



FASHIONFENG SHUI

Five Element Style

from RACK to REALITY

5

fashion feng shui

STRESS-busting

MONEY-saving

TIME-shaving

shopping wisdoms

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a word from evana & andrea

Feng Shui's four-thousand-year-old principles teach that you are energetically influenced by your surroundings, and that you live a happier, healthier, and more prosperous existence when your personal and professional environments are properly arranged and energetically aligned with who you are and what you want. According to *FASHION FENG SHUI*®, **clothing is your body's most intimate environment** and therefore, as influential on your life as your home and business decors.

As Professional Fashion Consultants and Feng Shui Practitioners, we are extremely conscious of the impact that your shopping experience can have on your well-being, your pocketbook and your schedule. As Fashion Feng Shui® Facilitators, we can affirm that **making conscious clothing choices and having a successful shopping experience begins with self-discovery.**

In the booklet, we will introduce you to **5 FASHION FENG SHUI**® **Shopping Wisdoms** designed to ensure that you make confident, budget-conscious, and time-efficient decisions.

Imagine if you knew...

- **who** you were
- **what** clothes to shop for
- **where & why** to buy them
- **when & how** to wear them

Imagine how knowing this would **change your Look--and your Life?**



**REFLECT
on
WHO
you are**

*Dress to fulfill
your Essence*

To feel fulfilled by your clothing, choose garments whose Elemental Style Personality reflects YOUR personal preferences and innate values. Take some time to connect with your **Essence**,

WATER The PHILOSOPHER

If you are a free spirit who values freedom of personal expression, choose clothes that are as unique as you are.

WOOD The PIONEER

If you an Energizer Bunny™ type you require freedom of movement in all that you do. Avoid fussy or overly-constructed clothing that impede your activity.

FIRE The PLEASURE SEEKER

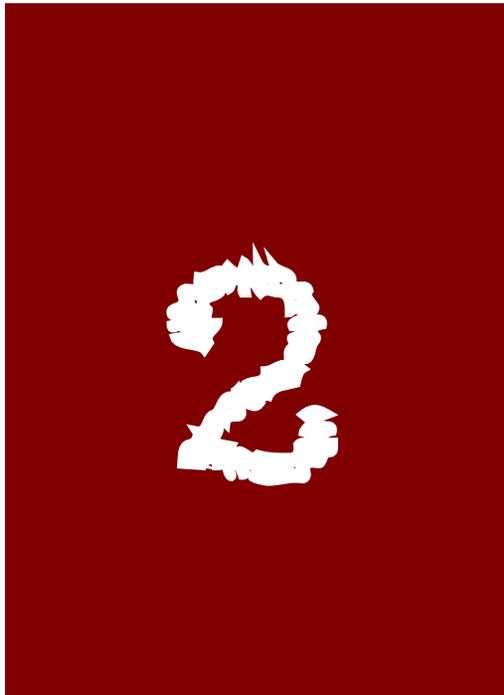
If you have a fun-loving soul, forego boring clothes. You enjoy attracting attention; make sure your clothes do, too.

EARTH The PEACEMAKER

If tried-and-true is your motto, you value familiarity and practicality. You find fulfillment in classic, comfy clothes.

METAL The PERFECTIONIST

If you strive for order and excellence in your life, your signature look is polished and controlled.



REMEMBER
to wear
WHAT
you desire

*Dress to fortify
yourself to attract
your Intention.*

You can't drink champagne on a beer budget. Nor, can you attract all that the Universe has in store for you if you do not visually affirm your **Intention** in your personal appearance. You not only are, you become what you wear.

WATER The PHILOSOPHER

If you desire to be more spiritual, intellectual or Creative your Style Mantra is *Dark, Abstract, Flowing*.

WOOD The PIONEER

If you desire to be more active, initiating or Competitive your Style Mantra is *Fresh, Natural, Casual*.

FIRE The PLEASURE SEEKER

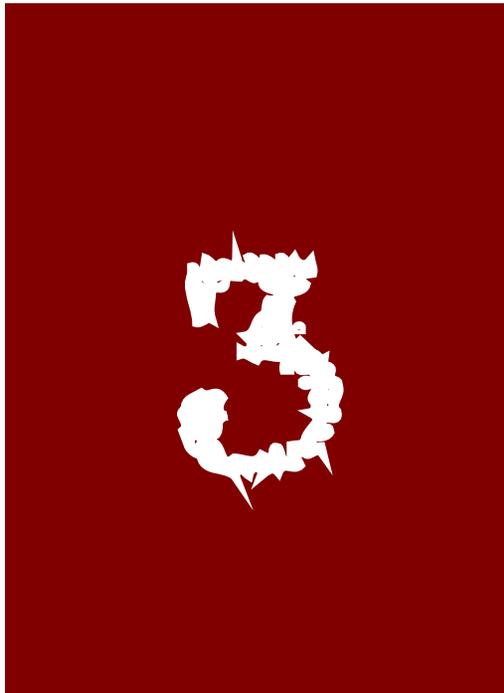
If you desire to be more fun, famous or Charismatic your Style Mantra is *Bright, Bold, Body-Conscious*.

EARTH The PEACEMAKER

If you desire to be more nurturing, stable or Committed, your Style Mantra is *Neutral, Basic, Textured*

METAL The PERFECTIONIST

If you desire to be more organized, affluent or Cultivated, your Style Mantra is *Pale, Polished Luxurious*.



**RELATE
your clothes to
HOW
you look**

*Dress to flatter
your Appearance.*

Fashion Feng Shui® teaches that there is a natural order to the Universe. When you dress to honor Nature's Master Plan, you wear colors and shapes that are in harmony with your own **Appearance**. Repeat your hair, eye and skin tones in the hues of your clothes and accessories. Let your clothing silhouette follow the natural contours of your body shape. No camouflaging allowed. You are a Perfect Being.

WATER The PHILOSOPHER

Very dark hair, eyes or skin

Soft Triangle body shape

WOOD The PIONEER

Blue / green-based hair (ash), eyes or skin (olive)

Rectangle body shape

FIRE The PLEASURE SEEKER

Reddish hair, eyes or skin

Inverted Triangle body shape

EARTH The PEACEMAKER

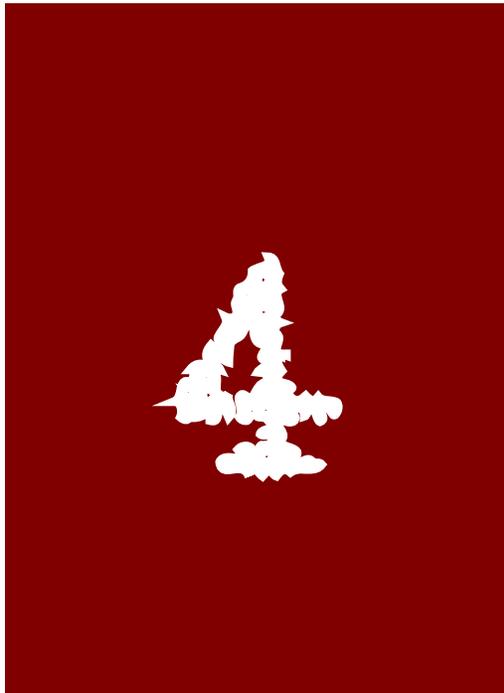
Golden or brown hair, eyes or skin

Square or Round body shape

METAL The PERFECTIONIST

Very light hair, eyes or skin

Hourglass body shape



**RESEARCH
to decide
WHERE
to shop**

**Dress to function
for your lifestyle**

Whether you shop downtown or online, do your homework first. Every retail store has an image that it projects through brand identity, décor, and targeted customer. Before you venture to the mall or keyboard, consider which stores align with your Elemental Personality. You will have more shopping success in stores whose Essence matches your own. If you are shopping a larger retail store, look for the department that carries your “personal brand” of clothing.

WATER The PHILOSOPHER

Off-beat or Artsy

Anthropologie.com

WOOD The PIONEER

Active or Outdoorsy

EddieBauer.com

FIRE The PLEASURE SEEKER

Fun or Flamboyant

Bebe.com

EARTH The PEACEMAKER

Conservative or Homey

Talbots.com

METAL The PERFECTIONIST

Executive or Upscale

GiorgioArmani.com



5

**RESPECT
your
budget
by knowing
WHEN & WHY
to buy**

**Dress to fund
your prosperity**

To avoid overspending and costly shopping mistakes...

Don't BUY to BUY

Don't buy because you are lured by off-prices, peer pressure or just plain boredom. A well thought out wardrobe plan can save you hours of mall-hopping and keep your charge account intact. Investing in focused, quality goods will attract focused, quality energy into your life.

If you think you can't afford to NOT buy it. DON'T.

You can trim hundreds of dollars a year off your clothing budget. Price, alone, should never be the deciding factor when making clothing purchases. Never compromise your power to choose clothing that truly honors you because you are lured by a red-lined price tag. Say good-bye to good buys that don't align with your personal clothing criteria.

Choose QUALITY over quantity.

You get more bang for your buck when you buy the best you can afford. Invest your money in quality foundation pieces, and update them seasonally with fashion trends that reflect your personal style. Convert price tags to "cost per wearing." It makes purchasing high ticket garments much less intimidating.

Rack to Reality



Fashion Victims are born when a trend is worn without regard to one's innate personal style. To turn Rack to Reality you need only adjust a Season's fashion trend to YOU. Almost every trend can be altered to your unique Essence. Here's an example of how the on-going Animal Prints can be worn be realized for each of Fashion Feng Shui® 5 Elemental Style Personalities. Note that the Essence words are bolded.

WATER The **PHILOSOPHER**
is **Creative**

A **flowing** animal print **chiffon** caftan.. (Rear left)

WOOD The **PIONEER**
is **Sporty**

Animal print **tee** with **striped** lace inserts and **slacks** (Rear right)

FIRE The **PLEASURE SEEKER**
is **Dramatic**

Eye-catching pink animal print **leggings** (Front left)

EARTH The **PEACEMAKER**
is **Traditional**

Earth-tone animal print **tank**.. (Front right)

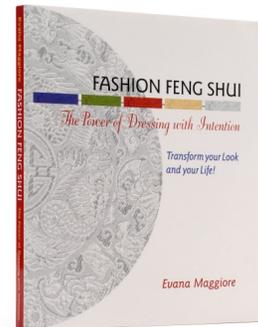
METAL The **PERFECTIONIST**
is **Elegant**

Animal print **silk** **designer suit**. (Rear center)

what's next?

If you enjoyed this booklet, here's how you can learn more about this innovative, transformational personal design system:

- **Read my book, *FASHION FENG SHUI® The Power of Dressing with Intention***. This comprehensive guide to Fashion Feng Shui® is 204 pages long with full color photos. **\$24.95** [Click here to order.](#) Or visit www.fashionfengshui.com.
- **Schedule a personal or virtual Fashion Feng Shui® Consultation** during which you will receive a customized Fashion Feng Shui® Wardrobe Plan. Included is a your own Fashion Feng Shui® Elemental Design Portfolio which includes everything you need to make authentic and empowering wardrobe choices: 5 Elemental Archetype Cards, a 3-Wand Elemental Body Colors Fan, and 30 Elemental Texture Swatches.



Book your **Personal** Fashion Feng Shui® Consultation. To LOCATE a Fashion Feng Shui® Facilitator in your area of the world [click here](#) , visit <http://www.fashionfengshui.com/referralnetwork/index.html>, e-mail info@fashionfengshui.com or contact Fashion Feng Shui® International at 781.569.0599.

Book your **Virtual** Fashion Feng Shui® Consultation with Evana Maggiore or a certified Fashion Feng Shui® Facilitator at www.fashionfengshui.com, email info@fashionfengshui.com or call 781.569.0599.

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