

What's your Style MASHUP?

FINALLY!

DEFINE YOUR STYLE OUTSIDE THE
TYPICAL CATEGORIES THAT
HAVE BEEN BOXING YOU IN!

littleyellowcouch.com

This may sound presumptuous, but...

HERE'S WHAT I KNOW ABOUT YOU:

You want a beautiful home. You may be someone who loves to buy things for your home and redecorate. Or, you may be someone who craves an uncluttered, low maintenance home. Either way, 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. You also like several different styles but you're not sure which one is really "you."

HERE'S WHAT YOU WANT:

You want to know what your style is! You want to be able to use it as a search term. You want to be able to tell people what it is when asked.

You want to use it as a way help you make choices and narrow down options. You want to feel confident about who you are and how you're showing up in your home.

HERE'S WHAT I WANT YOU TO KNOW:

There's no such thing as a singular style category that will fulfill all your needs and reflect all of who you are. I want you to know that *the key to a signature style is in the mix!* And learning how to mix it all together is the creative practice I want to help you with, starting with this worksheet!

Develop an aesthetic, not a style category.

LET'S GET STARTED



STEP 1: WHO ARE YOU?

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:



STEP 2: WHAT ARE YOU DRAWN TO?

From the following descriptions, 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:

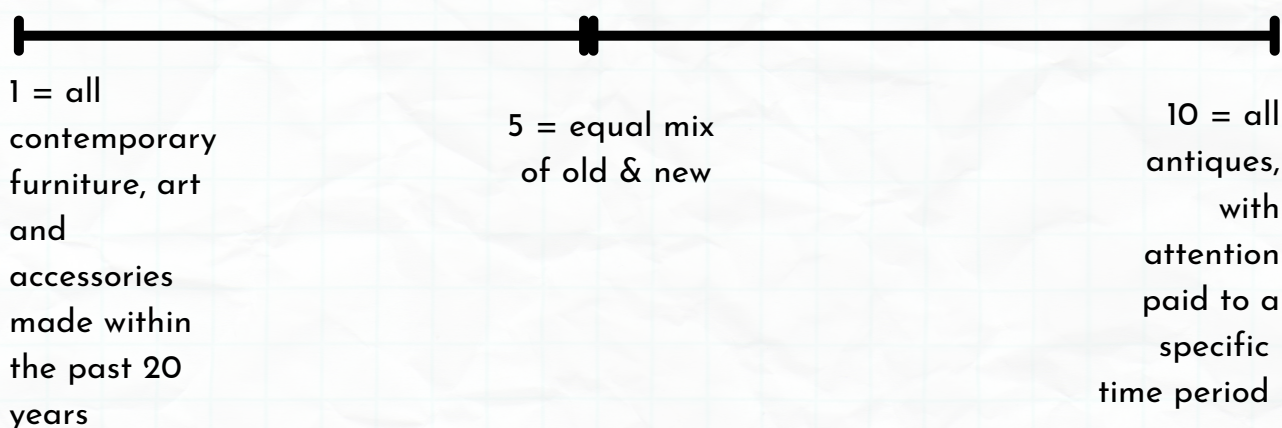


STEP 3: WHAT ARE YOUR PREFERENCES?

Now choose where you fall on these two scales:

OLD vs. NEW

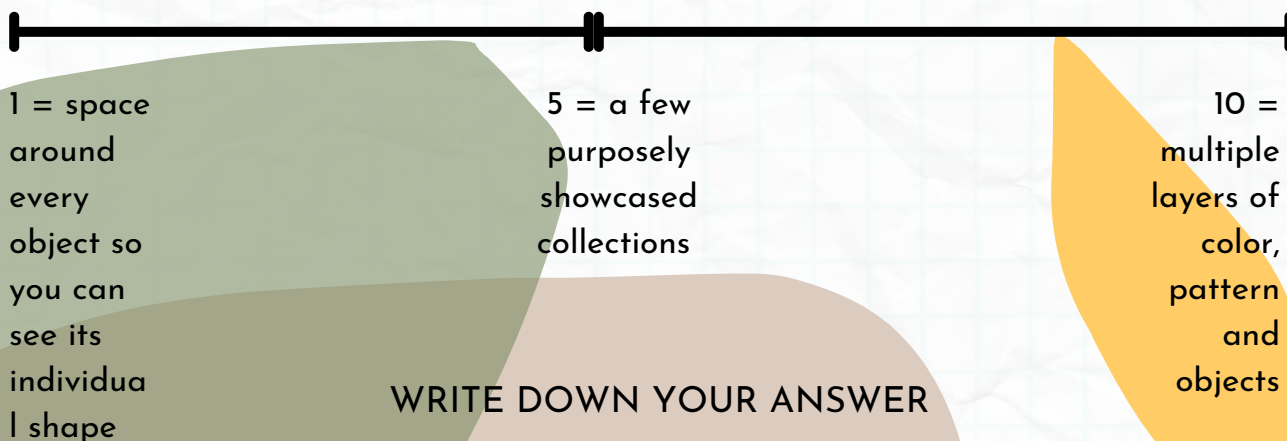
There are many types of antiques, from refined to primitive and then there's the subcategory of retro and vintage kitsch. But broadly speaking, do you prefer a more modern, contemporary look, or are you in love with everything old?



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



STEP 4: MASH IT UP!

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

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And then turn it into a sentence. This is your style mashup!

For example:

Natural + Unexpected + 3 + 5 =

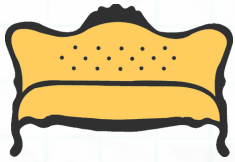
"My style is natural and unexpected with a minimum of antiques and I do love to display my collections."

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 personality, and I also like to add bits of unexpected humor. I lean more toward modern furniture than antiques but I do love my collection of vintage cutting boards."

Try a few sentences here:





STEP 5: GET CONFIRMATION BY CONNECTING THE DOTS

Now let's check your gut feelings about yourself against some of the design elements typically associated with each style from Step 2. I refer to this a lot as "connecting the dots."

These are not exhaustive lists, and you won't necessarily love every element listed for your style. But chances are, you will like many of them. It's probably helpful to circle them for future reference.

And what about Step 1? How does your answer for that question relate to specific design elements? In Step 1, you were identifying your *approach* more than anything. Step 1 was uncovered the way in which you're going to be most comfortable moving forward with choosing those design elements.

For example, if you identified most strongly with "Airy," then you are probably going to be comfortable waiting for serendipity to hit when you're looking for a new piece of furniture. If you identified as "Refined," you're more likely to wait until you can afford the best of something rather than a cheap alternative knockoff.

The takeaway here is to play to your strengths and recognize when you need to step outside your comfort zone and lean in to one of the other decor personalities when you get stuck.



YOUR DESIGN ELEMENTS

Elegant

Colors: pale pinks, blues, greens; goldenrod yellow; whites, creams, greys

Patterns: paisely, damask, leopard, stripes, delicate florals, Greek Key, egg & dart

Materials: honed marble, etched glass, velvet, silk, brocade, embroidery, polished wood, gold, silver, pewter, mercury glass, ikat

Motifs and Objects: symmetry, scientific botanical art, Persian & Turkish rugs, fine china, piping, tassels, bees, pineapples

Playful

Colors: reds, oranges, pinks, coral, navy blue, turquoise, sunshine yellow, kelly green, black and white

Patterns: polka dots, stripes, buffalo checks, big florals, ditsy florals, animal prints

Materials: oil cloth, lucite, gold, silver, barkcloth, melamine

Motifs & Objects: disco balls, fringe, palm fronds, lemons, 1950s kitsch, Fiestaware, asymmetry

Cozy

Colors: neutrals, pastels, dark greys, black

Patterns: very few, or florals, checks, plaids

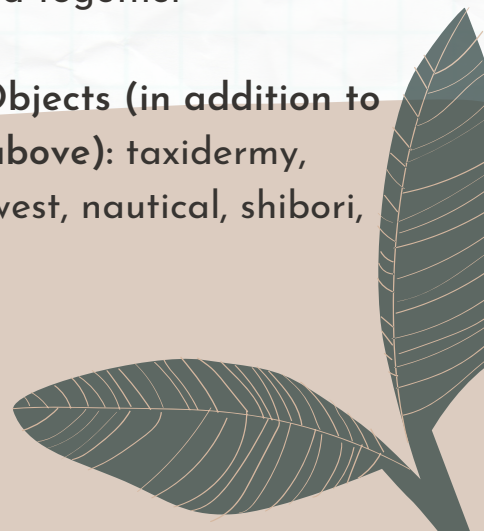
Materials: wool, linen, cotton, faux fur, natural wood, stone, corduroy, brass, grass cloth, wicker

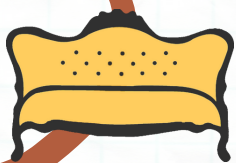
Motifs and Objects: baskets, folk art, throws, pillows, mix of textures, symmetry, objects found in nature

Unexpected

Colors, Patterns & Materials: any of the above from all three styles, mixed together

Motifs & Objects (in addition to all of the above): taxidermy, American west, nautical, shibori, ikat





Now what?

Well, now you have something to work with!

Come back to your mashup whenever you're making a choice about decorating your home. Whether you're deciding about bringing in something new, or you're deciding whether or not to get rid of something, your mashup is a reminder of what your gut is telling you.

Too often we make decisions that aren't attached to a unifying aesthetic that is grounded in who we are. We decide to buy a throw pillow based on it matching a color we have in a rug... even when we don't particularly like that color! We think that by repeating a color or pattern or style, we'll create visual continuity. But none of that matters if you don't like what you're tying together in the first place!

You'll be getting more guidance from me on how to use your new definition of style. So stay tuned in your inbox, and check out our weekly podcast, *Style Matters!* You can learn more about that on our website:

littleyellowcouch.com

