

LORETTA HAMILTON

## **WHAT IS *MY*FASCINATING INDIVIDUAL STYLE?**

Because that fascinating life you dream  
of - It'll show up the moment you do!

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# **Dedicated to...**

Ursula Tracy and Richard Tracy,  
the most fascinating and  
fascinated individuals I know.

## What people are saying...

"This book isn't just about what to wear. It's a unique exploration into personality and its foundational connection to individual color and style. Loretta has a remarkable ability to distill complex ideas and systems that bridge the nature of who we are on the inside and how we can skillfully and artfully show up on the outside. If you're a style seeker or in search of deeper inner-standing, this book will refine your self-perspective and provide deeper insight to make your aesthetic world a better place with Fascinating Individual Style."

— **Colleen Abrie** - Personal Image Consultant  
Head-to-Toe Stylist for Women & Men

"This book is truly fundamental research on personal style. It leads you step-by-step through color and design theory ending with the truly original style portfolios. This book is for those who are looking for the deep knowledge and logical answers."

— **Olga Kamova** - Owner & Director of Kamova  
Institute of Color Analysis

"I feel like Loretta wrote this book for me! I am all about color and when I sat down to read this book my first thought... "I wonder why there are no pictures". As I got into just the first few pages, I got my answer. This book is about limitless thinking, limitless possibilities, and daring to dream! You'll discover the true you and not the "you" you think you should be. And just like the title, you'll find this book fascinating!"

— **Diana Ahrens** - Professional Artist and Colorist

"This book is a fun and delightful look in even more depth as I always discover something new! Easy to break down a chapter and use it as a reference, especially the personality types."

— **Robin Penrod** - Creative and Land Developer

"Loretta has curated much of the color and style information that has arisen from Suzanne's foundational work and intertwined it with personality theories, anchoring it in the Big 5 Aspect Scale Assessment to create her unique 64 Fascinating Individual Style Folios. If you are a DIY'er you'll find loads of information to help you discover which personality facets resonate with you and how they can be best expressed through the physical facets of color, line and texture along with some inspiration for what impression you can make with your personal style aesthetic."

— **Joan Kosmachuk** - Seasonal Color, Style & Confidence Coach

"I encouraged Loretta to take the complex matrix of principles and form it into a simple to UNDERSTAND procedure. To teach people WHY, and not just how to accomplish the task. She's achieved this with her concept and framework shared in this book."

— **Paul Hamilton** - Author, Producer, and Certified Flight Instructor

"The importance of discovering 'who you are in your own story' cannot be overstated. Exploring the facets of what makes you "you" are found in this incredibly profound deep-dive into your style personality, how you present the "real you" - as you should want to do in all places and situations. Your style, wardrobe, scarf or jewelry, and even your wall decorations... each tells you and others who you ARE. Loretta Hamilton's book is a fun yet informative read, and you will meet yourself there."

— **Corinne Harris** - Visual Artist and  
Social Media Manager

"As an independent business owner and educator, I'm constantly looking for ways to improve myself and my image so that I can be more relatable and productive with my students. Loretta Hamilton's book, *What is My Fascinating Individual Style?*, offers a new way to explore your mind and find purposeful self-expression. By providing me with the tools I didn't know I needed, Loretta emphasized my own voice and image. The color palette she built for me along with the personality types listed in the book serve me every day by helping me make decisions that will lead to a better work environment, better communication, and better relationships."

— **Michaela Flint** - Entrepreneur and FAA Certified  
Flight Instructor

"Loretta Hamilton's book "*What is My Fascinating Individual Style?*" is a wonderful guide for anyone who is looking for fun and inventive ways to look, fashion, style and decorating. She uses psychology, behavior, and physical appearance to define ways to look at color and style to help you define how you want to present yourself to the world. It is a fascinating concept brought to the forefront to make sometimes difficult personal decisions fun. I plan to use the concepts to make my paintings better and change how I will present myself and my art in a different light. I loved It. 5 stars!"

— **Kathryn Dudley** - Watercolor Artist

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# INTRODUCTION

If you can design one thing, you can design everything. - Massimo Vignelli

A lot of individuals talk about it. Yet very few understand it. Even fewer know how to identify it, let alone create or manage it. Still, everyone wants it. What is it? Style...of course. In particular...personal style. More specifically...individual style.

Why? We all need — crave and seek out — opportunities to learn and discover — to express our feelings and dreams and to communicate our ever-evolving selves — our essential expression.

Now, I believe that you were born for a reason. You have specific gifts, expertise, and experiences for a reason. You are uniquely designed to live a particular kind of life.

You want your life to stand for something more. For something bigger, grander, or more important.

You're looking for ways to incorporate more beauty, purpose, and fulfillment into your life, career, and business.

You want to bring just a bit more delight, prosperity, and humanity into the world.

All you need are a few easy tools, skills, and encouragement to make yourself and your world more beautiful and feel more vital and harmonious.

And, if you're like me, you are no longer satisfied with the disjointed aspect of style... with different specialists working on it from different points of view and entry points — image consultant, brand designer, art consultant, interior designer. It makes it difficult sometimes to see the bigger picture.

Aesthetic, beauty, vitality, style, image, self-expression — they're all a huge part of an individual's personal life. But due to the disconnected points of view, no one has united it all under one fundamental philosophy. Until now.

I developed a holistic concept and framework while working with individuals (adventurers, dreamers, truth seekers), creatives (designers, photographers, storytellers, artists), and strategists (entrepreneurs, business owners, planners, marketers), to help them balance the individual, business, and creative aspects of showing up in the world.

This book is to bring the concept and framework of Fascinating Individual Style™ to you.

In this book, I share with you the compass and treasure

map, so to speak, that I use with my clients for a step-by-step journey of discovery to find your fascinating individual style by bridging the gap between who and what you are and how you express yourself to help answer many questions, but most importantly, “Who am I, and what do I want to be known for?”

You learn about...

- Your *fascinating aesthetic* and how it is part of nature's Universal design and artistry and, thus, wonderfully made. You are one-of-a-kind — and your life, how you experience and express beauty and vitality, will be unique to you.
- Appreciating and *awakening your five senses* to gain an understanding of why and how sensory stimulation spark certain emotions — especially pleasurable ones.
- The *personality facets* of your fascinating aesthetic — the unique strengths and psychological triggers that influence your experience of beauty and vitality and inform your style expression.
- The natural patterns of colour, line, and texture as seen in the *physical assets* of your fascinating aesthetic that influence your experience of beauty and vitality and inform your style expression. You get acquainted with the psychology and symbolism of colour, line, and texture.
- The *essence* of your fascinating aesthetic — the essential and intrinsic elements of your fascinating aesthetic that must be present when curating an

effective style expression with precision and intension.

- The *visual impression* of your fascinating aesthetic and how it's perceived impacts you and your relationship with others.
- The *style archetypes* of your fascinating aesthetic. Learn how to align your aesthetic choices with your purpose, vision, and values by tapping into and engaging their iconic superpowers.
- Curating your *fascinating style expression* with clarity, consistency, and creativity. Understanding your intention and purpose will make the difference between a superficially pretty expression of your style and one with grit, grace, and traction.
- 64 *style folios* with "in a nutshell" field notes and observations that can be a tool for kickstarting the exploration of your fascinating aesthetic and style expression more deeply.

Whether you're on the cusp of something big, launching into something new, changing direction, or an old hand ready to up your game — Next time you stand in front of the mirror in the department store dressing room, in front of a design director or brand strategist demanding a decisive answer, in front of a blank canvas, or in front of that bland wall of your home or creative space, knowing your fascinating individual style, you're able to make a decision with conviction and feel confident in that decision.

While most books on style present an exhaustive (and sometimes exhausting) array of images, examples, and

style recipes to support their theses, here I've taken the opposite tack. By presenting the least amount of that as necessary, I hope to bring the idea of your fascinating aesthetic and style expression into clearer view.

With 30+ years in this field, I've seen innumerable ways and a mind-numbing number of elements to consider when discovering one's aesthetic and developing a style expression. Over the years, I've distilled the number of elements considered and the steps taken down to what I believe to be the most essential.

Some may ask, "Where are the images? Why so few examples? What, no style recipes?" Because you are uniquely individual, any image or example I provide can never measure up to what your unique mind's eye can conjure. And no style recipe will ever come close to the originality you can create on your own.

What you will see is how to employ the wisdom and traditional techniques, art, and science used over the centuries and today to reveal the connection between your personality facets and physical assets. You'll see how they work together to create your fascinating aesthetic that influences your experience of beauty and vitality and inform your style expression.

Since 90% of communication is non-verbal, this greater connection and balance allows you to communicate more effectively and helps you identify and achieve your higher purpose in life.

This book is by no means an exhaustive look at aesthetics and style expression. After reading through the exploration of aesthetic elements and ideas on style

expression, you aren't sure what your aesthetic is, and you're curious to explore your fascinating individual style in more depth; [lorettahamilton.com](http://lorettahamilton.com) has numerous resources specifically designed to help you.

Through it all, you'll quickly find out that I don't like things overly complicated. Give me the basics. Give me the "why." And then set me free to run with it. You too? Awesome! We're going to work well together.

Your time is valuable, so my first goal is to give you a book you can finish in a plane ride or a few sittings with a six-shot espresso and croissant. My second goal is that you'll be inspired and well enough informed to get out there and create the fascinating style and life that you deserve.



## STANDING ON THE SHOULDERS

Principles for developing a complete mind: Study the science of art. Study the art of science. Develop your senses - especially learn how to see. Realize everything connects to everything else.  
- Leonardo da Vinci

The concept and framework of *Fascinating Individual Style™* is rooted in ancient wisdom, traditional techniques, art, and science.

I've always had the feeling that everything in the world is connected to everything else. And curiosity is undeniably in my DNA. Innate curiosity led to my work, development of this concept and framework and assessment tools. It stands on the shoulders of many curious and innovative ancients, artists, scientists, designers, and stylists.

Aesthetics is the branch of philosophy that studies the notion, nature and perception of beauty.

The first contributions to aesthetic theory are believed to stem from philosophers in Ancient Greece, among which the most noticeable are PLATO 428/427 or 424/423-348/347 BC, ARISTOTLE 384-322 BC, and PLOTINUS 204/5-270.

The word aesthetic is derived from the Ancient Greek αισθητικός (aisthētikós, "perceptive, sensitive, pertaining to sensory perception"), which in turn comes from αισθάνομαι (aisthánomai, "I perceive, sense, learn") and is related to αἴσθησις (aísthēsis, "perception, sensation"). These days, aesthetic is both a noun and adjective used by everyone from philosophers, marketing and branding types to bloggers.

Many of today's theories of aesthetics are based on the works of ALEXANDER BAUMGARTEN, 1714-1762 and IMMANUEL KANT, 1724-1804, and others. Three broad approaches have been taken in the study of aesthetics, each distinguished by the type of questions thought most important to answer: (1) the study of aesthetic concepts and uses of aesthetic language; (2) the study of the states of mind involved in the aesthetic experience; and (3) the study of objects deemed aesthetically interesting and why.

A Roman author, architect, and civil and military engineer during the 1st century BC, MARCUS VITRUVIUS POLLIO, 80–70 BC – 15 BC, is known for his multi-volume work entitled, “*De architectura*”. He originating the idea that all buildings ought to have three properties: firmitas, utilitas, and venustas ("strength," "utility," and "beauty"). Furthermore, he theorized that ideal patterns for beauty, symmetry, and proportion could be found in nature, specifically in the

human body. His thoughts on perfect proportion in architecture and the human body inspired the famous Renaissance drawing of the Vitruvian Man by Leonardo da Vinci.

LEONARDO DA VINCI, 1452-1519, Italian mathematician, artist, and inventor, formed the basis of Renaissance proportion theories in art and architecture, believing that the proportions and measurements of the human body, which was divinely created, were perfect and correct.

Leonardo observed the structure of the human body, plants, and animals possess dimensional properties that hold fast with mysterious precision to a ratio, also known as the Sacred Geometry, Golden Mean, and better known as the Divine Proportion, popularized in the best-selling novel, "*The Da Vinci Code*", by Dan Brown. The beauty of this underlying order in Nature gives us a language of shapes, patterns, and invisible forces eloquently illustrated in clothing, interiors, music, art, and architecture.

The seed of colour analysis was planted when German philosopher JOHANN WOLFGANG VON GOETHE, 1749-1832, realized the connections between different colours created "colour psychology." But that was just the beginning. There was no mention yet of the link and reaction between the colour of one's clothes or environment and skin tone.

An artist and teacher in Berlin and Vienna in the early 1900s, JOHANNES ITTEN, 1889-1967, observed his students often had distinctive colour preferences that complemented their colouration and personality.

Many of today's theories of individual aesthetic and style expression are based on the work of American fashion designer and colour theorist Suzanne Caygill, 1911-1994.

The pioneer of Seasonal Color Analysis (1942), Suzanne experienced an illuminating realization about the relationship between an individual's natural colouration (as seen in the pigments in their skin, hair, and eyes) and the colour harmonies of nature. In addition to colour, she also developed theories on personality and style for each season.

If we recognize that everything in the organization of the universe is authentic and correct, then we pose the question, "Does not this organization apply also to human beings?" It seems reasonable to assume that each human being has an individualized design, colour, and form that is suitable to his or her intrinsic value and intent.

- Suzanne Caygill

In her book, "*Key to Color Harmony*", (1980), Suzanne shared, "There is nothing more important than genuineness of personality, that a person be right with their design, form, and colour, and find an at-homeness in the Universe. Colour is nonverbal communication. Dress is a symbol of what we think of ourselves. Design and colour are the means of expressing personality in action. In our apparel and our environments, we need reflections of the truth about us so that we do not project anything that is artificial or distorted."

The Suzanne Caygill Papers, circa 1950-1990, are held within the Division of Rare and Manuscript Collections, Cornell University Library, Cornell University.

Students of Caygill for many years, and working together and individually, SHARON CHRISMAN, 1942-2013, and CARLA MASON MATHIS explored and elaborated on Suzanne Caygill's work.

Sharon Chrisman, an absolute genius of colour, took Caygill's idea of Personal Color Analysis and turned it into a logical, structured theory.

Carla Mathis, a genius of individual style, pioneered the development of the ColorStyle individual design analysis. She authored the book, *"The Triumph of Individual Style: A Guide to Dressing Your Body, Your Beauty, Your Self"*, (1993) known as the "bible" of the image industry and used as a textbook at Cornell, as well as the Fashion Institute of Technology in NYC.

Many of today's theories of personality, based on identifying the enduring characteristics of an individual's personality, can be used to explain and predict observed regularities and consistencies in their behavior and explain the differences between individuals.

Trait theories of personality have long attempted to pinpoint exactly how many personality traits exist. Historically, before many of today's ideas were the four types of temperament: sanguine, phlegmatic, choleric, and melancholic, developed by HIPPOCRATES, 460 BC-370 BC.

The concept of yin-yang philosophy and personality principles has a long history. There are many written records about yin and yang, some dating back to the Yin dynasty (about 1400-1100 BCE) and the Western Zhou dynasty (1100-771 BCE). The oldest records found in the *Zhouyi*, also called the “*I Ching*” or Book of Changes, were written by KING WEN in the 9th century BCE. Yin-yang underlies medicine, martial arts, science, literature, daily behavior, beliefs, environmental design, and intellectual pursuits.

In 1884, SIR FRANCIS GALTON, 1822-1911, was the first scientist to recognize what is now known as the Lexical Hypothesis. The idea is that people's most socially relevant personality differences will eventually become encoded into their language. The hypothesis further suggests that it's possible to create a comprehensive taxonomy of human personality traits by sampling language.

In the 1930s, pioneering psychologist GORDON ALLPORT and his colleague HENRY ODBERT explored this hypothesis. They created a sprawling set of terms to give psychologists interested in the lexical hypothesis a place to start.

Eventually, in the 1940s, RAYMOND CATTELL and his colleagues used statistical methods to reduce the list to a set of only 16 traits. Several other scholars analyzed Cattell's work, and all concluded the data contained a robust and stable set of five factors.

ERNEST TUPES and RAYMOND CHRISTAL, in the early 1960s, identified five personality factors that others would reanalyze and rename. LEWIS GOLDBERG coined the term Big Five in the 1980s to

describe these broad factors. Based on the results of numerous factor analyses of traits from personality and adjective inventories, researchers have been able to categorize a substantial number of these traits into five primary personality factors: Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness.

Some researchers break the five main factors or traits into sub-components or "facets," which are associated with each other but can be independently considered. COLIN G. DE YOUNG, LENA C. QUILTY, and JORDAN B. PETERSON, in 2007 measured the Big Five personality traits, each broken down into two aspects. Through factor analyses of two data samples with the International Personality Item Pool (Lewis Goldberg, 1999), they concluded that the 10 aspects of the Big Five might have distinct biological underpinnings. Utilizing these ten aspects allows for nuanced discrimination within the Big Five, which can reveal subtleties in differences in personality domains otherwise undetected.

Rather than a "type" model, the Big Five is a "trait" model of personality. Although type models are easy to understand, they can be problematic as individuals don't neatly sort into categories. Since its development, the Big Five model has been used widely by researchers, business professionals, and others.

Swiss psychiatrist CARL JUNG, 1875-1961, theory of psychological types reflects trait descriptions of personality and corresponding trait assessments. Jung felt the overarching aim in life is the fullest possible actualization of the "Self" through individuation. He

believed that our personality begins with a collective unconscious — patterns and reactions in the mind that all people have in common. Jung coined the term "archetypes" in the context of personality.

The term "archetype" means "original pattern" in ancient Greek, with the origins going back to PLATO, 428/427 or 424/423 BC-348/347 BC. Jung defined twelve primary archetypes that represent the range of fundamental human motivations and drive our desires and goals.

You've seen these timeless characters showing up throughout history, legend, art, and popular culture. Our brains consciously and subconsciously recognize these sets of ideas and aesthetics — it's familiar. We feel comfortable with familiar. We're drawn to what looks like us. We're most comfortable when we show up authentic to ourselves — with integrity to our own design. Deep down, we all want to connect with people. If you show up authentically, people recognize it — it's familiar. They understand who you are and what you stand for.

The concept of archetypes was later popularized for business branding through books like, "*The Hero and The Outlaw*", by MARGARET MARK and CAROLE PEARSON (2001), as well as, "*Archetypes in Branding*", by MARGARET HARTWELL and JOSHUA C. CHEN (2012).

Enclothed cognition is a term coined by HAJO ADAM and ADAM D. GALINSKY (2012) while examining the psychological and performance-related effect that clothing has upon an individual's mental process and how they think, feel, and function in areas like



attention, confidence, or abstract thinking. It's part of a larger field of research that examines how humans think with their brains and bodies, an area of study known as embodied cognition. Embodied cognition experts have discovered that our thought processes are based on physical experiences that set off associated feelings and ideas, including those generated by our clothing. As a result, clothing can enhance our psychological states, improving our performance on tasks.

## **FOLLOWING THE BREADCRUMBS**

My understanding of an individual's aesthetic and style expression unfolded organically over the course of many years. As a designer and stylist, I saw (and still see) firsthand how each client has an aesthetic with likes and dislikes of particular colours and design elements based on their personality facets and physical assets for a one-of-a-kind approach to style expression. At the beginning of my career (1990), I created an aesthetic assessment based on Suzanne Caygill's methodology to learn about each client's likes and dislikes of particular colours and design elements. I continually tested and refined for incredible accuracy.

Without a deeper understanding of the influence of personality, I knew it was impossible to help my clients fully develop their style. On October 24, 2014, the idea of delving deeper into style personality was born through a brief but lively group discussion about how Suzanne Caygill postulated that there are 64 different personality types across the Four Seasons. For example, Spring types include Early Spring,

Golden Spring, and many others. While two Golden Springs would have similarities in style, energy, and personality characteristics, their colours could differ depending on individual pigmentation. Artists follow a path where the rules either don't exist or are largely ignored, and expression becomes the ultimate form of understanding. I believe Suzanne Caygill followed the path of the artist and selected names that helped clients understand their relationship with nature.

An "aha" moment led me to a more profound understanding of the influence of personality on aesthetics and style expression when on February 26, 2019, I took a Big 5 aspect scale assessment. Immediately I saw how my personality's five aspects and ten facets influenced my aesthetic and, ultimately, my style expression. Long story short, I incorporated the Big 5 aspect scale assessment into my work. Through my research, and as more and more clients take the assessments, I see patterns emerge that serendipitously fall into 64 distinct patterns. But so far, I have yet to find any correlation with Suzanne Caygill's postulating of 64 style personality types across the four seasons. As I've seen scant consistency in her method when it comes to personality.

Now, through this book, "*What Is My Fascinating Individual Style?*", you'll take a look at the concept and framework of Fascinating Individual Style to employ the same wisdom and traditional techniques, art and science used over the centuries and today. You'll learn about the connection between your personality facets and physical assets. You'll begin to understand how they influence your experience of beauty and vitality and inform your style expression. Let's get to it!

## ABOUT THE AUTHOR

Loretta Hamilton is une petite femme d'un certain âge, espresso and croissant craving, storytelling visual artist, designer, and psychology-driven style strategist.

Since 1990, Loretta has assisted an eclectic array of clients around the world tap into and refining their aesthetic abilities and turning them into a strategic advantage — To help answer the question, “Who are you, and what do you want to be known for?”

Sometimes this is just a matter of helping them get out of their own way so they can invest in themselves and find more joy and less overwhelm — while saving time, energy, and money, being more confident in their choices, and getting better results — without compromising their true selves, values, beliefs, or comfort.

Insatiably curious, Loretta continues to explore many systems that define personality and individual style and drive the human spirit, including, brand strategy, the mechanics and psychology of colour and design, and the Caygill Method of seasonal color analysis.

Loretta is a Certified Color Designer with Color Designers International.

Loretta brings clarity and elegant solutions to every project she works on. Find out more about Loretta and her work at [lorettahamilton.com](http://lorettahamilton.com).