# How to How to

#### Does this sound familiar?

The alarm goes off. You rush through your morning routine and then it's time to confront your closet. You're already late, anxious AF, running through your mental to-do list, stressing about that combative co-worker or disapproving teacher, defeated before you get started. Soon you'll have tried on a dozen outfits, trashing yourroom, but none will be quite right. You'll have a mountain of clothes strewn all over the damn place, and you'll still have nothing to wear.

Say you woke up feeling groggy, a bit out of it, heart racing over the stressful day ahead, not your best self. This is important information. Sit with it. Acknowledge it. Now might not be the best time to squeeze into a skin- tight leather pencil skirt and trendy but itchy fuzzy sweater. Instead, maybe you reach for stretchy, forgiving leggings, a soft cashmere sweater, your favorite boyfriend jeans, or a monochromatic joggers-and-t-shirt combo you can dress up with chic loafers, a quilted handbag, and a camel coat.





# "ISET MY ALARM FIVE MINUTES EARLY JUST TO LIE IN BED AND ASK MYSELF, HOW DO I FEEL RIGHT NOW?"

What if you took just a minute to lie in bed and, before your feet even hit the floor, ask yourself: How do I feel right now? What's on my agenda today? And most important, how do I want to feel for the next eight to twelve hours? Just lie there and breathe. Do your best to honor this sacred time. You've just woken up. This could still turn out to be a fantastic day! Focus on this private time and space (your bedroom, your closet, your sanctuary) with the reverence they, and you, deserve. Doing this type of daily self-check-in has changed my life and helped me dress so much better. I even keep a picture of myself on my wall as a reminder to connect with myself first, before I think about plans or pleasing other people. For real! And I get it— even a minor act of mindfulness may feel ridiculous at first. But it really can pave the path to calm.

Taking your emotional temperature before you get dressed means you are feeling your feelings instead of pushing them down or denying them. Your anxiety will diminish if you first accept it and then take positive, meaningful action. Try this every day for a week, and see if you feel more comfortable during your days.

#### In this moment of mindfulness, one of two things may happen:

You may decide to stay within your comfort zone. You may feel less interested in pushing your sartorial boundaries once you realize doing so won't serve you. This is another example of Mood Illustration Dress: when you thoughtfully assess your emotional state and then dress to respect or match it. The goal here is not to transform or challenge yourself with clothes but to embrace, accept, and honor yourself exactly where you are.

Creative inspiration may strike, as it so often does once we quiet our minds. (It's why we get our best ideas in the shower!) Pairing patent-leather going-out pants with a black sweater, trench coat, and leopard slip-on loafers? For work?! Go on with your bad self. This is an example of Mood Enhancement Dress: when you use clothing to lift up your emotions, putting yourself into a different, more optimal, or heightened state of mind.

You can find this exercise and more in Dr. Dawnn Karen's book, Dress Your Best Life: packed with practical tips, cutting-edge advice and will teach you to harness the power of fashion for the life you want to live.



HARNESS THE POWER CONTINUES TO TRANSFORM YOUR CONFIDENCE

HOW TO USE FASHION PSYCHOLOGY
TO TAKE YOUR LOOK
— AND YOUR LIFE—
TO THE NEXT LEVEL

You may get dressed every day without really thinking about what you're putting on, but did you know that what you wear has a powerful effect on how you feel? Or that your clothes influence the way others perceive you? By making a few adjustments to your wardrobe, and learning to style from the inside out, you'll not only elevate your look, but level up your entire life.

Dawnn Karen is a pioneer in the field of Fashion Psychology, and she has spent years studying the relationship between attire and attitude. In Dress Your Best Life she goes far beyond well-known makeover advice, pushing you to ask yourself: Are my clothing choices hurting me or helping me to achieve my life goals? Her book will help you discover your unique style story, become a smarter shopper, use color to your advantage, match moods to clothing choices, and embrace new or different standards of beauty. This knowledge is a power that you'll exercise every time you open your closet door or walk into an important meeting in just the right outfit.

### INSTYLE + THE ROOT + OPRAH + TALKSPACE + NBC + BBC NEWS + VANITY FAIR ITALIA + HELLO MAGINDIA + S MODA SPAIN + SOUTH AFRICA'S SUNDAY TIMES DAMERNAS VARD SWEDEN+ KNIFE MEDIA RUSSIA + TATLER HONG KONG + VOGUE AUSTRALIA+ AS SEEN ON GOOD MORNING AMERICA + INSIDE EDITION + LORRAINE (UK) + FOX + FOX 5 NY + NBC NEWS MORNING SHOW (AUSTRALIA)+ THE LIST 1

## ABOUT DR. DAWNN KAREN...

Dr. Dawnn Karen pioneered & defined the Fashion Psychology Field® as a newly applied academic discipline focused on the study and treatment of color, beauty, style, image and shape and its affect on human behavior while addressing cultural sensitivities and cultural norms.

- Fashion Psychologist
- Mother of The Fashion Psychology Field®
- Founder of The Fashion Psychology Institute®
- Professor at the Fashion Institute of Technology
- Youngest & 1st Black Female Psychology Professor
- Columbia University Trained + Degreed + Credentialed
   Therapist
- Contributed to mass media in more than 40+ countries.



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