

# WARDROBE ARCHITECT

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## DESIGNING AND BUILDING THOUGHTFUL ATTIRE

On average, we are exposed to over x ads a day, all designed to elicit responses and get you to buy and to want.

On top of that, if you're spending time on the internet, you're likely also being treated to a barrage of images of trends, status, and desire. You find yourself comparing your home, wardrobe, and life to the seemingly perfect ones you see online.

Is it any wonder we lose the sense of what our tastes actually are?

This week, let's look a little bit deeper than the flashy and new. Let's think about how we're different, and how that affects our aesthetic choices.

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### HISTORY

How has your personal history informed the way you dress? When did your tastes crystallize? Have they changed over the years, and why?

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### PHILOSOPHY

How does your philosophy, spirituality, or religion affect your aesthetics and buying habits? Or, what aspects of those things would you like to see reflected?

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### CULTURE

How has your cultural background shaped the way you look? How did the aesthetics and values you grew up with affect your tastes as you got older?

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**COMMUNITY**

How are you influenced by the people around you, including friends, family, and other communities you're involved in?

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**ACTIVITIES**

How do your day to day activities influence your choices?

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**LOCATION**

Does the place you live inform the way you dress? How does climate factor in?

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**BODY**

In what ways does body image affect your choices in clothing? What clothes make you feel good about the body you live in? What clothes make you feel uncomfortable or alienated from your body?

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