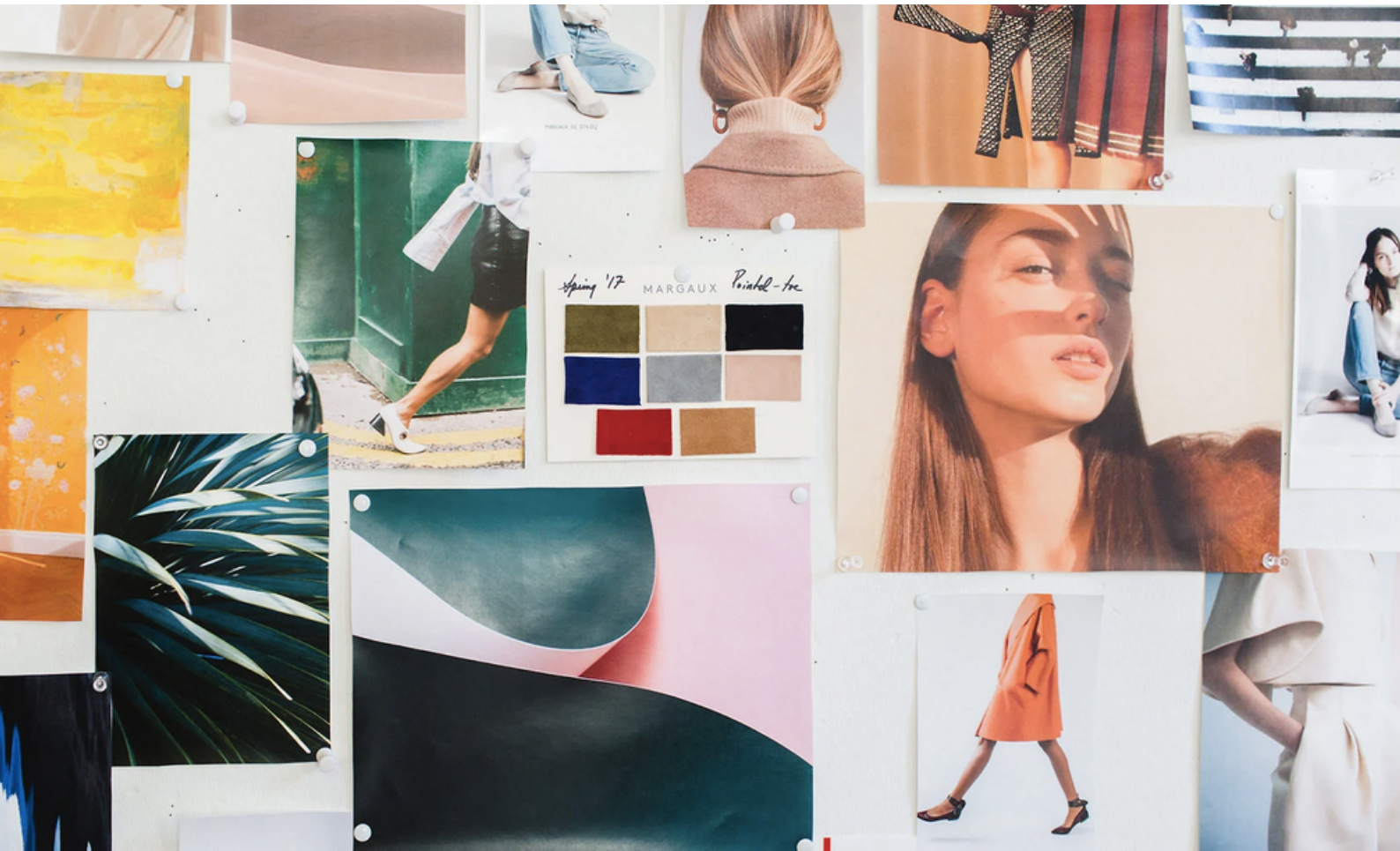


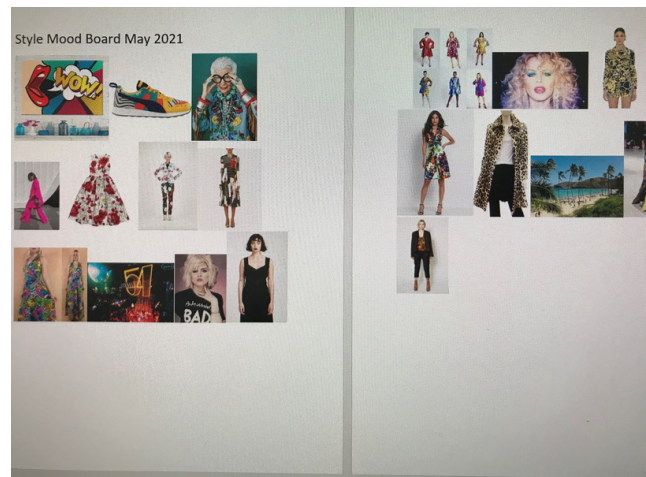
How to Create A Style Mood Board

by Erin Keam
Vision and Wardrobe Whisperer

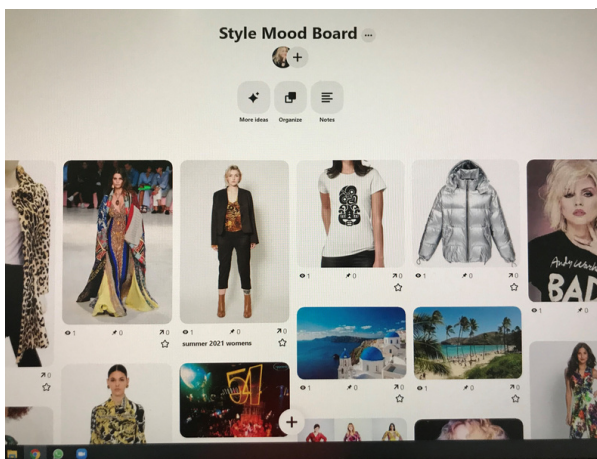


Why make a Style Mood Board?

A Mood Board is how designers gather inspiration for their next collection. This can be swatches, photos of current or past celebrities (muses), art, furniture, nature, travel - anything that catches their eye. You can do the same to hone your eye, which helps when decluttering, shopping or combining outfits. Below are two examples of mine. One is a Word document (Google Sheets works just as well) and one is a Pinterest board.



Style Mood Board on Microsoft Word



Style Mood Board I created in Pinterest

Create a new board on Pinterest and name it Style Mood Board, or open a new document and title it the same. (don't forget to save your work). A search engine like Google or Bing is your best friend, though Pinterest will helpfully suggest additional images. Other options are free photo sites like Unsplash. You'll be copying and pasting/dragging and dropping images if a document, saving if a Pin. Have fun exploring! I suggest looking for...



Celebrities, role models, anyone you admire, especially if you like their style. They can be past or present. Admire Ruth Bader Ginsberg, but really, really don't want to dress like her? Add her to your Vision Board instead (or your Board of Directors - ask me about that) but before you do, see if there are any visual clues you can apply to your style. One of mine is Iris Apfel...but I'm sure you've already worked that out!



Ruth Bader Ginsberg

Brands

Are there any brands you know you like? I'm a huge Dolce & Gabbana fan. Their advertisements always have me drooling. I don't buy their clothes, but I get inspiration from their fabrics



Dolce & Gabbana



Vogue Magazine

Fashion Magazines, Bloggers.

Websites such as Vogue.com have a ton of categories to delve into. Search for fashion bloggers using specific terms, such as Vintage, Sustainable or words that represent you.



60's prints

Past decades of style.

I love 60's prints, flares are fabulous if you want to balance out hips, 80's fashion is full of colors I love, What about the fringes on flapper dresses, or the nipped in waists of the 40's? Hip Hop gear from the 90's or Calvin Klein's minimalist look.



Other cultures, countries or groups.

I've had clients worry about appropriation, but this is about inspiration. Rugs from Iran, the glorious colors of kimonos or saris.



Kimono

Movies & TV/ Popular Culture.

Love the look of Cruella, Mad Men or Game of Thrones? You don't have to walk through fire with a dragon on your shoulder, but everything which resonates with you provides information. I've found outfits I love on TED talks as well.



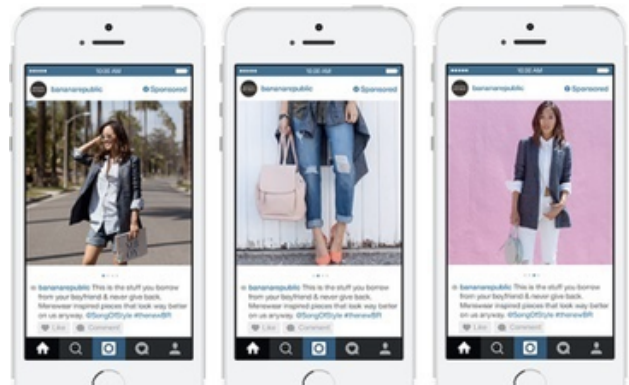
Disney's Cruella leads the way....



Hip Hop bling

Music.

Hip Hop bling, Jim Morrison's leather pants, cover art, Bjork, Rihanna, Gaga, Lizzo, Lulu, Stevie Nicks...



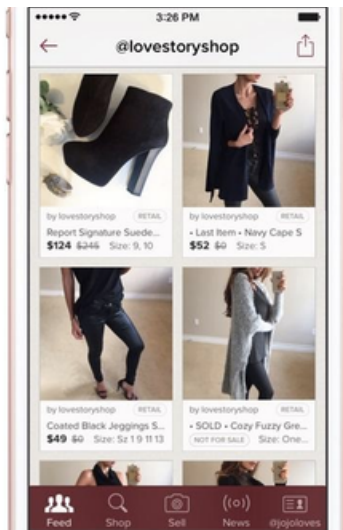
Instagram

Social Media.

Set a timer or you could be there for hours, but Instagram is a great source of inspiration (you can also save images there), LinkedIn profile photos, Facebook feeds.

Online Shopping.

Search combinations of words like yellow fun for ideas on Etsy, Poshmark, The Real Real, Nordstrom etc. You can also use a search engine like Google's Shopping option, but you may want a long tail search i.e. two or three words together like "sustainable, orange, whimsical" (see image) Note: If you use it for people, you're likely to get merchandise instead.



Poshmark app

Nature, art, furniture, travel, food, book covers....anything and everything, The only person who needs to see this is you.



Natura inspire outfit

Now.... What did you learn?



It's time to be a Style Detective.

Once you feel you have collected enough images, feel free to curate. What this means is you can whittle it down to the images you like the most, and you will also start to see themes and repetitions.



From this you can identify **color palettes, patterns, fabrics** you are drawn to, like polka dots or floral, or vegan leather, as well as items of **clothing**, like structured jackets or flowing dresses. Also **elements** you like such as wood, silver, embroidery, texture.



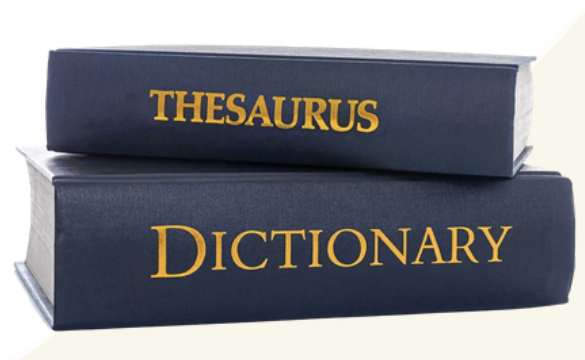
Identifying your style

Have another look at the clothing. How is it styled?

Cuffs rolled up, layers of jewelry, denim jacket over a ballgown (juxtaposition), one color from top to toe, belted, type of shoes and bag, a baseball cap, hoodie under a blazer (on trend 2021), shirt tucked into skirt. See if you can try that with your own clothes.



Veronica Beard



What words sum up your board?

For me, it's Dramatic Comfort. I help women discover their inner closet so they can dress for their vision, by exploring their homes for clues. It's a deep process and a big fun. However, your board is also a great start (and there is nothing wrong with using a Thesaurus). Bold, colorful, subtle, minimal, culture, travel, nature, beach, bohemian, professional, retro...whatever words you pick, keep them in mind when decluttering, shopping and creating outfits.

A thank you gift:

As a thank you for reading this, here's a [link](#) to book a complementary 30-min session We'll look at your board (or get you started) together.

Aroha, Erin

