



## 8 Families of Style Messages

*Refined Styles*

*Smooth, polished, elegant,  
quality, finished, refined*

*Relaxed, unrefined, fresh,  
textured, earthy, natural*

**NATURAL STYLES**

*Timeless Styles*

*Classic, tailored, polished,  
structured, quality, timeless*

*Stylish, contemporary, chic,  
modern, trendy, current*

**Current Styles**

*Feminine Styles*

*Ladylike, reserved, pretty,  
delicate, gentle, feminine*

*Enticing, bold, suggestive,  
sexy, inviting, alluring*

*Alluring Personal Styles*

**High Impact Styles**

*Strong, bold, powerful,  
visible, intense, high-impact*

*Original, unique, different, one-  
of-a-kind, artsy, creative*

**Creative Styles**