

YOUR PERSONAL COMPANION

The *Style* Guide

Timeless outfits, simple rules and more joy in your own wardrobe.

CAPSULE WARDROBE
COMBINING COLOURS
ONE PIECE, THREE LOOKS

WELCOME

Style has no *expiry date*

Good style is not a question of age, and certainly not a question of dress size. It comes from knowing what suits you and wearing it with pleasure.

That is exactly what this guide is for. You won't find short-lived trends here, but simple rules that have worked for decades: which colours go together, how proportions make an outfit calmer and how a few good pieces turn into many looks.

Many of our customers tell us that they feel more confident in their taste as the years go by, but often can't find the right thing in the shops. That is why every chapter also shows you pieces from our collection that are easy to combine.

Make yourself a coffee, browse at your leisure and try out what suits you.

Your team at Joseph & Violet

IN THIS ISSUE

01	Colours that suit you	03
02	The capsule wardrobe	05
03	Proportions	07
04	One piece, three looks	09
05	Knitwear and layers	11
06	Shoes and accessories	13
07	From day to evening	15
08	Care	17
09	Your wardrobe check	18



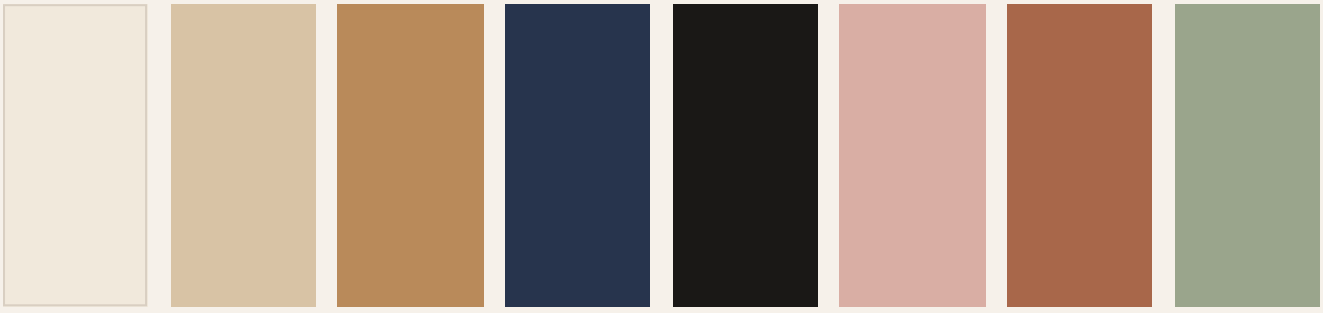
01

Colours that *suit you*

A calm colour palette is the quickest way to outfits that always go together.

Five base tones, *three accents*

These eight colours can be mixed almost any way you like. If you shop within this palette, you will rarely own a piece that goes with nothing.



01

THE THREE-COLOUR RULE

Wear no more than three colours in one outfit. Two calm tones as a base and a third for shoes, bag or scarf. That way every look seems considered.

02

LIGHT NEAR THE FACE

Cream, blush or a soft white make your complexion look fresher than harsh black. If you love black, wear it as trousers or a skirt and add a light tone on top.

03

ONE ACCENT IS ENOUGH

A scarf in terracotta, a bag in cognac or a jumper in sage. A single spot of colour is all it takes to bring a calm outfit to life.

Navy, cream, camel	The classic. Looks polished and works at the office as well as for a day in town.
Black, cream, terracotta	Elegant, yet warm. Ideal for the evening and for festive occasions.
Sand, cream, blush	Light and soft. Especially lovely in spring and summer.
Camel, sage, cream	Natural and relaxed. Goes well with knitwear and linen.



CHAPTER 02 · THE BASICS

Ten pieces, *twenty outfits*

A good wardrobe is not big, but well thought out. Almost all of these ten pieces go with each other and take the decision off your hands in the morning.

01 **The white blouse**
Under knitwear, with a blazer or on its own

02 **The camel jumper**
Warms up any outfit in black or cream

03 **The black wide-leg trousers**
Lengthen the leg and work at the office and the restaurant

04 **The blazer**
Turns jeans and a T-shirt into an outfit

05 **The trench coat**
The in-between jacket for three seasons

06 **The midi dress**
With trainers by day, with ankle boots in the evening

07 **The cardigan**
The third layer that ties everything together

08 **The ankle boots**
With a small heel, for trousers and dresses

09 **The light jeans**
Straight cut, no distressing

10 **The cognac bag**
A warm tone that goes with everything

STYLE TIP

Stick to three base colours and one accent colour. Then every new piece can be combined with at least three others.

Eight formulas *for every day*

Made from the ten pieces on the previous page. Pick a formula in the morning and your outfit is ready in two minutes.

OFFICE

Blouse + wide-leg trousers + blazer

Tuck the blouse loosely into the waistband at the front. That defines the waist without feeling tight.

DAY IN TOWN

Jumper + jeans + trench coat

Wear the trench coat open and tie the belt at the back. Add the cognac bag.

COFFEE WITH FRIENDS

Midi dress + cardigan + ankle boots

A slim belt over the cardigan gives the dress shape.

RESTAURANT

Blouse + wide-leg trousers + ankle boots

One more button undone and a longer necklace. That is all an evening needs.

WEEKEND

Blouse + jumper + jeans

Let the collar and cuffs peek out from under the jumper.

TRAVEL

Cardigan + wide-leg trousers + blouse

Comfortable while sitting and still well dressed when you arrive.

FAMILY CELEBRATION

Midi dress + blazer + ankle boots

The blazer over the dress looks festive and keeps you warm when it gets late.

RAINY DAY

Jumper + wide-leg trousers + trench coat

Tone on tone in dark colours, with a light scarf near the face.

STYLE TIP

Take a photo of your favourite combinations in the mirror. On tired mornings, one look at your phone is enough.



03

Proportions, *simply explained*

It is not the size that decides whether an outfit works, but how the pieces relate to each other.

Four rules *that never fail*

These four tricks work for every figure. Try them in front of the mirror, you will see the difference straight away.

01

THE RULE OF THIRDS

Don't split your outfit into two equal halves. One third on top and two thirds below looks more balanced, for example a short jacket with long trousers.

02

LOOSE MEETS SLIM

If one piece is cut loose, the other can be slimmer. The relaxed jumper with straight trousers, the wide-leg trousers with a more fitted top.

03

HINT AT THE WAIST

There is no need to cinch anything in. A belt over a dress or a top tucked in at the front is enough to give your silhouette shape.

04

ONE LONG LINE

A V-neck, a long necklace or a cardigan worn open draws a vertical line. That lengthens and looks elegant.



Malena

Women's midi dress in white and blue

Vertical lines in the pattern and a length that falls below the knee: a dress that follows rule 04 all by itself.

"An outfit works when you stop thinking about it the moment you leave the house."

The suit, *reimagined*

A suit is not one outfit, but two pieces. Wear it together, apart or mixed. That turns one purchase into a whole week.







01

TONE ON TONE

Jacket and trousers together, with pointed court shoes and a fine necklace. One dark tone from head to toe looks calm and lengthens the silhouette.

02

LIGHT AND AIRY

In cream, the suit becomes a look for parties and celebrations. Keep shoes and bag in nude or gold so nothing competes with the light tone.

03

WORN SEPARATELY

The jacket with light jeans, the trousers with a knitted jumper. Warm browns go particularly well with cream, camel and denim.

Sophia

Women's two-piece suit with a fitted jacket · in four colours

SHOP THE LOOK →

CHAPTER 04 · ONE PIECE, THREE LOOKS

The set that *thinks ahead*

Top, trousers and cardigan are already matched to each other. You put it on and you are done. And each of the three pieces works on its own too.







01

COMPLETE

All three pieces together, with sandals or flat ankle boots. The long cardigan draws a calm, vertical line.

02

PATTERN AS ACCENT

The patterned trousers remain the eye-catcher. Try them with a white blouse for a change and leave the cardigan at home.

03

CARDIGAN SOLO

Wear the cardigan over a plain dress or with light jeans. That gives a simple outfit some colour.

Yolanda

Women's three-piece set with cardigan · in several colours

SHOP THE LOOK →



05

Knitwear and *layers*

Three layers that keep you warm without adding bulk. So you are dressed just right from morning to evening.

From thin *to thick*

The basic rule of layering is simple: fine on the inside, chunky on the outside. Then nothing adds bulk and you can take off each layer separately.

01

THE BASE

A smooth top or a blouse directly on the skin. The finer the fabric, the better the next layer sits on top.

02

THE WARMTH

Jumper or cardigan. A V-neck or shawl collar keeps the base visible and opens up the neckline.

03

THE FINISH

Coat, jacket or a long cardigan. The outer layer should be the longest, which looks neat and tidy.



Encarna
Women's jumper with shawl collar and V-neck



Julia
Women's jumper with draped collar and ribbed cuffs



Birgit
Women's oversized cardigan with button front

STYLE TIP

Push the sleeves of your jumper or cardigan up slightly. Visible wrists make any knitwear look feel lighter.

Comfortable *and beautiful*

A shoe you love walking in always looks better than one that pinches. These are the three things that matter.



Birgit
Women's ankle boots in a soft suede look

01 THE BLOCK HEEL

A wide heel of a few centimetres improves your posture and stays comfortable all day.

02 SHOES AND TROUSERS IN ONE TONE

Dark ankle boots with dark trousers make the leg look longer. With dresses, a skin-tone shoe does the same.

03 THE HEM DECIDES

Trousers should just cover the shaft of the ankle boot. With skirts and dresses, a little leg may show.



Felicia
Women's ankle boots with a refined shape



Ester
Women's boots with a high heel and slim shaft



CHAPTER 06 · SHOES AND ACCESSORIES

The little *extra*

Accessories change an outfit faster than any new item of clothing. And they always fit.

THE SCARF

Draped loosely around the neck, it brings colour to your face. Pick a tone from your accent palette and it will go with everything you own.

THE JEWELLERY

Highlight one spot: either earrings or a necklace, not both equally. Gold adds warmth, silver looks cool and clear.

THE BELT

Worn slim over a dress or cardigan, it adds shape. In the colour of your shoes, the outfit looks all of a piece.

THE BAG

A medium-sized bag in cognac or black with a firm base keeps its shape and sees you through every season.

One outfit, *two occasions*

You don't have to get changed in the evening. Three small tweaks turn your office look into one for the restaurant.



By day

Light tones, flat shoes and a large bag. The sleeves can fall loosely, the jewellery stays understated.



In the evening

Dark tones, a shoe with a heel and a small bag. Sheer sleeves look festive without showing much skin.

THREE SMALL TWEAKS

01

Change your shoes: from flat to a small heel.

02

Swap your bag: the large one stays at the office, the small one comes along.

03

One more accent: earrings or a bold lipstick.

Amara

Women's three-piece set in chiffon and satin

SHOP THE LOOK →

What do I wear *when?*

Five occasions, five answers. To look up when the invitation is already on the table.

OCCASION	WHAT YOU WEAR	KEEP IN MIND
Office	Trouser suit, or a blouse with wide-leg trousers and a blazer.	Muted colours and a shoe you can stand in all day.
Family celebration	Midi dress with a blazer, or a festive set in a light tone.	Pack a layer to put on later. Celebrations often last longer than planned.
Restaurant	Dark trousers, a fine top and ankle boots with a heel.	At the table, all eyes are on your face and shoulders. Jewellery and a lovely neckline pay off here.
City trip	Three-piece set, or jeans with a jumper and trench coat.	Pack everything in one colour family. Then every piece in your suitcase goes with every other.
Theatre and concert	Black set or dress with one eye-catching accessory.	Choose fabrics that don't crease when you sit, and a small bag that fits on your lap.

"Better a little too elegant than a little too casual. Elegant never stands out in a bad way."



CHAPTER 08 · CARE

Cared for, *worn for longer*

Good care is the easiest way to get more out of your clothes. Six habits that really make a difference.

WASH LESS OFTEN

Air knitwear and blazers after wearing instead of washing them. That protects shape and colour.

COLD AND INSIDE OUT

Low temperatures and a gentle cycle are usually enough. Always read the care label first.

KNITWEAR LYING FLAT

Store jumpers folded and dry them flat. On a hanger they stretch out over time.

GOOD HANGERS

Hang blouses, blazers and coats on wide hangers. That keeps the shoulders in shape.

STEAM, NOT HEAT

A garment steamer smooths fine fabrics more gently than an iron and freshens them up at the same time.

LET SHOES REST

Don't wear the same pair two days in a row. That lets them dry out and last longer.

CHAPTER 09 · TO TICK OFF

Wardrobe *check*

Set aside a quiet hour and go through this list. Afterwards you will know exactly what you have and what is still missing.

- [ ] I have sorted out everything that no longer fits or is damaged.
- [ ] I know my three base colours and my accent colour.
- [ ] Every top can be worn with at least two pairs of trousers or skirts.
- [ ] I own a pair of trousers I always feel good in.
- [ ] I have an outfit for festive occasions hanging ready in my wardrobe.
- [ ] I have a third layer: blazer, cardigan or trench coat.
- [ ] My everyday shoes are comfortable and well looked after.
- [ ] I have a scarf or piece of jewellery that lifts any plain outfit.
- [ ] Knitwear is folded, blouses and blazers hang on wide hangers.
- [ ] I have taken photos of my three favourite outfits.

THREE QUESTIONS BEFORE EVERY PURCHASE

01

Does it go with at least three pieces I already own?

02

Would I wear it tomorrow, just as it is?

03

Do I feel like myself in it?

AT A GLANCE

Ten rules *to take with you*

Everything that matters from this guide on one page. To print out and hang on your wardrobe door.

1. No more than three colours per outfit.
2. Light tones belong near the face.
3. One accent is enough.
4. One third on top, two thirds below.
5. Loose meets slim.
6. Layer fine on the inside, chunky on the outside.
7. Shoes and trousers in one tone lengthen the leg.
8. Highlight one piece of jewellery, not all of them.
9. Buy what goes with three other pieces.
10. Wear what you feel good in.

The most important rule comes right at the end. You may break all the others as soon as you feel completely at ease in an outfit.



THANK YOU FOR READING

Enjoy *mixing and matching*

You will find all the pieces from this guide and many more in our shop.

JOSEPHVIOLET.COM →