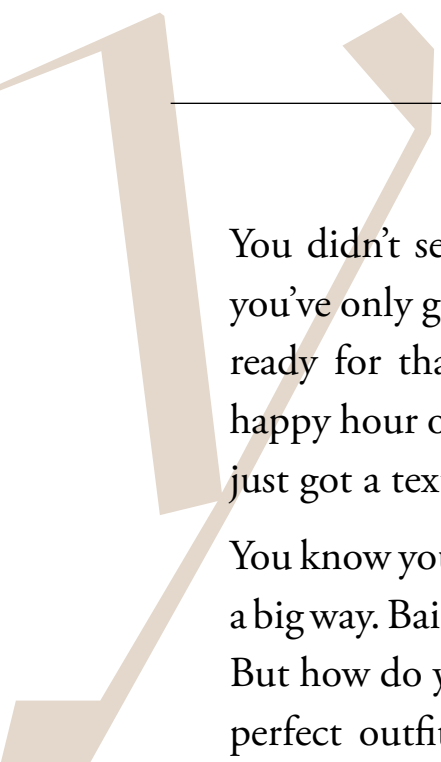




HOW TO
make
the
perfect
outfit

IN TWO MINUTES
OR LESS

STYLE MADE SIMPLE



You didn't set your alarm. Now, you've only got 10 minutes to get ready for that socially-distanced happy hour or the Zoom call you just got a text about.

You know you need to show up in a big way. Bailing is not an option. But how do you put together the perfect outfit without the stress of digging through your closet?

*I get it.
You don't have
time to try on
multiple outfits
hoping you'll find
the right one.*

Your morning routine (& life right now) is hectic enough. The last thing you need is outfit drama.

When leaving outfit planning to the last minute, you're bound to get tripped up, take too long, and feel unhappy with the choices you make under pressure. When you show up not feeling 100%, it affects you all day.

As a stylist myself, I have fallen into the same trap. That's why I've created a quick & easy system for putting together a daily look that makes you look and feel confident, every day. This proven process builds the perfect look every time.

So why is it 'proven'? That's simple. I've developed and tested this method on the job over & over. These are the steps I take to build all of my client's looks. Now, I'm sharing them with you.

When that alarm chimes at 7 am, pull yourself out of bed, set a timer for 2 min, and try out my formula for yourself. You'll be surprised how effortless it feels to get dressed.

You just may have an extra 15 minutes to grab a cup of coffee. You can thank me later. ;)



I'm Allison

FOUNDER OF STYLE MADE SIMPLE

One skill I've honed from my years of experience styling media, editorial, and private clients is knowing how fashion works (and finding the items that matter from any retailer). The ones that will be in your closet for years. The investment pieces, trend pieces, and accessories.

Dressing yourself is a daily reality. Why not make it an adventure? Get ready, style star. You're about to get my exclusive tips for creating the perfect outfit day in & day out with the signature 5-step process I use to create my clients' looks.

Bring the personal stories & the playlists. We're going shopping.

Start With a Strong Basic

When you're staring into your closet with no clue what to wear, always start with the basics and build from there. The most common myth to fashion outsiders is that to be chic, every piece in your closet needs to be a high-dollar or high impact item. This simply isn't true! The key is to strike that high/low balance in every outfit. (Yes, this means that the basics mentioned above don't need to come off the runway to be worthy of your look.) Begin by choosing a piece that will ground your look like denim or a solid silk blouse.

Remember, basic doesn't mean boring. Small details like raw hems or a ruffle can easily elevate simple items and add a little intrigue. Starting here will give your outfit that element of interest.

EXAMPLES OF STRONG BASICS:

A great-fitting pair of jeans that can be dressed up or down, That sweater that crosses seasons and layers easily, The tee that goes with everything, A black skirt or pant that crosses seasons & career moves, An updated suit that can go anywhere you want to be polished and put together.



OUR
FAVORITE
BASICS



Add An Investment Piece

When it comes down to it, you need some investment pieces in your closet to make a statement that's all your own.

Now that you've chosen your basic, Elevate your look by adding a high quality piece with a hint of fashion like denim with a chic blazer. You can also try this in reverse by starting with leather pants and adding an oversized knit or favorite tee.

If you're eyeing your closet and not sure if what you have is an investment piece or a trend item, consider your outfit. How can you keep the outfit balanced? An investment piece is a classic item with edge that will anchor a trend piece or pop a basic.

Still not sure what you have is an investment piece (& not a splurge?). Ask yourself if you'd reach for this item again & again or ditch it as soon as you find something better. You'll know for sure if the answer is a resounding nope.

SOLID INVESTMENT PIECES THAT TAKE YOUR LOOK TO THE NEXT LEVEL:

A tailored blazer, Cashmere knit, Silk dress or robe coat, A lacy camisole & jacket combo, Chic midi skirt

EXPLORE
INVESTMENT
PIECES



03

Add a Trend Piece

Every truly great outfit needs a piece that is fresh and of-the-moment. This can be anything-- a top, a shoe, or an accessory.

The way to make your outfit feel fresh is not by dressing head to toe in trends. Instead, pick an of-the-moment touch to top off your look and make it feel more editorial. This can be anything from a special top or layering piece, to a fun shoe or bag!

EXAMPLES OF TREND PIECES:

Statement Sneakers, A Bodysuit, Fresh Sunnies

Pair the Perfect Shoes

Great shoes are the key to successfully finishing a look. Don't slack off at this pivotal stage of your outfit. A great pair of shoes can take your look from standard to stand-out.

We all know that the shoe you put on in the morning can either make or break your entire day. By 6pm you'll either be strutting through the streets with all the confidence in the world, or limping home with a foot full of blisters.



MY TIP:

Opt for a pair that is realistic for the demands of your day, but still finishes off your outfit with a polished look.

AN EXAMPLE OF A GREAT SHOES TO PAIR WITH YOUR LOOK

A chic boot, flat or upscale sneaker in a luxe fabrication like leather or suede. If you're going out, a stacked heel works anywhere

OUR SHOE CLOSET



05 Finish With Accessories

You may think you're done with your outfit. But don't stop now! Your accessories matter and they'll make you the envy of friends & colleagues who didn't think them through when they got dressed.

No matter what you add, just know this: the right accessory will refine your outfit and always make you look like you know what you're doing (even if you're new to styling!).

Don't forget your mask. It counts as an accessory, too.

GREAT ACCESSORIES TO ADD SOME POLISH:

A high-quality handbag that will take you through your day, That standout pair of sunnies, An updated piece of jewelry



TAKE BACK YOUR CONFIDENCE. GET A STYLIST'S
OPINION.

From digital styling
to our full-on styling
membership, we've
got you covered.

TAKE THE STYLE QUIZ

STYLE MADE SIMPLE