

The Chemistry Behind Closetology

By Ashleigh Eisbrener



Jackie Walker

We've all been there. You're late for work, and you have nothing to wear. That pencil skirt is extra tight today. You never did get those brown pants hemmed, but they don't look right with anything in your closet anyways. The red sweater is comfortable, but where's the shirt that goes under it? Shoot, it's in the wash. How about the white blouse? It goes with everything. Ugh, it's wrinkly and there's no time to iron. You reach the conclusion...you really do have nothing to wear. Most of us think that's just the way some mornings go, but not Jackie Walker. She's discovered an answer to the

ever-annoying question, "Why can't I find anything to wear?"

Jackie started Option Dressing when her background as a buyer focusing on a woman's outside fused with her Human Resources job dealing with a woman's inside. "I realized that no amount of materialism can make you happy on the outside until you are confident and happy on the inside," she says. "I then dedicated my life to bringing self-esteem dressing to women."

Take the useful information from a woman who knows. Her closet is a true reflection of her life. "I wear 100 percent [of my clothes] and love everything I have," she says. It's not the amount of clothing that makes a woman feel great, it's the right pieces that make her feel comfortable and confident. Read below as Jackie shares useful tips and the important information you need to know about your closet. Then take the Closetology Quiz at jackiewalker.com to find out your fashion persona.

Clothing, Closets and Women

Suburban Woman: What is the true reason women can find nothing to wear?

Jackie Walker: Women say they have nothing to wear with closets full of clothes. It is not that they have nothing to wear; It is that they have nothing they "feel good" wearing.

SW: What do clothes mean to women?

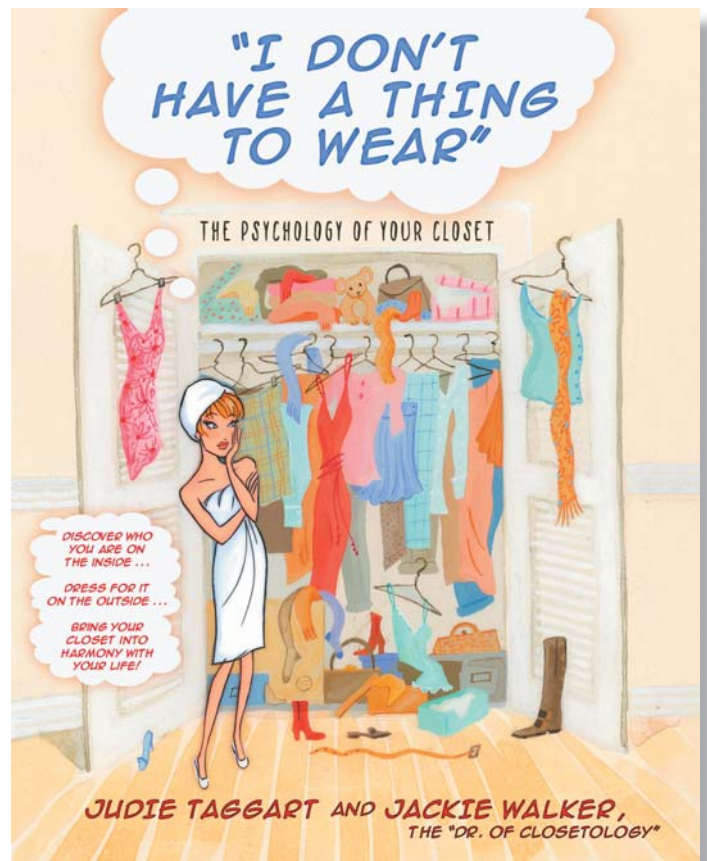
Jackie: Clothing is psychological. They mean courage and confidence.

SW: How do we choose which clothes we purchase?

Jackie: Women choose their clothing by emotion. Men buy clothing for need.

SW: How should we choose the clothes we purchase?

Jackie: We should make a date with ourselves and analyze our closet each season. [We should] see who we are and what we do. Then [we should] see what we have that we feel confident in, and fill in



See — www.jackiewalker.com to purchase book

the blanks. Another black pant, crisp white shirt, some punch-piece accessories.

SW: How can you harmonize your shopping and your life?

Jackie: Draw a circle and make a pie chart out of what you do every day and what you wear to do it. Then take that circle to your closet and see if the percentages match. They never do because on a national average, women only wear 20 percent of their closets.

SW: What does each woman's closet represent?

Jackie: Each woman's closet represents the passages of her life. Everything tells a story, good and bad.

SW: Why do we buy clothes and never wear them?

Jackie: We buy clothing that is not our internal fashion persona. If you want to know who you are and how to portray it go to www.jackiewalker.com and take the Closetology test. We also buy "someday clothes." Someday I will join the gym...Someday I will...

SW: What do you mean when you say we're not looking for an outfit, we're looking for a dose of self-esteem?

Jackie: It is not the actual clothing. It is the message behind it. [We're] always wanting to be beautiful and ready for any of life's activities, so we feel confident on the inside and successful on the outside.

SW: How can you get that dose of confidence?

Jackie: The way to get a dose of confidence is to truly know who you are on the inside and what you feel comfortable wearing. That confidence allows you to select the right items and not to be swayed

by others or insecurity.

SW: How can you transform the items in your closet to fit your fashion persona?

Jackie: Take the quiz. Find out who you are and then there are articles that tell you what items are truly you. Each persona has certain attributes.

SW: How can your age, when you're in your 40s, 50s and 60s play a role in your wardrobe?

Jackie: I believe there is no such thing as age, but I do believe that as each year passes we need to have a modern look...not younger but modern. You can always stay true to yourself as long as you know your persona.

SW: How can your past "poison" your closet and therefore your confidence?

Jackie: Starting in childhood you hear the words that have been imprinted on your psyche. When a woman looks in the mirror she sees her insecurities. You must have that meeting with the current you. Get past your past and be who you are today. The true you!

SW: What are some examples of "out-of-balance" closets, and what can ladies do to fix these?

Jackie: It all hinges on the circle. Have it reflect your today life and start to clear the "not you" clutter. Take it to a consignment shop, and bring that closet into balance. This will never happen unless you spend time with yourself.

SW: Do you have any other advice for women in regards to their wardrobes?

Jackie: Make that date with yourself. Get past your past. Have a true view. And then live your life and celebrate yourself!

SW: How have you fixed your closet?

Jackie: I make a date with myself at the beginning of every season, and make that list!

SW: What fashion persona are you?

Jackie: I am 90 percent classic, 5 percent romantic and 5 percent dramatic. I always dress in a classic manner, my curly hair is the

Visit www.jackiewalker.com and click "Closetology Quiz" to find out your fashion persona.

The Classic

The classic woman desires a hard-edged jacket with a lapel. She wears trousers 90 percent of the time and maybe a short slim skirt to the knee. Her shoe is a pump, loafer and simple style. The earring is a stud, hoop or ball. She selects a handbag with compartments that is functional. Patterns are plaids, stripes or dots.

The Romantic

The romantic woman loves lace. She prefers pastels, floral prints and long flowing skirts. Her jewelry may be a drop earring or just one strand of pearls. She loves bows, and if she sees them on anything, she just has to have them.

The Natural

The natural hates to shop. She leaves the house without makeup or jewelry and is more interested in what she is doing than what she is wearing. She has athletics in her past, present and will in her

future. She wants to look good, so she develops a clothing system that works and follows the plan.

The Dramatic

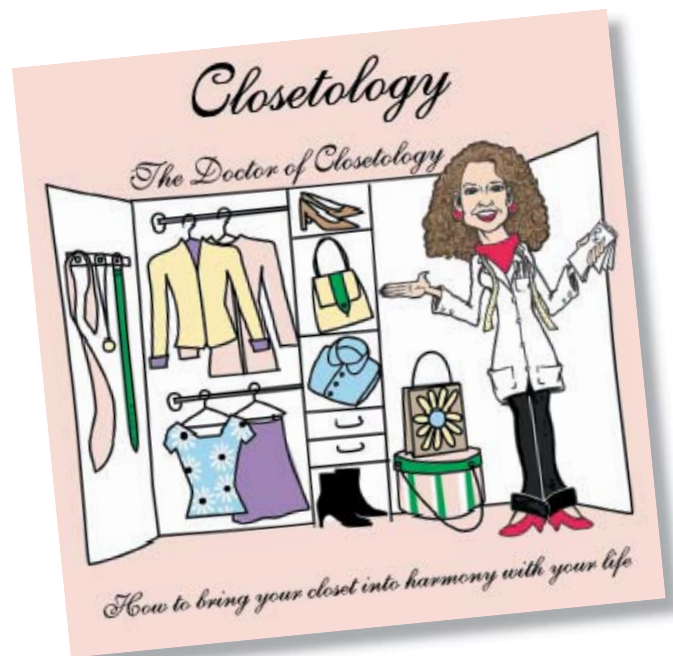
More is more fun is her motto. She adores animal prints, feathers and sequins. She wears rings on unexpected fingers and thinks bright colors are her thing. She reads every fashion magazine and shopping is her breath. She believes that she knows better than anyone else and is always trying to change her friends and loved ones by adding more and more to their outfits.

The Mood Dresser

Miss mood wakes every day and has every persona in her closet. The problem is she cannot put herself together. She tries on everything

Fashion Facts

- Every woman has internal fashion persona. It is who she was as a little girl and who she is today
- Women may try to stray from this persona but will always return as she lives inside her clothing and needs her comfort zone
- All women are a mix of different personas. They usually have percentages of at least two to three of these descriptions.
- You may get bored and try to drastically change but you will always go back to the true you!
- Gifts are usually purchased through the giver's persona. The recipient usually never likes the item and feels guilty they didn't or uncomfortable when they wear something that is not them.



Closetology CD — www.jackiewalker.com