

Build Your Signature Wardrobe Synopses



2-line Summary: (138 characters including spaces)

Drawing on grandmother's wisdom, *Build Your Signature Wardrobe* explains how to shop strategically with a three to five-year wardrobe plan.

Short Synopsis: (52 words)

Drawing on the wisdom our grandmothers and great-grandmothers perfected through decades of hardship, *Build Your Signature Wardrobe* explains how to shop strategically with a three to five-year wardrobe plan. It describes how to develop a signature look, choose good quality clothes that fit properly and take care of them so they last.

Medium Synopsis: (117 words)

Buying clothes seems an easy thing to do but buying lifestyle appropriate clothes that match and can be washed together is much more difficult. There must be some kind of plan - some way to buy the right clothes for the right life at the right price.

Featuring delightful colour illustrations and drawing on the wisdom that took our grandmothers and great-grandmothers decades of hardship to perfect, *Build Your Signature Wardrobe: How to look and feel confident in four steps* explains exactly how to create that kind of plan. This three to five-year wardrobe plan includes developing a signature look, shopping strategically for good quality clothes that fit properly, and taking care of them so they last.

Long Synopsis: (382 words)

Buying clothes seems easy; go into a store and buy them. But buying lifestyle appropriate clothes that match and can be washed together is much more difficult. There must be some kind of plan - some way to buy the right clothes for the right life at the right price.

Featuring delightful colour illustrations and drawing on the wisdom that took our grandmothers and great-grandmothers decades of hardship to perfect, *Build Your Signature Wardrobe: How to look and feel confident in four steps* explains exactly how to create that kind of plan. This three to five-year wardrobe plan includes developing a signature look, shopping strategically for good quality clothes that fit properly, and taking care of them so they last.

Readers work through a four-step process to learn what they need to know, to have the courage to make a plan and stick with it. They'll discover:

- **How to set their budget:** what proportion of income makes a reasonable clothing allowance, how to split it between family members, whether they need to economise and where the best areas to economise are.
- **What's appropriate for them:** how to decide what clothes work for the life they currently lead, regardless of their age, size, location and occupation(s).

- **What their style is:** not in the superficial sense of elegant or fashionable, or by labelling themselves as Alaskan chic bohemian glamour (and so on). But, how to confidently and consistently present their authentic selves to the world in a unique way that makes them happy and fits the expectations of others.
- **What they need:** how to decide what and how many clothes and accessories they need for the next few years, and how to put together a functional and affordable wardrobe.

Plus, the basic background knowledge that makes their wardrobe plan last:

- The three different kinds of wardrobe capsules, and how to put them together.
- The purpose of wardrobe reviews, and how to conduct them.
- Caring for your wardrobe; when and how to air, hand wash, iron, dry clean and freeze clothes and shoes.
- The basics of good fit and quality, how to identify them on the rack and the fitting room.
- How to maintain their body shape, and how to tell whether they need to lose weight.

So they can confidently build their signature wardrobe.

5 Fun Facts from Build Your Signature Wardrobe

1. In the 1910s, when V-neck blouses first came out, they were considered indecent as well as a health risk.
2. You don't have to dress a fruit or brick-shaped body when buying clothes, you could dress in ancient Greek classical proportions to highlight your "strangely interesting lines".
3. The way that you dress and present yourself gives people an idea of how to treat you.
4. For most of the early twentieth-century, a well-dressed woman only had nine garments in her core wardrobe: four or five dresses (including evening wear), a suit and coat.
5. Petticoats were originally short jackets (little coats) worn by men.

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