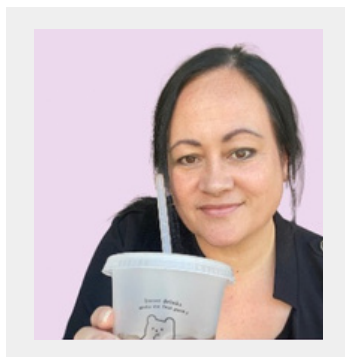


# Style Checklist

This combo = endless looks

From the 1-2-3 concept wardrobe

Hello!  
I'm Rachelle



I'm Rachelle, personal stylist and founder of Key Black NZ. The Style Studio is the extension of Key Black – your go to destination for online style confidence, and simple wardrobe systems. It provides the step by step guidance & tools that help people build confidence, reduce wardrobe overwhelm and level up their style.

This download includes the styles to check in on and a sneak peek at the 1-2-3 formula from the Concept wardrobe ebook.

Arohanui  
Your stylist,

*Rachelle Varnham*



# A peek into the 1-2-3 concept wardrobe ebook



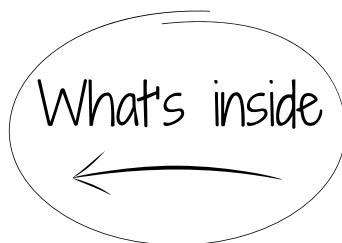
The styles

The checklist

The why

The tips

What to do next



A look into the 1-2-3 formula to sorted

Fill the gaps wish list

## About the 1-2-3 Concept Wardrobe ebook

The ultimate everyday wardrobe. This system removes the overwhelm from getting dressed each morning - less overthinking, more outfit options, and confidence knowing you have looks that fit your lifestyle. It's about having the right combination of pieces to work with. That's where the magic happens.

Improving wardrobes since 2014. - The Style Studio — the key to confident style.

## The Styles:

[Each style explained | 1-2-3 concept wardrobe ebook. | The system section]

### 9 base styles

Base cami long  
Base cami short  
Sleeve base long  
Sleeve base short  
Sleeve base merino  
Wide leg or straight  
pant or skirt  
Slim line pant or skirt  
Base leggings or tights  
3/4 or 7/8 pant and or  
legging

### 7 middle styles

Short top sleeveless  
Short top with sleeves  
Long top or tunic sleeveless  
Long top or tunic sleeveless  
Dress sleeveless  
Dress with sleeves  
Jumper or casual hoody

### Finishing touches

Dress sneaker  
Ankle boot + above ankle  
boot  
Sandal + flat  
Heal or dress shoe  
Bold necklace + Earring  
Subtle necklace + earring  
Scarves  
Gloves + hats

### 6 Over styles

Casual  
Work  
Winter  
Short  
Long  
Dress up



## Basics

Your basics are the foundation of your wardrobe. These pieces make everything else work and allow you to style outfits with ease. Choose fabrics, sleeve lengths, and shape that suit your lifestyle and climate. When your base is strong and balanced, getting dressed becomes simple and repeatable.

## Middle

Middle pieces build on your basics and expand your outfit options. They should layer easily, link back to your base colours, and over styles. They need to work for more than one occasion. Focus on styles you can dress up or down to keep your wardrobe easy to style.

## Over

Over pieces are your jackets and layers that change the look of an outfit. Keep a variety of lengths and styles that work back with your basics and middle pieces. The right over layers allow you to create multiple outfits from the same base with minimal effort.

# Basics checklist

Building the ultimate everyday wardrobe

---

Base cami long

☐

---

Base cami short

☐

---

Sleeve base long

☐

---

Sleeve base short

☐

---

Sleeve base merino

☐

---

Wide leg or  straight leg pant

☐

---

Slim line pant or skirt

☐

---

Base legging or tights

☐

---

3/4 or 7/8 pant and or legging

☐

---

# Middle pieces checklist

Building the Ultimate Everyday Wardrobe

---

Short top sleeveless

☐

---

Short top with sleeves

☐

---

Long top or tunic  
sleeveless

☐

---

Long top or tunic with  
sleeves

☐

---

Dress sleeveless

☐

---

Dress with sleeves

☐

---

Jumper or casual hoody

☐

# Over pieces checklist

Building the ultimate everyday wardrobe

---

Casual

☐

---

Work

☐

---

Winter

☐

---

Short

☐

---

Long

☐

---

Dress up

☐

---

# Finishing touches checklist

Building the ultimate everyday wardrobe

---

Dress sneaker

☐

---

Ankle boot + above ankle  
boot

☐

---

Sandle + flat

☐

---

Heal or dress shoe

☐

---

Bold necklace + earring

☐

---

Subtle necklace + earring

☐

---

Scarves

☐

---

Gloves

☐

## UEW - THE WHY



1: By having a selection of different basics in the wardrobe this allows you to create different looks by using the same selection of fashion pieces.

2. When you create the ultimate mix and match wardrobe you'll never have nothing to wear!

3. This selection of middle pieces in different styles will have you covered for all occasions.

4. A mix of jacket length options will have you covered no matter what you have on underneath.

# Ultimate wardrobe

## TIPS

1: NEVER add something new that doesn't work with at least 3 other pieces in the wardrobe.

2. Keep in mind the colours and prints you add - they should work in with a majority of your basics + over pieces

3. The suggested styles in the UEW represent the types of pieces you should be adding to ensure anything else you add will be easy to style. Example: New sleeveless dress, you have the option of a short jacket, casual jacket, work jacket, long jacket, dress jacket or adding tights under or a long sleeve under... this UEW will have you covered any day of the week + any occasion you attend.

## Ultimate wardrobe

### TIPS

4. Shop for your lifestyle. If you work in an office, as part of your UEW you would include a selection of more dressy tops, tunics, dresses + jackets.

5. NEVER buy something for an occasion that you can't work into your wardrobe after it. Stick to the One piece 3 ways guide line even for occasion wear.

6. When you add something new to the wardrobe move something out that doesn't work with the system or something that you haven't worn forever! When you do this it helps to get your wardrobe to a more functioning state.

# UEW - WHAT TO DO NEXT

- ➔ 1. Check your UEW checklists + create a wish list of the missing pieces
- ➔ 2. Use what you have in the wardrobe already + create some different looks by using the UEW guideline
- ➔ 3. Step up your look... Accessorise everyday until it becomes your new normal!
- ➔ 4. One piece three ways! Only the best styling tip ever, when you are adding to the wardrobe you need to make sure what you get goes with at least 3 different things from your UEW



A look into the 1-2-3 concept wardrobe

# The formula



# The 1-2-3 Formula

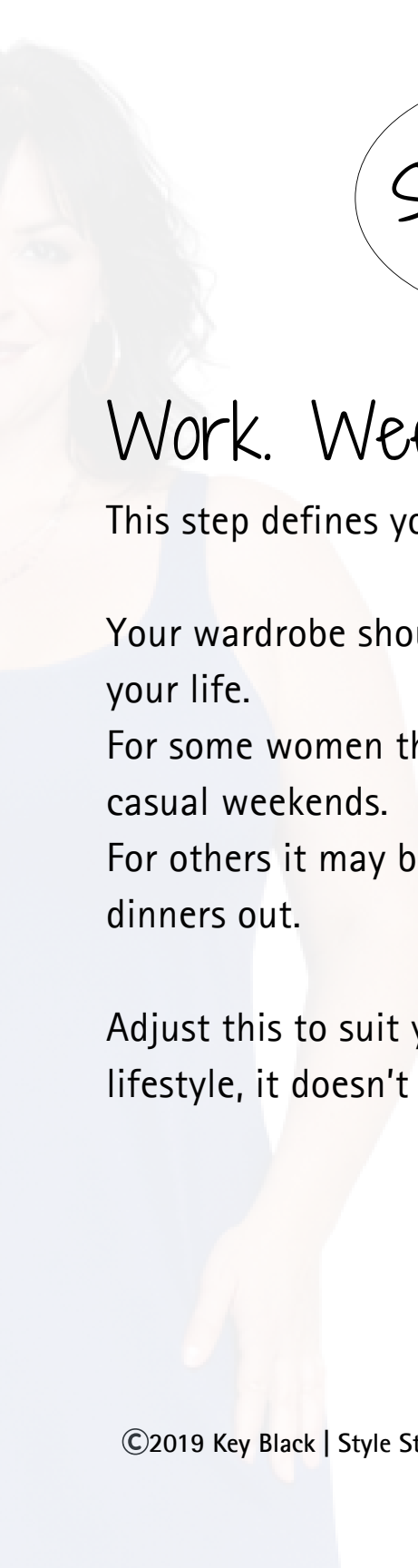
**This is the core of the 1-2-3  
Concept Wardrobe.**

**It's not about more clothes.  
It's about better structure.**

**When structure is right, styling becomes simple.**

# The Five 1-2-3 steps to endless looks

- 1 Work. Weekend Wine.
- 2 Short. Mid. Long.
- 3 Basics. Middle. Over.
- 4 Mix. Match. Repeat.
- 5 Each style. 1-2-3 ways.  
To 1-2-3 different occasions



# Step one

## Work. Weekend Wine.

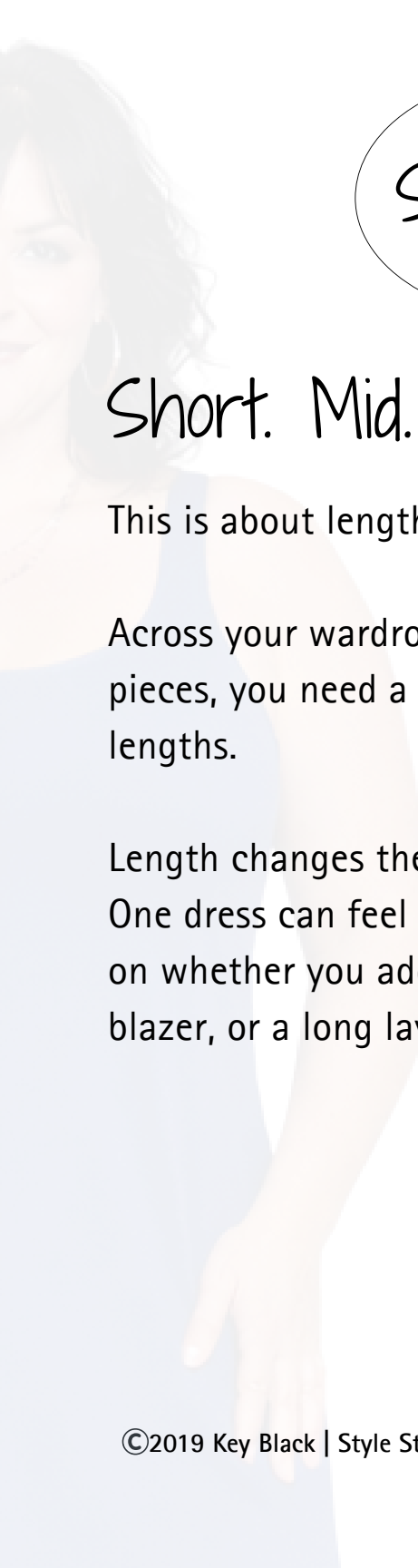
This step defines your lifestyle.

Your wardrobe should reflect the real occasions in your life.

For some women that's work, social events, and casual weekends.

For others it may be home, school drop-offs, dinners out.

Adjust this to suit your life. If it doesn't fit your lifestyle, it doesn't belong in your wardrobe.



## Step two

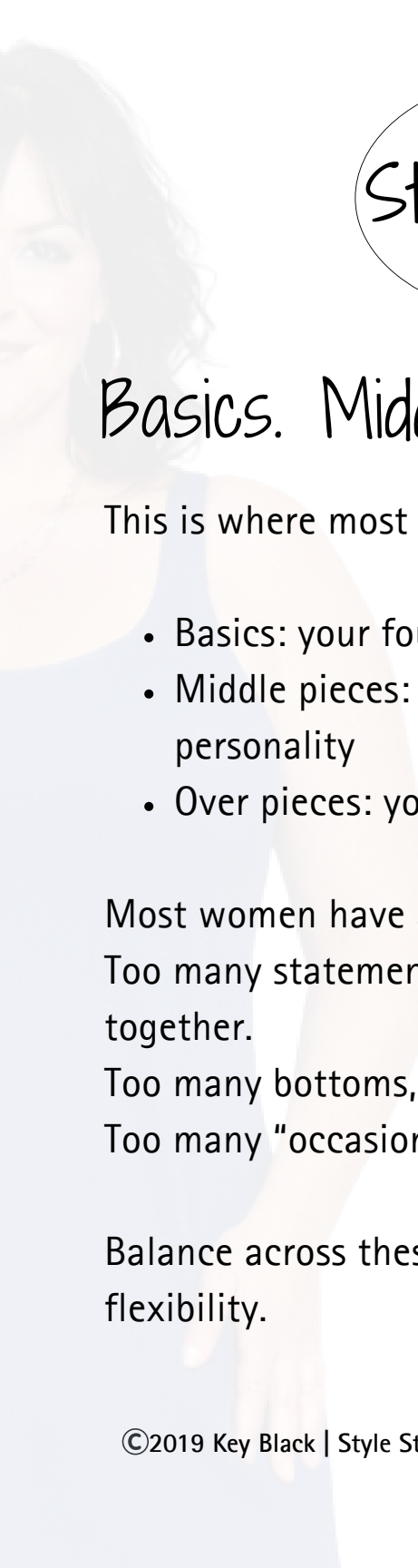
### Short. Mid. Long.

This is about length variety.

Across your wardrobe base, middle, and over pieces, you need a mix of short, mid, and long lengths.

Length changes the look instantly.

One dress can feel completely different depending on whether you add a cropped jacket, a mid blazer, or a long layer.



## Step three

### Basics. Middle. Over.

This is where most wardrobes fall apart.

- Basics: your foundations
- Middle pieces: your interest, colour, personality
- Over pieces: your jackets and layers

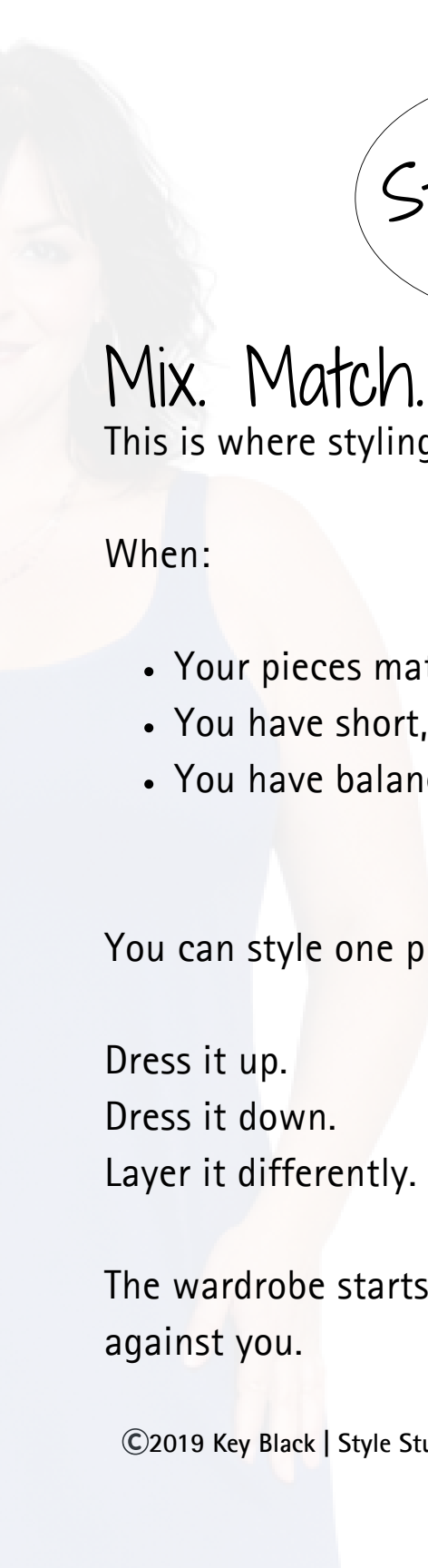
Most women have an imbalance.

Too many statement pieces that don't work together.

Too many bottoms, not enough tops.

Too many "occasion only" items.

Balance across these three categories creates flexibility.



## Step four

### Mix. Match. Repeat.

This is where styling becomes easy.

When:

- Your pieces match your lifestyle
- You have short, mid, long variety
- You have balanced categories

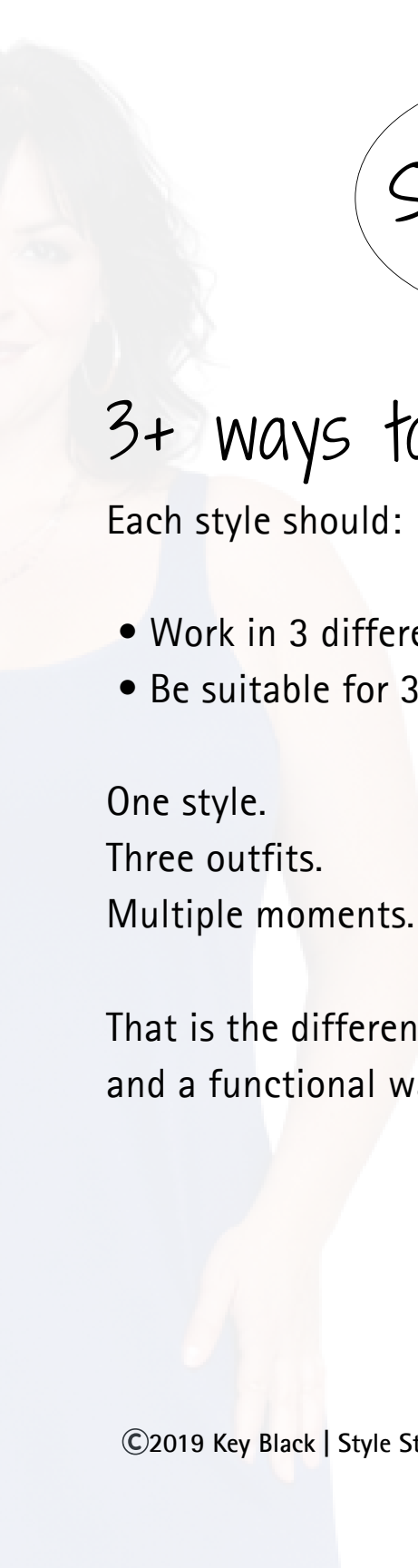
You can style one piece multiple ways.

Dress it up.

Dress it down.

Layer it differently.

The wardrobe starts working for you instead of against you.



## Step five

### 3+ ways to 3+ occasions

Each style should:

- Work in 3 different ways
- Be suitable for 3 different occasions

One style.

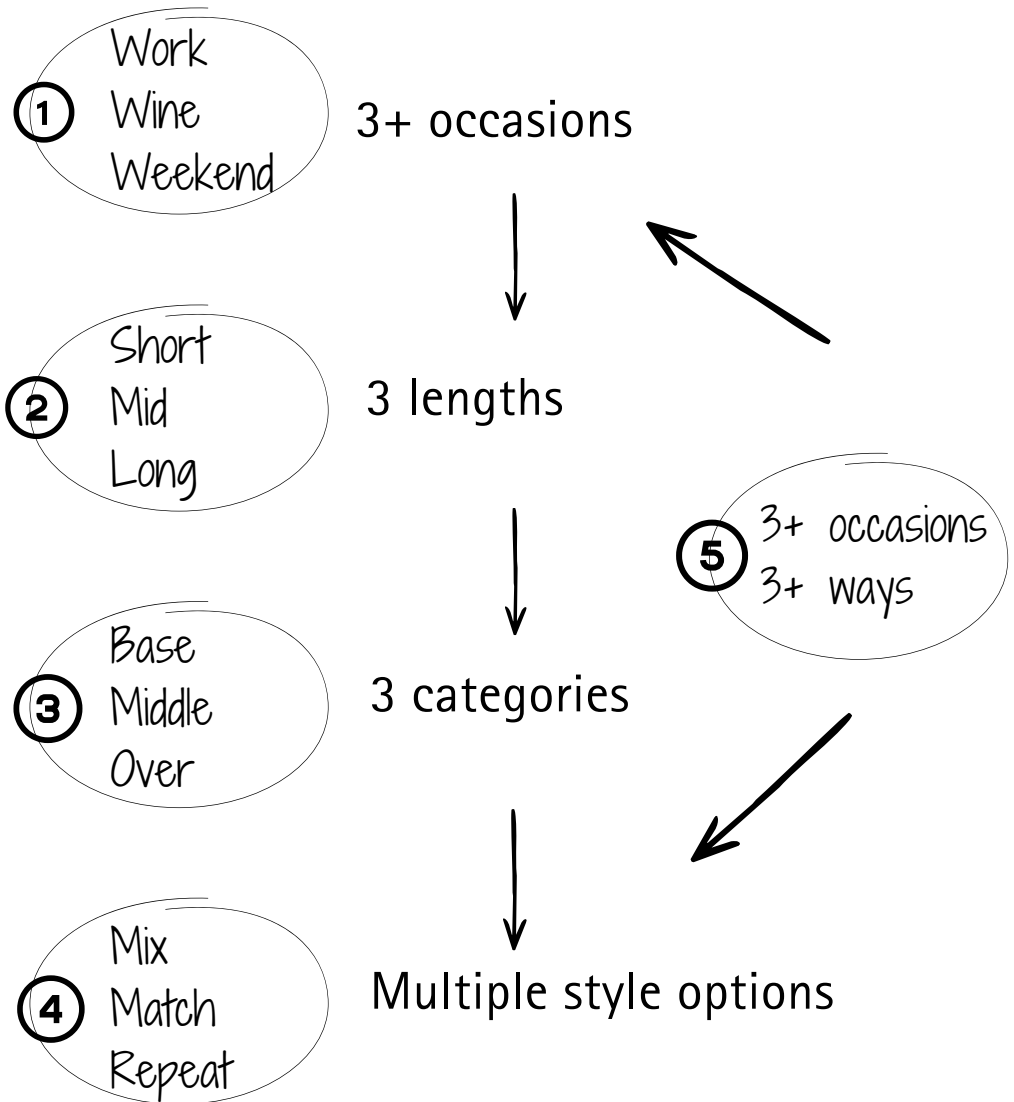
Three outfits.

Multiple moments.

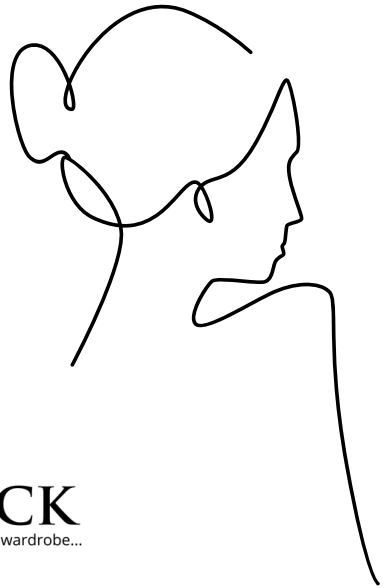
That is the difference between a full wardrobe and a functional wardrobe.

# The final step. The one that makes it all work!

## The 5 step formula



After check in  
wish list 👉



## Basics

[illegible]

Middle

**KEY BLACK**  
the key to your wardrobe...

[illegible]

Over pieces

**KEY BLACK**  
the key to your wardrobe...

[illegible]

## Accessories

[illegible]

## Shoes

[illegible]

*Styling notes*



A large, empty rectangular box with rounded corners, outlined in a thin black line, intended for styling notes.

*Styling notes*



A large, empty rectangular box with rounded corners, outlined in a thin black line, intended for styling notes.

*Styling notes*



A large, empty rectangular box with rounded corners, outlined in a thin black line, intended for styling notes.

*Styling notes*



A large, empty rectangular box with rounded corners, outlined in a thin black line, intended for styling notes.

*Styling notes*



A large, empty rectangular box with rounded corners, outlined in a thin black line, intended for styling notes.

# **STYLE STUDIO**

Thanks for checking in on your style with Key Black!

The Style Studio is your go to place for curvy styling tools and wardrobe systems, from quick style fixes to full wardrobe transformations. You'll find more resources @ The Style Studio [keystylestudio.com](http://keystylestudio.com)

