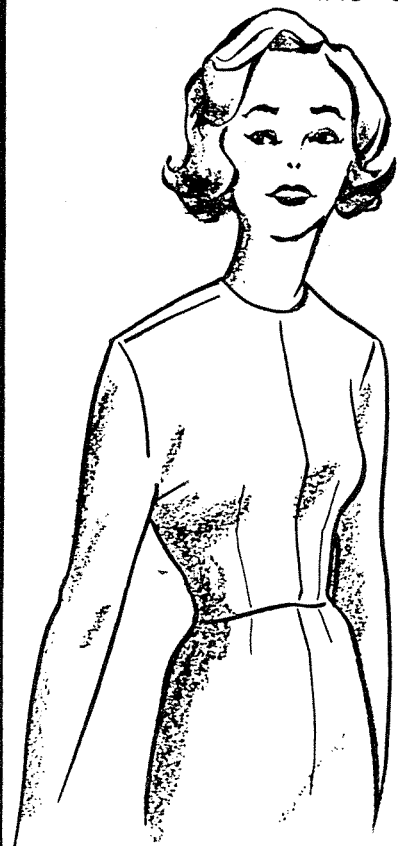
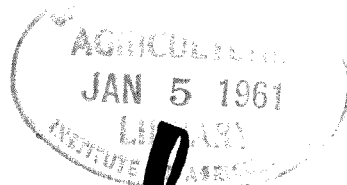


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the Personal You



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Personally ...

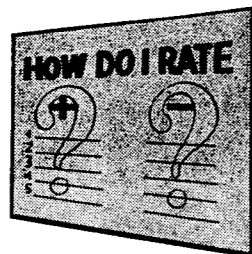
Have you ever looked at yourself in a full length mirror and been dissatisfied with what you saw there? If you're like most of us, you saw room for improvement in your personal appearance.

Know the Real You . . . Self Analysis

Now try taking a **critical** look—and see yourself as others see you. Can you pick out your best features and your less pleasing features? Recognizing them is fundamental to improving personal appearance, for it is by **emphasizing your best features and minimizing your less pleasing features that you make the most of the "personal you."**

Dress plays an important part in creating a favorable personal appearance. The secret of attractive dress is developing the ability to choose clothes that will help others see only what you want them to see and to overlook those features that are less pleasing. Remember—dress alone will not work miracles. Posture, diet, exercise, grooming, and personality are also extremely important, but dress can do things you never thought possible if you choose and use it wisely.

A good figure is not so much a matter of actual height and weight as it is good proportion. Exercise and correct posture as well as properly fitted foundation garments can also improve proportion by actually or seemingly redistributing the figure.



Emphasize Your Best Features ... Use Line

You can use line in your clothes to make you look slimmer, shorter, or taller than you are. But always bear in mind that the fashion figure you present must remain basically you.

Today's ideal fashion figure is tall and slender, and thus modern fashions try to create the illusion of height and slenderness. Of course, the extremely tall and thin figure presents problems, too—but here as with any figure problem—**line can deceive the eye.**

TO DRESS IN A WAY THAT FLATTERS YOUR FACE AND FIGURE, LEARN:

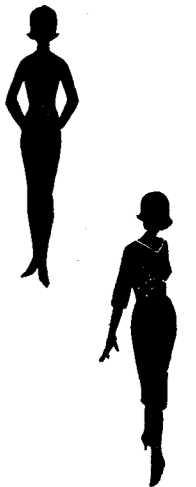
- TO BE AWARE OF LINES IN EVERY FASHION YOU BUY OR SEW
- TO SELECT LINES THAT EMPHASIZE YOUR BEST FEATURES
- TO SELECT LINES THAT MINIMIZE YOUR POORER FEATURES

Select Your Fashion Silhouette

- **Know your assets and make the most of them.** You can do this by selecting styles that accent your good features. For example, if you have a small waist, but too large hips, choose a princess style or gored skirt that will reveal your good points as it conceals the bad.
- **But, never over-emphasize GOOD features if by doing so, you EXPOSE a POOR feature.** Remember, you are working for good balance and proportion between all the parts of the body. Don't wear a wide belt pulled tight on your small waist if, by doing this, your hips bulge all the more. Beware of going to such lengths to conceal a feature that you actually succeed in calling attention to it.

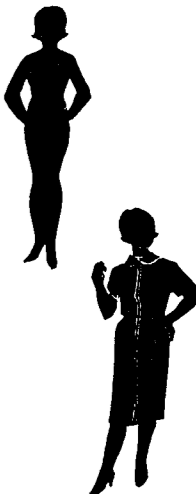


- **If you are taller than average (about 5 feet, 5 inches), count it an asset and carry your height proudly.** Select designs and accessories scaled to your size. Wear your natural waistline as low as possible, never let it appear too short. The bloused back flatters the tall figure. Choose contrasting belts, large pockets, and box pleated skirts. Avoid the skimpy, too short skirt, jacket, or sleeve which will make you appear to have outgrown your clothes. The two-piece dress or suit, the tunic dress, and the three-quarter coat are made for you. Choose designs that are smart, forceful, or dignified rather than dainty.




- **If you are short, remember the advantages of being small and feminine.** Avoid too many details. Keep your costumes simple; there is no room for clutter on a small person. Keep the interest near the face by design details in the yoke or neckline. Choose a straight silhouette. Avoid oversized pockets, belts, buttons, or accessories. Accent your daintiness in soft, lightweight textures and fabrics. Wear full length coats which give a long, unbroken line.

- **Recognize that lines can create optical illusions that appear to widen or lengthen the figure.** Vertical panels slenderize the figure if they are smaller at the waistline than at the shoulders or hiplines, and if they are in pleasing proportion to each other. Horizontal lines closely spaced at regular intervals can accent height, or if spaced irregularly at pleasing space divisions, they can decrease height. Accent horizontal lines where you need width—and vertical lines where you need slenderizing.



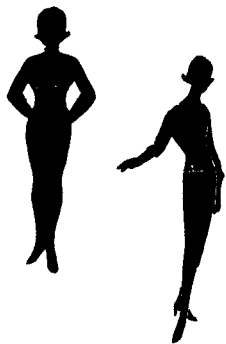
- **Never overfit a garment.** A dress that is too tight doesn't make you look smaller.

- **Select fabrics appropriate to your size and figure.** Fabrics that tend to decrease size include opaque sheers; fabrics with small, closely spaced,



all-over designs; those with dull textures; and light-weight, supple fabrics. Those which seem to increase size include transparent fabrics, shiny fabrics, and heavy, stiff materials (although they can add bulk, too). Bear in mind, also, that clinging fabrics are not flattering to the figure that is not well-proportioned or well-corseted.

- **Remember that transitional lines always soften and harmonize** while lines which directly repeat or contrast will emphasize features.



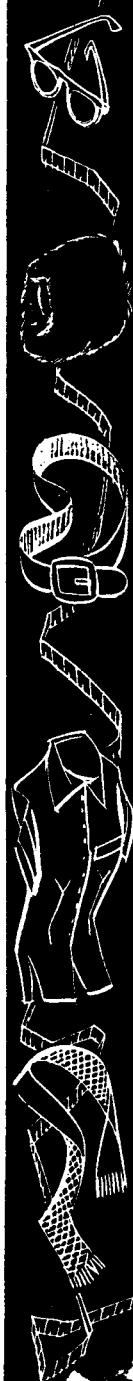
Within the Silhouette



Don't underestimate the importance of the lines within the garment itself. These lines, as well as the silhouette lines we have discussed, can create optical illusions.



Notice the waistline, seams, shape of the collar, sleeves, cuffs, yokes, tucks, etc. of various garments. Study the effect these lines will have on your figure. Select only those that will work to advantage for you. A change of texture or color in the fabrics, for example—stripes, also forms lines.





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Crosswise lines give a broadening effect. Vertical lines give a lengthening effect. Diagonal lines give the effect of action and, if overdone, can be disturbing. If carefully used, they can draw attention away from problem areas.



Every line in the garment is important. Lines can direct attention to your best features; they can also minimize your less pleasing features in two ways—by disguising your figure problems or centering attention elsewhere.

You can be the person you would like to be, that attractive "Personal You." Recognizing the importance of self-analysis and using line to help others see only what you would like them to see, will help you select becoming clothes which, though flattering, belong to YOU AND NOBODY ELSE!

UNIVERSITY OF MINNESOTA, INSTITUTE OF AGRICULTURE, ST. PAUL 1, MINNESOTA

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