, walk, and carry yourself.

Always have an erect posture, no slouching. It might be difficult to keep up with this initially, but with continuous practise, it will become easier and then completely natural for you.

**Carriage and comporiment could make you prefer a guy wearing a N10,000 suit to a guy wearing a N100,000 suit.**

**Square your shoulders walk with your head up, remember that the clothes don't make the man, but the man makes the clothes.**

**Be confident and let it show through your carriage and comporiment.**



# DRESS LIKE YOU EAT

Does anyone love good food like me?

I guess we all love good food.

Our preference for **good food over just anything food**, is an indication that we love to take care of ourselves and we care about what gets into our bodies.

So, if we care so much about what gets into our body, why don't we care that much about what gets on our body?

This piece is just a reminder that the way you look is a strong indication of how much you **value yourself**. And it has nothing to do with how much you spend, but it has everything to do with how you put what you have together and make it look good.

So next time you're ordering that sumptuous meal, take a good look at yourself, do you **dress like you eat**?

“Don't just dress, DRESS WITH INTENTION.”

ZINNY STYLE GUIDE



# STYLISH PREGNANCY

Pregnancy can bring about a mixture of experiences for different women. It can be challenging and it can be fun. With lots of physical, emotional, and psychological changes the woman has to deal with, the last thing on her mind is to be bothered with what to wear. The transition between dressing up a flat tummy and the baby bump can be challenging, and it's even more challenging to dress up for work.

One way to be **fashionable while pregnant** is to build a **maternity wardrobe** early enough (probably in the first trimester) with a friend who has got an eye for style or a **Personal Shopper** like **Zinny Styles**.

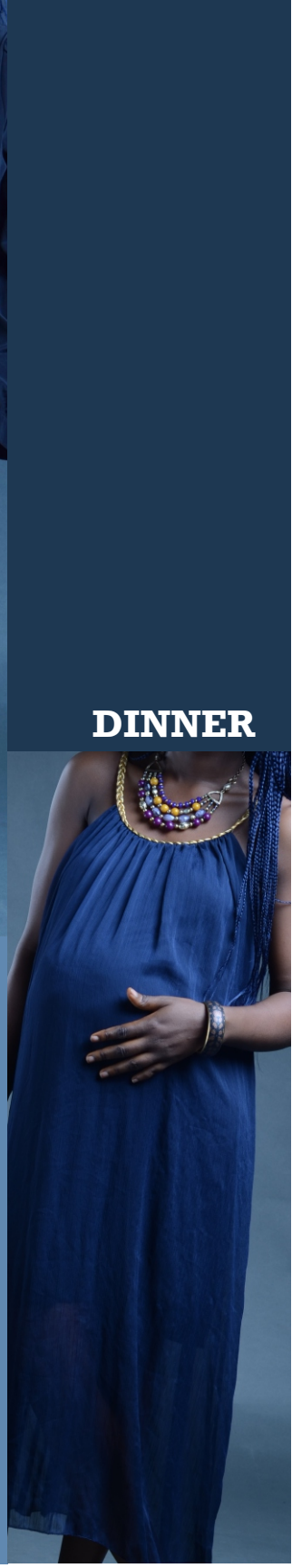
Here are a few ways to dress up that **joyous** baby bump



**CORPORATE**



**SMART  
CASUAL**



**DINNER**

# YOUR SIZE, YOUR STYLE

Being plus size can be a plus if used right when it comes to fashion. Knowing exactly what to wear and not wear will make all the difference in making you look great and confident in your size, or look like you are trying too hard to compete with the "skinnies".

The African woman is typically a plus size, so in order to portray that inner beauty outwardly, knowing how to put together pieces is important. Listed below are some suggestions;

-Too tight doesn't make you look smaller, instead it makes you look like you're wearing a younger sibling's outfit. For more information on "fit", see (Foundation to finish).

-For big arms, always wear tops and dresses with sleeves because it disguises the size of your arms.

-Mini-skirts don't work for very full legs, knee-length or longer work better.

-Opt for A-cuts over pencil cuts for your skirts, dresses or pants.

-Consideration should be put into wearing pleats as they could add bulk.

-Light weight fabrics should be chosen over thick/heavy fabrics as they can add bulk too. Colours also play an important role.

See more in (Foundation to finish).

There will always be outfits that look better on plus size than on any other size. So instead of believing you need to be a size 2 to look good, why not learn how to work your plus size so well that everybody else would want to add weight.

You can look fab' and confident no matter your size.

A man wearing sunglasses, a blue denim button-down shirt, and blue jeans stands against a light-colored wall. The text is overlaid on the right side of the image.

# STYLE TO LIFESTYLE

Have you ever met a marketer or a business development executive of an organization from Monday - Friday, and this person looked really good? And over the weekend, you were at the mall, and stumbled into this person again, and you totally could not believe the disparity of this person's professional appearance and personal appearance.

When it comes to style, most people only take out time to put themselves together when they have a special occasion. Let's say there's a dinner at the government house or an event where there would be lots of celebrities attending, or they have to live up to the standard of the dress code at work.

We make the assumption that we look good for people, but in reality, we should look good for ourselves because we are important. We should treat ourselves importantly, and it will definitely boost our confidence. So what everyone sees, the **IMAGE** we project as a result, should be a reflection of our self-worth.

Looking good is not be something we should do only on special occasions. It is not something we should do on some days, it's something we should do **EVERY DAY**; it should be a **LIFESTYLE**.

So all the tips you've learnt in this guide are not what we expect you to use only for a red carpet event, they are things you can put into practise every day of your life.

Remember, little modifications can make a world of difference in your appearance. So your **STYLE** should be a **LIFESTYLE** because your **IMAGE** matters!



## ZINNY STYLES LTD

Zinny Styles Limited was incorporated with registration number RC 979977. It is an organization that believes in positive image projection and value-based corporate branding through corporate image management and personal image management with a passion to help individuals, corporate bodies and government parastatals promote their brand through the right image.

At **Zinny Styles** limited, our mode of operation is strictly guided by values such as excellence, quality service, professionalism, integrity, and timeliness.

### **CORPORATE IMAGE MANAGEMENT**

We understand at Zinny Styles that the corporate image of an organization communicates the organization's vision, mission, the professionalism of its leadership, and the calibre of its employees, which builds the perception of the brand. Human capital is the most valuable asset of any organization, so we put together training programs to foster human capital development.

### **PERSONAL IMAGE MANAGEMENT**

We are also committed to helping people build confidence through their appearance, behaviour and communication skills. We assist them in improving their poise, presence, posture, and polish, because we understand that how you present yourself is a reflection of the perception you have of yourself and is an expression of your self-worth.

**SOME OF OUR CORPORATE CLIENTS  
INCLUDE;**

- **PORT HARCOURT CHAMBER OF  
COMMERCE, INDUSTRY, MINES &  
AGRICULTURE (PHCCIMA)**
- **CINFORES LIMITED**
- **VTBUSINESS SUPPORT SERVICES**
- **HADNUVO LIMITED**
- **RADIO PORT HARCOURT**
- **SERENE SPA**
- **WHITEBROOKES LIMITED**
- **JUANITA HOTEL**
- **NEWSFAIR COMMUNICATIONS LTD**
- **VIRTUAL INTEGRATED CONCEPTS**
- **STAR WORLD TRAVELS**
- **MICRO-FREIGHT CONSULT**

## **SPECIAL THANKS**

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ShotFilm (Photography)

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## **MODELS**

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Anderson Iroanya

Thelma Numbere

Kelly Chuks

Onyinye Ilobi

Sandra Chukwuma

## STYLE GUIDE'S DIRECTORY

For your style solutions, contact the following;

- 1) Dhouse of Jezreel  
For fashionable outfits with a wide range of variety to choose from;  
Tops from N3,750  
Skirts from N7,000  
Pants from N8,000  
Jeans from N5,000  
Shoes from N12,000  
Bags from N15,000  
Accessories from N4,500  
**Contact:** 22 Elemenwo Street GRA  
Phase 2, PH  
0816-3677599
- 2) Ton- Chris Designs  
For your creative male and female shirts  
**Contact:** 0817-9519271  
0803-8720291
- 3) Jakarandah Beauty Saloon  
For your professional hair styling and consultancy  
**Contact:** 84A Peter Odili Road By  
Diatems Int'l School, Trans Amadi, Ph  
0810-7368083  
0814-2686719



**4) Jazz Effect Fashion Home**  
For your be-spoke african outfits  
Contact: 8 Tombia Street, Gra  
Port harcourt  
0803-7081751

**5) HoneyLuks Make-overs**  
Make-up, Fashion Accessories  
and Events  
Contact: [www.honeyluks.com](http://www.honeyluks.com)  
0813-5626674  
0819-1707421

**6) ShotFilm**  
Fashion Photography and  
Consultancy  
Contact: 0803-9496155  
0809-9898792

ZINNY

# Style **GUIDE**

This guide is a solution to people who need to improve their dress sense, a stylish suggestion tool to those who already have a good dress sense to ensure they look right for every occasion. It hopes to enlighten and educate its readers on the basics of personal styling and how to use your image as a catalyst to achieve your career, personal, and life goals. Hence, subjects like; Dress Sense for work, Wardrobe Planning, What Wear Where, Shop Right and others were discussed. This guide can be used as gift for Corporate bodies, Undergraduates, Job seekers, Corpers, Churches & Individuals

- >Useful tool for orientation of company staff to enable them be great brand ambassadors
- >Assist individuals in improving their dress sense
- >Explains and illustrates the importance of dressing for the occasion in order to blend in yet stand out at every occasion
- >Reminder on the relevance of projecting the right image every time, in every area of their lives.