

STYLE BASICS

Guidebook



Ong Soo Hua

Copyright © 2024 by Ong Soo Hua

Illustration copyright © 2024 by Ong Soo Hua

All rights reserved. No part of this book may be reproduced, stored in a retrieval system, or transmitted in any manner or by any means, electronic or mechanical (including photocopying, electronic, recording, or otherwise) without the express written consent of the publisher.

Notice of Liability

This publication contains the opinions and ideas of its author. It is intended to provide informative, inspirational, and helpful material on the subjects addressed in the publication. The author specifically disclaims all responsibility for any liability, loss or risk, personal or otherwise, caused directly or indirectly by the use and application of any of the contents of the publication.

The book may be purchased in bulk at special discounts for corporate gifts, fundraising, or educational purposes. Custom editions can also be created to meet specific requirements. All inquiries should be addressed to enquiry@stylebyosh.com, or visit our official website at www.stylebyosh.com

Published by

Ong Soo Hua

Colony Coworking Space, No. 6, Jalan Kia Peng, 50450 Kuala Lumpur.

ISBN 978 967 25532 2 9

Printed in Malaysia



Contents

Introduction The Style Basics Guidebook	1
Chapter 1 Proportion	11
Chapter 2 Body Line	21
Chapter 3 Body Type	47
Chapter 4 Body Scale	59
Chapter 5 Facial Lines and Features	67
Chapter 6 Dressing Style	87
Chapter 7 Colour Profile	105
Chapter 8 A Final Note	131
About the Author	135
Acknowledgement	137

Introduction



The Style Basics Guidebook

Introduction



The Style Basics Guidebook

Welcome to the STYLE BASICS Guidebook! This comprehensive resource is designed to be your ultimate manual for uncovering and refining your style identity. Your body possesses a distinctive character, a fusion of features entirely your own. Throughout the Personal Colour and Style Profile consultation, you will discover how to utilise colour and style to enhance your inherent body character and effectively express your individuality through your attire.

This guidebook is crafted to empower you with the knowledge needed to dress in a way that flatters your physique, enhances your natural beauty, and reflects your personality. As we delve into your body, personality, and lifestyle during the consultation, feel free to jot down notes and sketches in this personalised guidebook. Designed to be a timeless reference for your colour and style preferences, this book is meant to accompany you on your style journey for years to come.

We will delve deeply into each of the seven foundational components to cultivate your unique style.

Seven Foundational Core Elements for Cultivating Personal Style



Proportion

Assessing the vertical length ratio between your torso and legs will help determine if adjustments are needed to elongate either, thereby achieving a visually pleasing vertical proportion. You will then learn techniques to balance your proportions by selecting appropriate sleeve lengths and hemlines for blouses, jackets, and trousers, resulting in an aesthetically harmonious appearance.

Body Line

Figuring out your body line will enable you to confidently explore a range of clothing silhouettes, including blouses, dresses, skirts, and trousers, all tailored to complement your unique shape. Along the way, you will gain insights into collar designs, sleeve patterns, and garment styles that effectively conceal areas of concern or accentuate your most flattering features.

Body Type

By knowing whether you have a more fleshy, slender, or muscular body type, you'll discover the fabrics and materials that harmonise seamlessly with your physique, as if they're speaking the same language. This ensures that both comfort and style are given equal priority.

Body Scale

The scale of your body should dictate the scale of your clothing elements, such as sleeve cuffs, buttons, facings, and prints on the garment. When these elements align with your body proportions, it will appear as though the items you are wearing were truly made for you, and they will enhance your features. We will also consider the

sizing of accessories like handbags, shoes, belts, and jewellery—such as bracelets, necklaces, and rings—to ensure they enhance your overall appearance and seamlessly complement your bone structure.

Facial Lines and Features

Explore the shape, size, and pattern of accessories positioned around the face—such as optical frames, earrings, and necklace designs—to ensure they seamlessly integrate with your facial contours and the scale of your features. Additionally, we will consider garment details in your portrait area, such as collar scale and button design, ensuring they complement the size of your facial features, ultimately culminating in a harmonious aesthetic.

Dressing Style

Your personality influences your style preferences and suitability, considering elements such as the quality of your voice, your gait, your preference for clothing silhouettes, and your affinity for colours, prints, and other passions. Together, we will discover a personal style that authentically reflects your character and seamlessly aligns with your lifestyle.

Colour Profile

Analysing the colours that perfectly complement your skin tone, hair, and eye colour will ensure your wardrobe is filled with shades that enhance your natural beauty, from clothing to makeup and accessories. You will uncover your most flattering neutral tones, identify the vibrant colours that suit you best, and learn which colours are ideal for investing in wardrobe staples like an expensive suit or luxury leather goods.

Chapter 1



Proportion

Short Torso with Long Legs



Chapter 2



Body Line

Your Best Collar Design



Crew



U-Shape



Scoop



Cowl



V



Wide V



Plunging V



Square



Spaghetti



Sweetheart



Halter Strap



Queen Anne



Chapter 3



Body Type

Moulded (Fleshy)

- The moulded body features soft curved lines across the shoulders, arms, waist, and hip/thigh area, with flesh covering the bones, resulting in a generally rounded appearance. This body type has a predominantly fleshy look.
- For this body type, fluid fabrics that move easily over the curves are recommended, such as satin, chiffon, and rayon.
- Choosing medium-drape fabrics like crepe, velvet, jersey knits, and flannel is a better choice if the moulded body has excess rolls of flesh. These fabrics can hold shape over the hills and valleys of the body while still gracefully flowing over the body curves without collapsing.
- If medium-taut to taut fabrics are chosen, it's advisable to use them in a garment constructed with curves around the key moulded areas.



Chapter 4



Body Scale

Your Wrist Scale

 Small

 Medium

 Large



Chapter 5



Facial Lines and Features

Your Best Optical Style



Square



Rectangle



Octagon



Rectangle Rimless



Square Two-tone



Square Browline



Cat-eye Angular



Cat-eye Square



Cat-eye Rounded



Chapter 6



Dressing Style

Your Dressing Style



Classic



Romantic



Relaxed



Alluring



Bold



Creative



Chapter 7



Colour Profile

Colour Value and Contrast Level

Wearing the right colour value (light or deep) and matching the contrast level found in your features—such as your complexion, hair, and eyes—can significantly enhance your overall appearance. In short, it’s about matching the difference in value (lightness or darkness) between the colours that appear in your features.

High contrast means a stark difference, like black and white, while low contrast involves more subtle differences, like light grey and white.

When you wear clothes that reflect your natural colour value and contrast level, you create a unified look from head to toe. It’s not about the clothes standing out; it’s about the clothes emphasizing and enhancing your unique features. This approach makes you look well-coordinated and highlights your best attributes naturally. By understanding and applying these principles, your wardrobe becomes a powerful tool that enhances your appearance.



About The Author



Ong Soo Hua is a personal stylist, etiquette coach, and AICI Certified Image Consultant. She completed the Fashion Image and Styling course at Instituto Marangoni, London School of Fashion and Design. Soo Hua has graduated as an Etiquette Coach through The English Manner and Beaumont Etiquette Train the Trainer program. In addition, she holds a Malaysian Skills Diploma (DKM) in Image Consultancy, recognized by the Malaysia Department of Skills Development (JPK). She is a certified trainer by HRD Corporation, Malaysia, a certified Practitioner of Neuro-Linguistic Programming by the American Board of NLP, a makeup artist, and holds a Bachelor's degree in Communication.

Soo Hua founded OSH Image Consultancy in 2017 and currently resides in Kuala Lumpur with her dog, Arwen. She loves travelling to new places, immersing herself in the culture, history, and art of each new city she visits. A lover of cake and coffee, she enjoys indulging in these treats.

Soo Hua is also a published author, with works including *Style Basics for Every Woman*, *Style Basics | Colour Palettes*, and *Style Basics Guidebook*.

