



BRAND, STYLE & BLOOM

Align Your Outer Presence with Your Inner Brilliance

WARDROBE CHEAT SHEET

"What we wear tells a story. Social science reveals that over 50% of communication is entirely nonverbal, and your wardrobe is a MASSIVE opportunity to communicate your unique message and become unforgettable, whether you're on stage, on screen, or simply working the room."

-Elizabeth Lewis, Founder and CEO of Brand, Style & Bloom

LIVE & IN-PERSON WARDROBE TIPS

When you step onto a live physical stage, the audience experiences your presence in a three-dimensional environment. Optimize your wardrobe for movement, distance, and theater mechanics:

■ The 360° Fit Test

Stage audiences view you from the center, sides, and back profile as you move or turn to look at your slides. Ensure your clothing fits flawlessly from every angle before stepping out.

■ Microphone Architecture Readiness

Choose an outfit with a sturdy waistband, structural belt, or secure pocket to clip a heavy wireless microphone transmitter pack onto. Choose a robust neckline (like a structured collar, lapel, or crisp crew neck) that can support a lapel clip without sagging or pulling the fabric down.

■ Scale for Distance

Small, delicate accessories or faint details disappear completely under intense stage lights from several rows back. You may want to scale them for impact.

- **Kinetic Lighting & Breathability**

Stage lights produce significant heat. Opt for breathable fabrics (cotton, linen--just watch for wrinkles!, silk, bamboo that regulate temperature and prevent visible moisture.

ON-SCREEN/VIRTUAL WARDROBE TIPS

On a digital screen (Zoom, Microsoft Teams, virtual workshops), your communication space is compressed into a tight small frame. Shift your visual strategy accordingly!

- **The 25% "Bust Line" Economy**

Virtual platforms translate your professional authority mostly from the chest up. Reallocate your style focus entirely to your upper quadrant by playing with necklines (asymmetric, anyone?), statement earrings/necklaces, strong collars, or structured blazers.

- **Defeating the Moiré Effect Distortion**

Never wear clothing with tight, repetitive linear patterns, micro-houndstooth, or tiny pinstripes. These patterns can clash with digital camera sensors, creating a vibrating, dizzying visual optical illusion on your audience's monitors. Test it first or stick to solid tones or large, organic prints.

- **Acoustic Neutrality**

Studio and laptop microphones pick up high-frequency ambient sounds with sharp clarity. Discard stacked metallic bangles, jingling wrist chains, or unsecured heavy necklaces that clatter together when you gesture with your hands.

- **Backdrop Contrast Strategy**

Avoid wearing colors that match your immediate background or office chair (e.g., wearing black against a dark leather chair or navy against a dark accent wall). Prioritize vibrant tones that pop cleanly against your setting.

THE BRAND STYLE SUPERPOWERS FRAMEWORK

Activate the colors and prints/patterns that will help you to fully support you to communicate your mission and message.

SUPERPOWER	STRATEGIC NARRATIVE	COLORS	PRINTS & PATTERNS
Approachable	<i>Warmth, Connection & Deep Trust</i>	Rich warm browns, earthy reds, olive greens	Classic stripes, organic paisleys, small polka dots
Creative	<i>Innovation, Curiosity & Intellectual Play</i>	Vibrant magenta, deep violet, chartreuse	Expressionistic watercolors, nature motifs, mixed prints
Aspirational	<i>Authority; Meticulous Detail & Luxury</i>	Deep burgundy, warm camel, black	Fine herringbone, traditional pinstripes, monochromatic
Bold	<i>Command, Risk-Taking & Action</i>	Red, cobalt blue, light- catching metallics	Statement animal prints, large bold patterns, mixed layouts
Optimistic	<i>Joy, Energy & Possibility</i>	Sunny yellows, warm corals, crisp white	Up-scaled geometric florals, sunburst motifs, modern gingham

ALIGN YOUR STYLE WITH YOUR MESSAGE FOR MAXIMUM IMPACT

Book your Stage Style Audit [here](#) for just \$149 while they last

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