



**Each BU Style Six™ style personality can be connected to specific clothing characteristics and messaging as they relate to you. How you incorporate and combine your spread of the style personalities through your wardrobe choices creates your unique style brand.**

Our assessment is designed to help you identify your unique style brand based on your individual characteristics: your core values, your beliefs, your purpose, and your goals. It does not divide you into one specific style archetype (eg, Boho, Pretty, Minimalist).

Because we all come from different backgrounds and experiences, we may place different meanings on different adjectives or archetypes. The BU Style Six™ creates a common language and associations that can make your fashion and style discovery more accessible and approachable to you and easily communicated to others.

**RELAXED • CLASSIC • POLISHED • SOFT • MAGNETIC • CREATIVE**

# Relaxed

## You are active and cheerful

You prioritize comfort over “fashion.” Whether it is a casual or dressy function, it is important for you to feel at ease and able to move about in your clothing—so you don’t have to fuss or feel constrained and can focus on enjoying the occasion and engaging happily with the crowd.

### WHO YOU ARE

The Relaxed style personality is friendly and casual. You are fast-moving, cheerful, and fun to be around.

### STYLE PRIORITIES

You prioritize function and freedom of movement in clothing. You like clothing that is easy to care for and unfussy.

### WARDROBE AESTHETIC

Your clothing gives off an approachable and unpretentious air.

**Design:** casual aesthetic, loose structure, relaxed tailoring, functional details

**Fabrics:** stretchy tech fabrics, cotton, canvas

**Colors:** navy, white, khaki, olive, red, blue

**Patterns:** gingham, horizontal stripes, camouflage

### WARDROBE STAPLES

- Casual denim
- Utility pants
- Joggers
- Sweatshirts
- Casual T-shirts
- Fleece jacket
- Parka
- Denim jacket
- Athletic sneakers
- Baseball caps

# Classic

## You are organized and reliable

Like the rest of your life, you keep your wardrobe streamlined, versatile, and sharp. Your style is traditional, authoritative, and tailored. Your wardrobe choices are thoughtful, and you prefer neutral, traditional clothing. You make wise investments, always considering the garment's functions and cost per wear.

### WHO YOU ARE

The Classic style personality is organized and reliable. You are professional, conscientious, and loyal.

### STYLE PRIORITIES

You prioritize functional, neat, and practical clothing. Your look is consistent, which communicates your professionalism, trustworthiness, and prudence.

### WARDROBE AESTHETIC

Your clothing is tailored and conservative. Your overall look is sharp and authoritative.

**Design:** structured clothing, classic silhouettes, well-tailored

**Fabrics:** wool gabardine, merino wool, cotton, broadcloth

**Colors:** navy, gray, beige, camel, white, deep accent colors like burgundy and forest green

**Patterns:** cable, argyle, vertical stripes, houndstooth, classic plaids (tartan, glen plaid)

### WARDROBE STAPLES

- Wool trousers or skirts
- Chino pants
- Tailored button-down shirts
- Neutral crew- or v-neck sweaters
- Polo-style shirts
- Horizontal-striped shirts
- Tailored blazers
- Trench coat
- Classic loafers
- White, lace-up sneaker

# Polished

## You are composed and meticulous

You have impeccable taste in all things and prefer subtlety over extreme styles or logos. You enjoy quality, luxurious fabrics and monochromatic looks. You pay attention to every last detail of your outfit and execute it with tasteful restraint, making sure each piece complements your look without being overstyled.

### WHO YOU ARE

The Polished style personality is composed, distinguished, and elegant. You like things planned and executed thoughtfully and tastefully.

### STYLE PRIORITIES

You prioritize quality craftsmanship and subtle details in your attire. Your look is calculated but appears effortlessly coordinated— erring on the dressier side.

### WARDROBE AESTHETIC

Your overall look is always harmonious, tasteful, and executed with detailed restraint. You prefer monochromatic, muted looks to bold patterns and colors or visible logos.

**Design:** semi-structured to loosely defined, natural drape, relaxed silhouettes

**Fabrics:** cashmere, silk, wool crepe, merino wool, Pima cotton

**Colors:** navy, gray, cream, beige, dusty accent colors

**Patterns:** tone-on-tone, jacquard, pindot, bouclé

### WARDROBE STAPLES

- Tailored indigo denim
- Solid-colored silk blouses
- Fitted cashmere sweaters
- Textured blazers
- Car coat
- Understated, quality shoes
- Silk scarf or pocket square
- Metal watch
- Understated fine jewelry (like pearls, diamond stud)



# Soft



## You are gentle and empathetic

You bring comfort and a calming presence to those around you. Your style reflects this in soft fabrics, draped styles, and inviting patterns, like florals or botanicals. You also may gravitate toward mid-century silhouettes and styles. Generally, you prefer to dress to be appropriate and inviting, as you want people to always feel at ease and safe around you.

### WHO YOU ARE

The Soft style personality is warm and supportive. You are a naturally compassionate and empathetic person.

### STYLE PRIORITIES

You prioritize clothing that naturally moves with you, signaling an ease that communicates that you are receptive and kind. Your looks are appropriate and unassuming.

### WARDROBE AESTHETIC

Your clothing is loosely structured, fluid, and easy to move in.

**Design:** semi-structured to loosely defined, natural drape, relaxed silhouettes

**Fabrics:** cotton, linen, silk, draped jersey

**Colors:** white, cream, light gray, pastels, muted shades

**Patterns:** floral, botanical, lace, polka dot, eyelet

### WARDROBE STAPLES

- Pleated, semi-structured bottoms
- Pleated or full skirts
- Loose sweaters
- Botanical-print tops
- Sweater jackets
- Fit-and-flare dresses
- Woven slip-on shoes or sandals
- Driving loafers
- Floral accessories (ties, scarves)



# Magnetic

## You are bold and fearless

A natural leader, you are dynamic and project strength and confidence. You are the clutch player and deal closer. You love to network and make important connections; as such, you dress to stand out, appear self-assured, and attract others. You prefer strong silhouettes, bold colors, and a more metropolitan style.

### WHO YOU ARE

The Magnetic style personality is assertive and sophisticated. You are self-assured, ambitious, and charismatic.

### STYLE PRIORITIES

You prioritize a powerful and modern look through the use of strong lines and high-contrast looks. You like to dress in a manner that communicates strength and power.

### WARDROBE AESTHETIC

Your overall look gravitates toward black as a neutral mixed with bold colors and silhouettes.

**Design:** structured, defined silhouettes, statement details

**Fabrics:** leather, wool, neoprene

**Colors:** black, white, red, royal blue, emerald green, magenta

**Patterns:** high-contrast, geometric, animal prints

### WARDROBE STAPLES

- Black jeans
- Fitted knits (turtlenecks, henleys, bodysuits)
- Statement blazer
- Body-con dress
- Moto-style jacket
- Patent shoes
- Black boots
- Pop-of-color accessories
- Boldly embellished clothing (sequin, leather trim, metal hardware)



# Creative

## You are innovative and imaginative

Whether it's in the arts, business, or any other avenue in life, you like to approach things from new angles and aren't afraid to mix things up. Your style is eclectic, unexpected, and varied, and you enjoy experimenting with colors, patterns, and cuts of clothing. You dress to reflect your mood and originality.

### WHO YOU ARE

The Creative style personality is unconventional and experimental. You are inventive and like to think outside the box.

### STYLE PRIORITIES

You prioritize an eclectic wardrobe in which you try new styles. You like to dress in a manner that reflects your mood and independent spirit.

### WARDROBE AESTHETIC

Your overall look is experimental, and you aren't tied to any fashion "rules." You like finding new designers and shops and reinventing your style.

**Design:** unstructured to structured, varied, layered, artistic, experimental

**Fabrics:** vintage or vintage-inspired fabrics, textured, coarse woolens, cotton, suede

**Colors:** black, chocolate brown, mustard, deep orange, eggplant, burgundy

**Patterns:** eclectic and varied, tapestry, ikat, graffiti, tie dye—anything goes

### WARDROBE STAPLES

- Textured trousers
- Patterned tops
- Embroidered or crocheted tops
- Patterned or mixed-media coat
- Suede vest or jacket
- Suede boots
- Vintage accessories
- Artisanal jewelry
- Statement hat
- Honestly, really anything goes!

# Style Personality Types

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