

Prisma Watches

# *How to: level up your everyday style.*

A practical guide for women who want to level up their everyday style.



# Hi! We're so happy you're here!

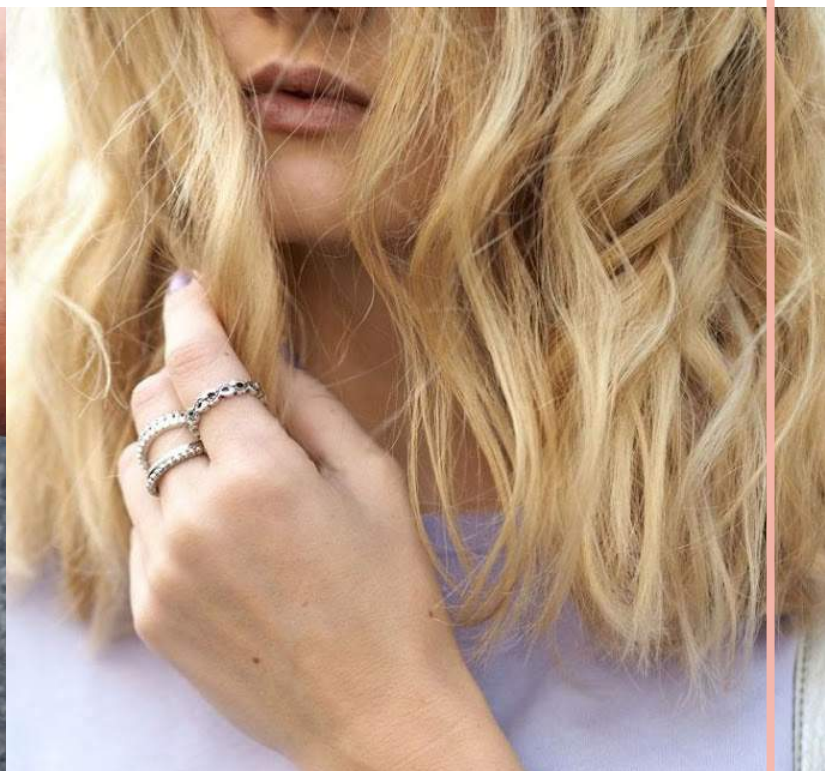
We believe that every woman should feel confident about her everyday style. You might wonder... looking good every single day? Is that even possible? Yes it is, we promise. Let's go on a style journey together!

In this magazine, we will discover YOUR personal style. A style you truly feel happy and confident about. Do you relate to the following?

- You are facing the dreaded 'I have nothing to wear!'
- Your style doesn't feel like YOU anymore, but you don't know why.
- You want to level up your outfits to look stylish and polished every day.

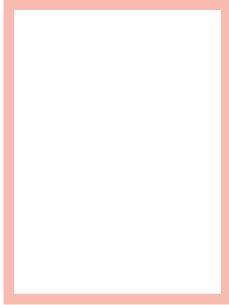
Well, than this magazine is for you! We are so excited and are cheering you on as you discover easy ways to level up your every day style!

Lots of love,  
Prisma Watch

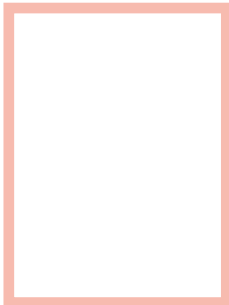


# Headstart your journey!

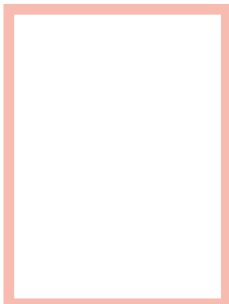
These three principles will help you to start your style journey.  
We'll discuss them all in the following pages.



Pay attention to your current outfits  
and identify problem areas.



Free yourself from 'boxes', 'styles' and 'categories'.



Think about ways to start experimenting.

***It's time to make your daily style  
richer and fuller of joy!***

# Principle 1: Start paying attention.

The first principle is to start paying attention to how you feel when you wear your current outfits. Can you notice differences in the way clothes make you feel? Be specific!

Many of us say: 'Everything is wrong with this look. It just doesn't look right.' But now try to pay more attention to WHAT causes you to feel that way. Do you feel like your outfit doesn't communicate the message you would like it to communicate? Or is it just fine, but do you feel like you are missing some sparkle?

## Some questions to get you started:

1. What am I communicating with this outfit?
2. Does this message correspond with what I believe about myself/ would like to communicate towards others?
3. Is this outfit appropriate for today's activities, and at the same time, does it feel like me?
4. Do I like the color scheme of my outfit today? Do the colors match and do they make me glow?
5. Do I feel like this outfit is complete, or could I have put in some more effort?
6. Do I feel like the concept of my outfit, but would I like the actual pieces look better on me. (Different color, different fit).
7. Am I finding myself wearing this outfit over and over?



## Principle 2: Don't put yourself in a box.

Now that you have identified your specific problem areas when it comes to your daily outfits, you can start thinking about solutions.

What is important here is that you are open to different styles. How do you know if something will good on you or not, if you don't give it a try?

### **'But what will others think?'**

A common question. Oftentimes, we withhold ourselves to do something, or to wear something, because we are afraid of the opinion of other people. But you are not a sum of all kinds of expectations of others. Start believing that people want to see the genuine, happy version of you. And if they don't, they are not the right people for you anyway.

- Stop putting pressure on yourself to stick to a certain style all the time.
- Start believing that the right people want to see you thrive.
- Believe this truth: You can have more than one style and still be stylish.



## Principle 3: Start experimenting

Think about your most common wardrobe frustrations again and see how you can start experimenting in these areas. For example:

- **For feeling bland:** Look for ways to bring back the fun in your outfits. Play up with accessories, statement necklaces, big bracelets and a stunning watch.
- **Looking for cheap ways to be more stylish:** Focus on the little things that make a big difference, like wearing lipstick, or heels that go with your jeans.
- **Needing inspiration:** Create a Pinterestboard and try to recreate outfits.
- **Need more guidelines to help you coordinate:** Learn about color theory, color coordination and ways to be more put-together.
- **Get help:** Start shopping with a friend/family member whoms style you love.
- **Document your style journey:** whenever you experiment with a new outfit, make a picture of your creation. It's easy to fall back on.





*Are you ready to level up  
your daily style?*

# Action step 1: All about accessorizing.

## **Accessories are a woman's best friend.**

Because it is such an easy way to upgrade your everyday look, wearing accessories it is the first action step in our series! Above all else, wearing accessories is FUN. When the pieces you choose resonate with your personality and preferences, it will make you happy.



## **Tip 1: Think about proportion**

- Think about appropriate proportions. E.g. if you are petite, and want to appear a bit taller, you should not wear too many large pieces. Same goes the other way around.
- Make sure that your accessories balance each other out. For example, if you are wearing large earrings, it might be a good idea to not go overboard with your other accessories.
- **A good rule of thumb is to stick with 1-2 statement pieces.**



## Tip 2: Stick to a “theme”

In order for your outfit to look harmonized instead of distracting, you could opt to stick to a certain ‘theme’. This could be as small as the theme: “Blue” or as big as the theme: “Marilyn Monroe inspired” or “Surfer girl”.

It doesn’t really matter what you choose, or what your interpretation of a look is, but you get the idea: We want our accessories to look balanced and to enhance each other, and thinking about a certain style or ‘look’ could give you some directions AND some more fun in the process of getting ready for the day.

## Tip 3: Think about color

Style experts advice us to wear a maximum of 3-4 different colors in our outfits. A few color options are:

- 1. Using accessories with colors that can already be found in your outfit:**  
Wearing a blue bracelet with a patterned skirt that has the same color of blue in it.
- 2. Using accessories with a bold color, to play up a ‘basic’ outfit:** think about a black dress with red earrings and red heels.
- 3. Sticking to only ‘gold’ or ‘silver’.** You can never go wrong with that! Take notice of your own skin tone to determine which of the two suits you best!



# Oh darling, watch me.

At Prisma, we are especially passionate about beautiful ladies' watches. Therefore, we have some helpful tips for you when it comes to deciding which type of watch would suit you best.

There are so many different types of stunning women's watches: elegant and classy, minimalistic, feminine, bold, vintage and sporty & chunky!

When you want to decide what type of watch would suit you well in your daily style, think about the following:

**1. What comes to mind when you describe your perfect watch?**

Is it small/larger, gold/silver or squared? Does it have a colored strap, a minimalistic dial or is it sparkling with small diamonds?

**2. To what kind of occasions would you like to wear this watch?**

Should it fit every occasion, or would you like to own a watch that is striking and eye-catching for special occasions?

**3. What type of watch fits your current style in terms of color, look and feel?**

Take a look at the pieces in your wardrobe to determine what your current color themes, looks and feels of your current style are. It helps when decid-



Action step 2:  
Wear clothes that you actually  
feel your best in.



# Do you feel beautiful in this?

Alright, a piece of clothing can look beautiful, but do YOU feel beautiful in it?

It is so important to wear clothes that actually fit you well, and that you feel your best in. This is not just about size. It is so much more than that...



- It is about the quality of your clothing and accessories.
- About the specific length, width and shape of your clothes.
- About pieces that actually compliment your features, instead of something that just looks fine/okay.
- And especially about your own preferences.

For example:

- You may look good in dark jeans, but even better in high-waisted jeans which are a bit more wide at your ankles.
- You may look good in red, but better in this specific tone of red, than the other.
- You may look good in white, but not so much in cream.
- You may look good with eye catching accessories, but those sunglasses are just too big for the shape of your face.

**“The way to really take your outfits about average is to look specifically at HOW things look on you, and how you feel in them.”**

## Action step 3: Looking more put-together.

Finding ways to make yourself look more put-together is actually all about the small things and routines that make a big difference. Sometimes, all a beautiful look requires is a little more thoughtfulness. Do you love lists? Take a look at our tips and tricks!



## 1. A beautiful look is all about your basics

Taking great care of your hair, skin and nails, is vital when it comes to looking put-together or not. You could wear the most elegant outfit, but if your hair and nails look undone, you will not communicate the radiance you are hoping for. Give your basics some love! Invest in high quality skin care and learn about beauty routines to make yourself look groomed.

## 2. Enhance your features

Of course, you don't have to wear make-up if you don't want to, but it can just add to a little extra polish for your daily look. Opt for light make-up that enhances your features, instead of covering them. Learn the right techniques for applying make-up, and you will notice a big difference in how it looks on you.

## 3. Have a routine

Seriously, the art of 'having a routine' can take so much stress away.

- Take the time to arrange outfits and have them ready to go for busy weekdays.
- Be consistent with your beauty routines so you never leave the house and discover a part of yourself that is ungroomed.
- Master applying make-up and doing hairstyles that work for you in ten minutes or less.





**Some other tips, just for fun, and to get you inspired:**

- Wear lipgloss/lipstick
- Always wear earrings. Such a simple way to make it look like you put more effort into your outfit.
- Wear dark-colored jeans instead of light-washed jeans.
- Match your accessories with your shoes.
- Make sure your items are well-kept. Polished shoes and bags that is. No wrinkles in your clothing of course.
- Get your brows done regularly.
- Statement necklaces

# Action step 4: Get your creativity going.

Again, leveling up your daily style is a journey. You will learn as you go. No perfection required! Don't forget to have lots of fun in the process! For our last action step, we are going to talk about staying inspired during your entire style journey. Remember, this is all about experimenting, discovering and





## PRISMA

### 1. Follow people with great style

This is a no brainer, but follow people with great style! Regular style images on your feed can definitely help you stay inspired. Follow a bunch of styles you like, and get used to seeing many different kind of outfit combinations.

### 2. Look for people that look like YOU.

Don't get trapped in style comparison and also follow people who actually look quite similar to you. This means following people with the same kind of body type as you. Or skin color, height, you name it... See what they are wearing, and then try for yourself.

### 3. Create a vision board

Visionboards are a great way to visualize the style that makes your heart happy. Start collecting images of outfits and accessories that you love. You can save images in a Word document, on your Pinterest board, or you can get creative with making collages in a notebook. Also, having all kinds of images in one place allows you to discover certain styles that you are naturally drawn to.

### 4. Document your own outfits

A nice way to have fun during your journey towards better daily style, is to document your own outfit creations. Whenever you wear an outfit you love, take a picture and save it for a 'I have nothing to wear'-day rolls around.

### 5. Go shopping with someone

Again, go shopping with someone who knows you and your personality. Someone you trust. Try one of the following: Let them pick outfits AND try them on. Go shopping with someone who's style you would love to steal! OR: Go shopping with a totally different style than you have. Who knows what you might discover.

***Finding your style is a journey.***

***Have fun in the proces!***