



WOMEN'S
PUBLIC
LEADERSHIP
NETWORK™

LEAD *in* STYLE

TOP 10 STYLING TIPS FOR WOMEN

1. Define Your Brand Identity

Before diving into clothes and colors, get clear on who you are and what you want to be known for. Are you bold and innovative? Classic and reliable? Stylish and strategic? Your wardrobe should align with your brand narrative.

2. Invest in Quality Basics

Build a wardrobe with timeless, high-quality staples like a tailored blazer, crisp white button-down shirt, versatile pencil skirt or tailored trousers, neutral pumps or flats. These pieces form the foundation of a powerful wardrobe and can be mixed and matched for endless looks.

3. Know Your Colors

Discover what color palette enhances your natural features (skin tone, eye, and hair color). Wearing the right colors can brighten your face and boost your presence.

4. Tailoring is Everything

Fit matters more than fashion. Even an inexpensive item can look high-end when it fits perfectly. Tailor your jackets, trousers, and skirts to flatter your body – this shows attention to detail and exudes polish.

5. Choose Signature Pieces

Having one or two signature elements (e.g., bold glasses, a red lip, a favorite color, or a sleek hairstyle) helps people remember you. It's subtle personal branding that can set you apart.



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6. Dress for the Role You Want

Visualize your future self and start dressing as if you've already stepped into that role. Want to lead a company? Speak on big stages? Run for office? Your style should reflect the confidence and authority of that next level.

7. Embrace Versatile, Modern Accessories

Structured bags, minimalist jewelry, and sleek belts can complete a look and add sophistication without being distracting. Accessories are a great way to show personality without overstepping professionalism.

8. Master the Power of Neutrals

Black, navy, beige, white, and gray always look sharp and effortless. Neutrals mix easily, photograph well, and provide a powerful, put-together aesthetic – especially when layered.

9. Stay Current, Not Trendy

Be aware of fashion trends, but don't chase them. Instead, adapt subtle elements into your existing style to stay fresh and modern. The goal is to look relevant but timeless.

10. Own It With Confidence

Style means nothing if you're uncomfortable or constantly adjusting your outfit. Confidence is the best accessory – and it shows when you feel like yourself in what you're wearing.