



What's your Signature Style?

FINALLY!

DEFINE YOUR INTERIOR DESIGN
STYLE OUTSIDE THE TYPICAL
CATEGORIES THAT HAVEN'T
BEEN WORKING!

slowstylehome.com

DOES THIS SOUND FAMILIAR?

You want a beautiful home.

And you want it to be special. To be unique.
To be personal and meaningful.

But you don't always have confidence in
your choices.

And there are so many choices!

You get overwhelmed and frustrated.

You're not sure if things "go" together.

And you're unsure about a new purchase because it might not
work with what you already have.



SO YOU MAY BE THINKING:

I don't even know what my style is!

Don't I need to figure that out first?

I thought I liked "Boho," but then I also like "Classic."
And maybe "Coastal," because I do love the water.
Oh, and I'm keen on "Modern Farmhouse," too.
But sometimes I can't resist
a touch of "Glam." UGH!

What if I like several different styles?

Which one is really "me"???



HERE'S WHAT NO ONE TELLS YOU....

There's no such thing as a singular style category that will fulfill all your needs and reflect all of who you are.

Which means the key to a signature style is in the mix!

When you think about it, every home is made up of these three things:

Your Personality

Your Aesthetic Preferences

Your Stuff

A signature style then, is how you bake the cake.

What are your particular ingredients and how will you mix them together, unlike anyone else?



THE 1st INGREDIENT: YOUR PERSONALITY

Choose one of the following personalities that describes you best:

Airy

You're easy going and try not to get stressed by little things. You tend toward optimism and give people the benefit of the doubt. You can be spontaneous, but you rarely over commit yourself. You make an effort to remove mental, emotional, physical and spiritual blocks. You may or may not enjoy shopping, but you always take into consideration whether or not adding more of something will make it harder to stay organized.

Natural

You orient yourself toward nature, which could mean you might love being outside, or maybe you just find nature to be beautiful and inspiring. When choosing vacations, the natural environment of a place is a primary factor (beach, mountains, etc). You're attuned to changes in sunlight across the day, as well as the change of seasons. You want the "natural" or "native" or "organic" version of everything when it comes to food, clothing and homewares.

Refined

You appreciate the good things in life: a spa vacation, excellent wine and food, beautiful and sometimes custom clothing and furniture. You admire fine craftsmanship and you're a connoisseur of fine objects, music, food, etc (even if you can't always afford them). You'd rather wait until you can afford an object or experience rather than settling for lower quality. You are welcoming, gracious, and love good manners because you appreciate thoughtfulness.

Passionate

You're passionate about things that interest you. You do a deep dive into your hobbies and want to become really good at them, or very knowledgeable about them. You get energy from being with other people. You love to entertain or to go to parties and out to restaurants. You thrive on good, meaningful conversations with others. You enjoy experimenting with your style because you're not trying to please anyone but yourself.

WRITE DOWN YOUR ANSWER:

THE 2nd INGREDIENT: YOUR AESTHETIC PREFERENCES

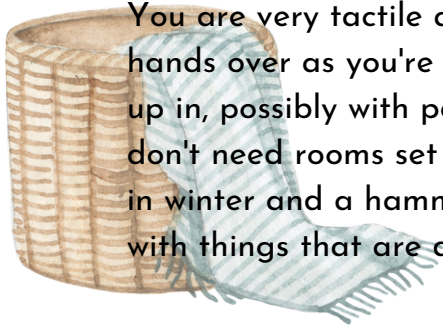


Choose the type of room you're most drawn to:

Elegant

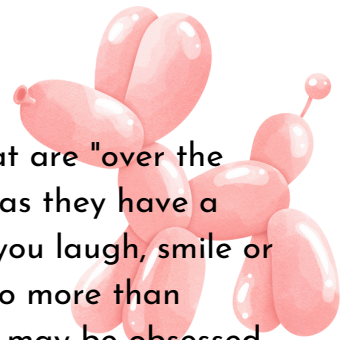
Rooms with attention to small details such as trims, drawer pulls, moulding are your favorites. You want the space to feel sophisticated but not overly showy. You want the ways in which people use and move through rooms to feel effortless, without a lot of visual clutter. You prefer to see a simple color palate of no more than 3 colors, often subdued shades, but sometimes dark and moody. Patterns tend to be subtle or tone on tone. You appreciate styles that have stood the test of time and have a "classic" sense about them, the way a little black dress and diamond studs will never go out of style.

Cozy



You are very tactile and so you want soft things in the room which you can run your hands over as you're relaxing. You like rooms with furniture that is made for curling up in, possibly with pets. Since you prioritize downtime over hosting gatherings, you don't need rooms set up for entertaining. An ideal home would include a fireplace in winter and a hammock in summer. The rooms that give you the most joy are ones with things that are deeply personal and therefore, infused with meaning.

Playful



You love rooms with color and pattern. You're drawn to rooms that are "over the top" in every way, but you're happy with minimalist rooms as long as they have a singular statement piece that's bold. You want decor that makes you laugh, smile or just feels delightful. "Energetic" and "joyful" are words you relate to more than "calm" and "sanctuary" when it comes to your favorite rooms. You may be obsessed with all things decorating, but you never take it too seriously.

Unexpected

Rooms with one-of-a-kind pieces give you a lot of pleasure. You like to see contrast in how you objects are mixed together (think: new + old, fancy + plain, nubby + smooth, etc). You get a kick out of seeing objects used in ways that they weren't originally meant for. You want a room that makes you say, "where on earth did you find that?" or, "I'd never have thought to put those things together."

WRITE DOWN YOUR ANSWER:



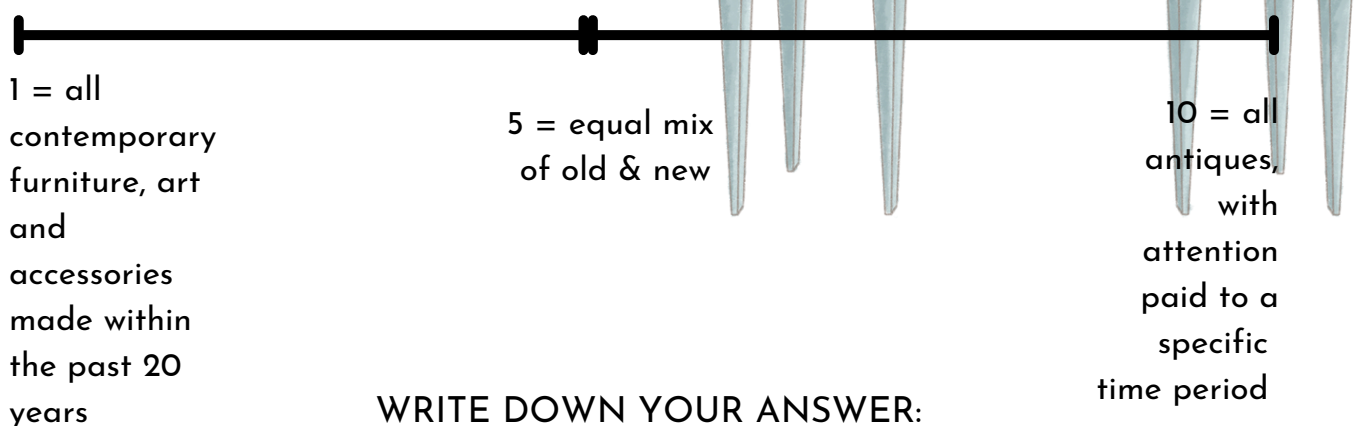
SLOW STYLE HOME

THE 3rd INGREDIENT: YOUR STUFF

Now choose where you fall on these two scales:

OLD vs. NEW

There are many types of antiques, from refined to primitive and then there's the subcategory of retro and vintage kitsch. But broadly speaking, do you prefer a more modern, contemporary look, or are you in love with everything old?



WRITE DOWN YOUR ANSWER:

MINIMALISM vs. MAXIMALISM

Keep in mind that we're talking about the amount of layering you like to see. How much color and pattern? How much space around objects on display? And how much stuff, overall, do you like to surround yourself with?



WRITE DOWN YOUR ANSWER:

NOW BAKE THE CAKE!

Write down your answers from each of the 3 steps above.

----- + ----- + ----- + -----

And then turn it into a sentence.

This is your signature style.

For example:

Natural + Unexpected + 3 + 5 =

"My style is natural and unexpected with a minimum of antiques but I do love to display my collections."

The more detailed, the better. You can embellish your sentence as you please! Here's another example:

"My style has a lot of natural elements, which reflects my love of the outdoors, and I also like to add bits of unexpected humor, such as quirky flower pots. I lean more toward modern furniture than antiques but I love to see my collection of vintage cutting boards in the kitchen."

Try a few sentences here:



How To Use Your Signature Style

This worksheet gives you an overall sense of how you're going to show up in your home.

There will be elements of each ingredient in every room.


But every room has a different function, and therefore, a different vibe.

That's where a vision that's specific to each room comes into play.

Stick with me and you'll learn more about how to envision like a designer!

In the meantime, you can come back to this recipe whenever making an individual decor decision.

Whether you're bringing in something new, or you're wondering if you should get rid of something, check your options against your recipe. Does the choice align with your signature style?



Not sure if things go together? Ask yourself if they align with your personality and your aesthetic preferences.

Keep doing this and you'll be developing your eye for design that perfectly suits who you are!



SLOW STYLE HOME