


FASHION





“Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.”

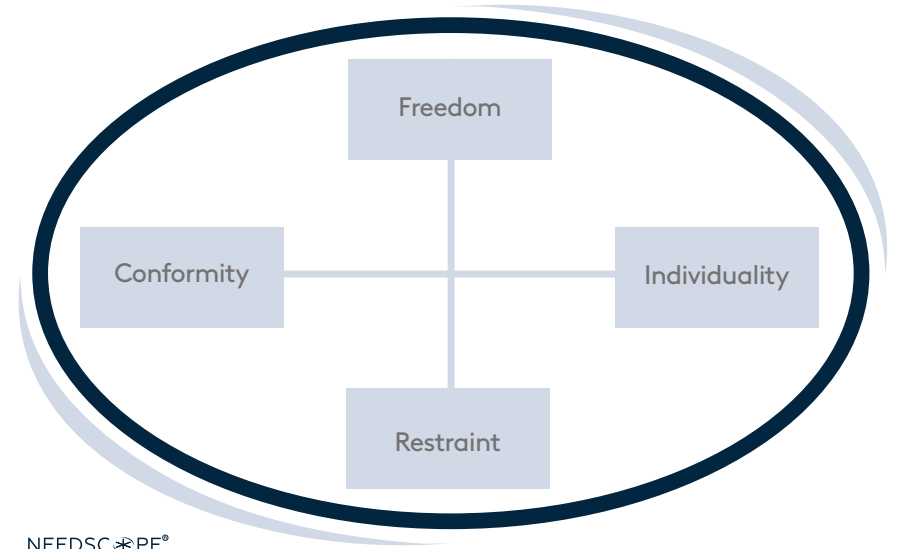
Coco Chanel, Designer

WHAT IS FASHION?

Clothing is essential. It shields us from the elements and preserves our modesty. But clothing and fashion are far more than just functional. From the symbolic power of clerical robes and crowns to the everyday meaning of jeans and tee shirts, our clothing choices say something about who we are.

NEEDSCOPE HELPS UNDERSTAND FASHION

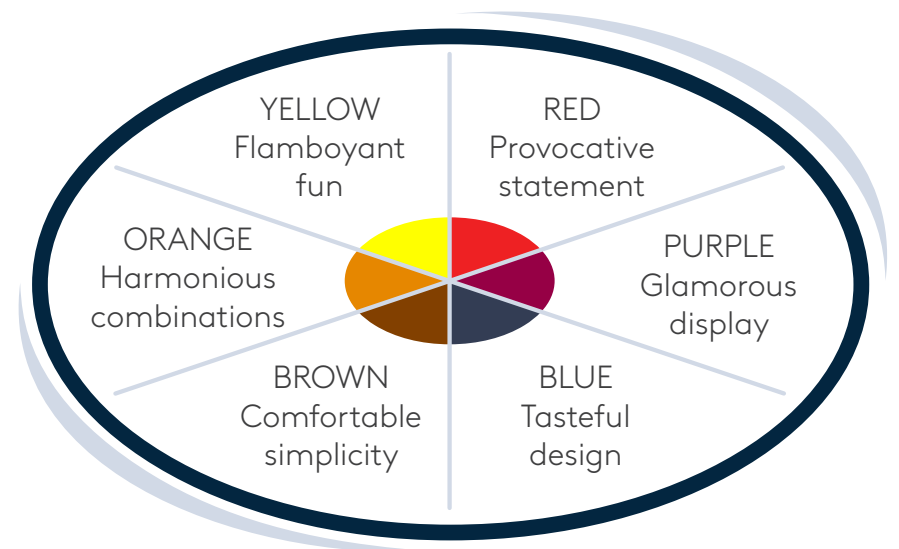
Fashion can be defined by these underlying dynamics.



NEEDSCOPE®

Fashion styles come and go, changing every season. But one thing endures. Clothing choices are underpinned by emotion. Whether we want to fit in with the crowd or make a statement - whether we're being restrained or letting go in the moment, we express ourselves.

Fashion can be looked at through the NeedScope lens.



NEEDSCOPE®

PROVOCATIVE
STATEMENT



WHAT IS
RED
FASHION?

EDGY
ORIGINAL
AVANT-GARDE
OUTRAGEOUS



WHAT DOES WEARING
RED
FASHION SAY ABOUT ME?

BOLD
REBELLIOUS
INDIVIDUAL
OUT-THERE



"To me, style is all about expressing your individuality freely and courageously."

John Byford

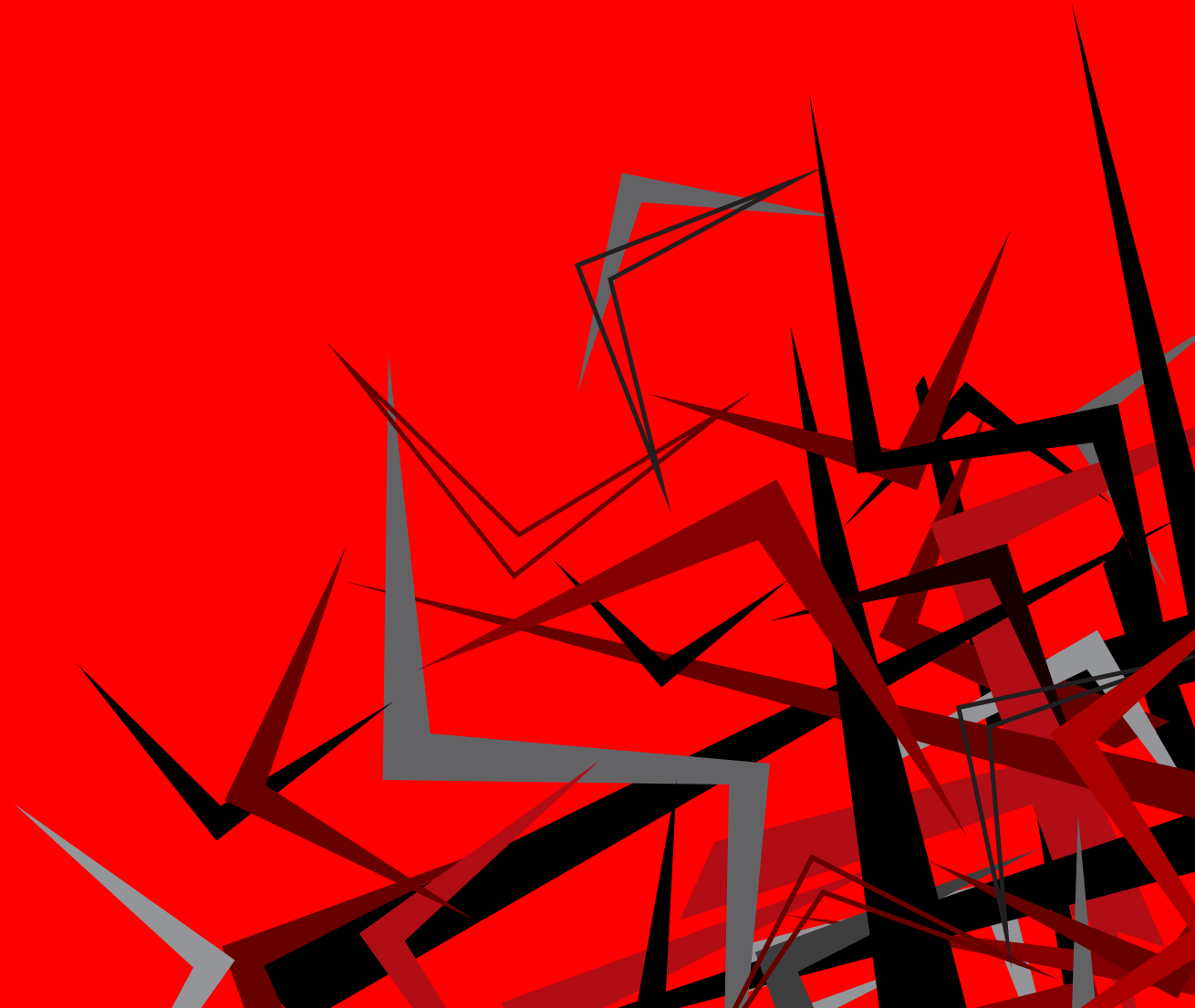
Author/Director

"Style is knowing who you are, what you want to say, and not giving a damn."

Orson Welles

Actor/Director

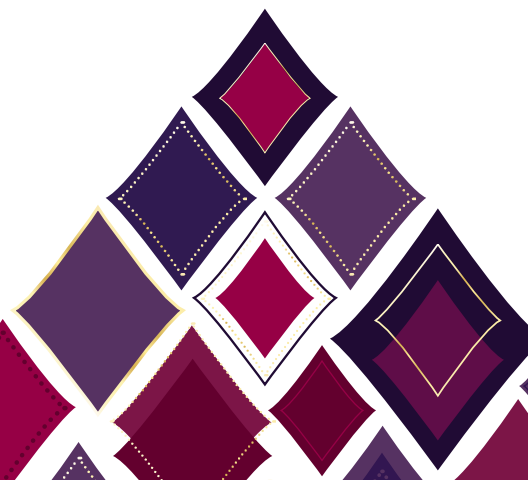
RED
FASHION



WHAT IS
PURPLE
FASHION?

DAZZLING
SEDUCTIVE
EXCEPTIONAL
OPULENT

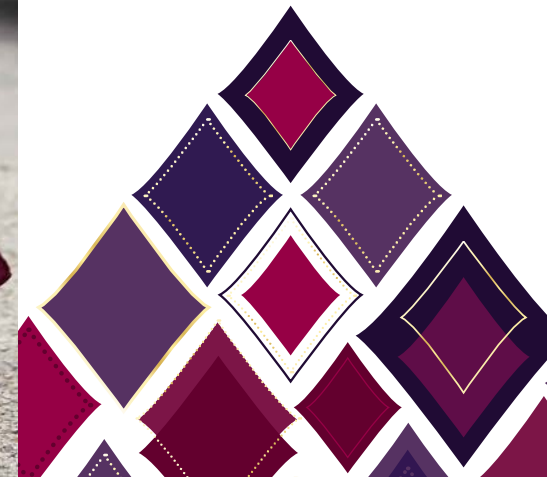
GLAMOROUS
DISPLAY





WHAT DOES WEARING **PURPLE** FASHION SAY ABOUT ME?

SUCCESSFUL
IMPORTANT
SOPHISTICATED
IMPRESSIVE



PURPLE
FASHION

"Give a girl the right shoes
and she can conquer the
world."

Marilyn Monroe

Actress

"You can have anything you
want in life if you dress for it."

Edith Head

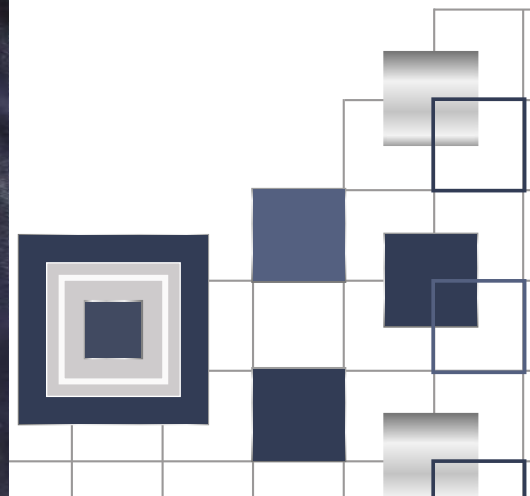
Costume designer



TASTEFUL
DESIGN

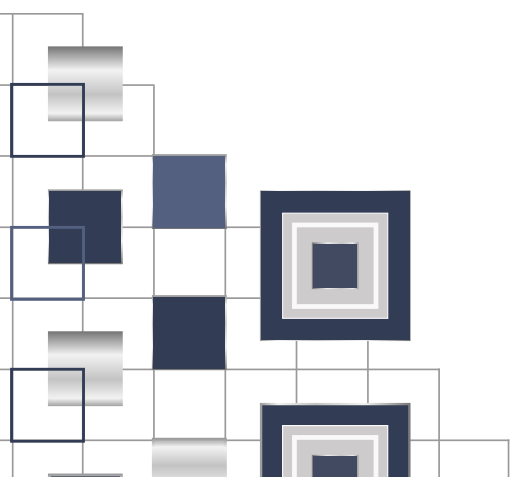
WHAT IS
BLUE
FASHION?

CRAFTED
ELEGANT
PARED-BACK
FLAWLESS



WHAT DOES WEARING **BLUE** FASHION SAY ABOUT ME?

COMPETENT
REFINED
CULTURED
SELECTIVE



“Elegance is the only beauty that never fades.”

Audrey Hepburn

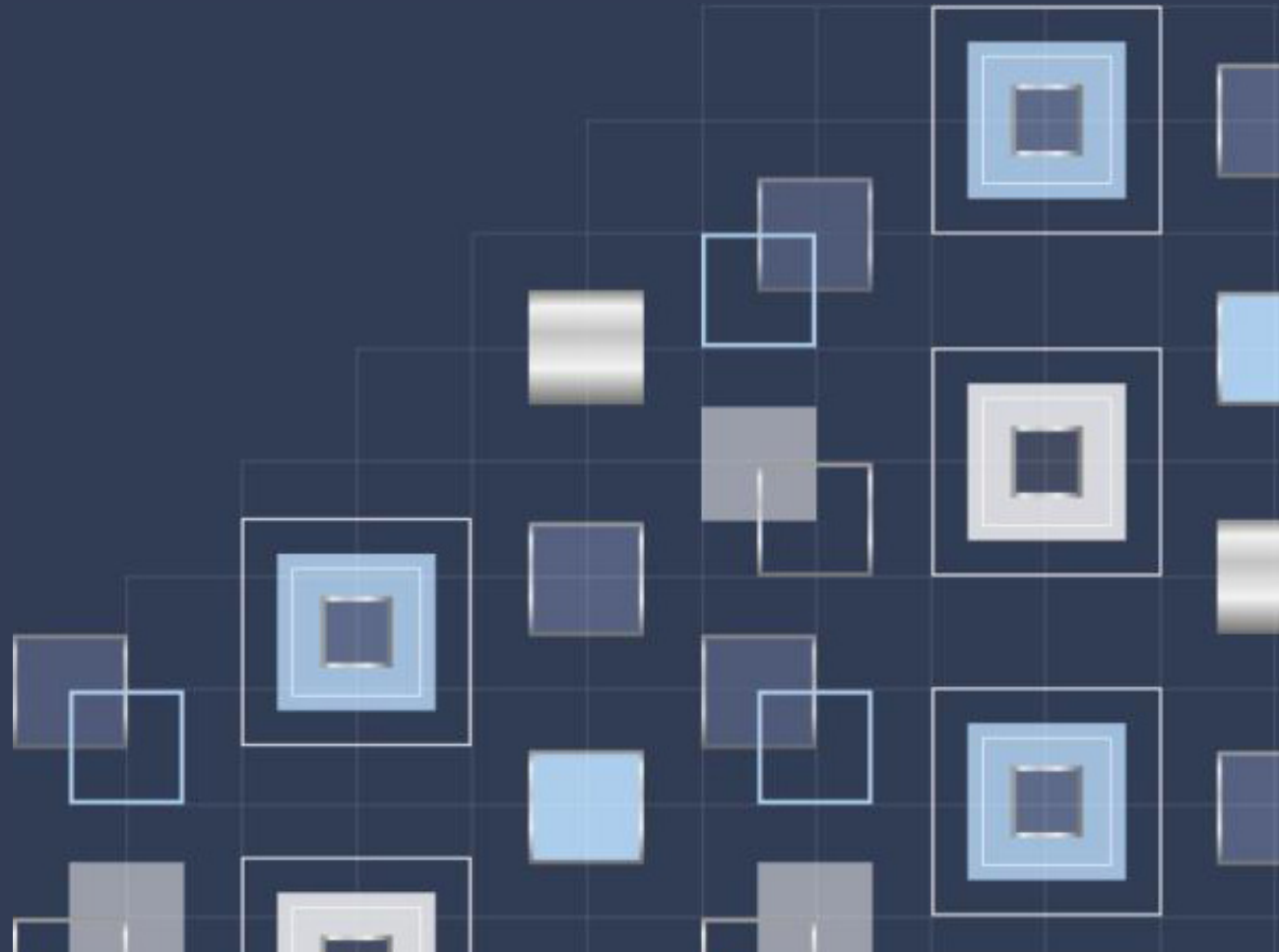
Actress

“Well-groomed appearance, competent speech and education—that will always be in fashion.”

Anna-Qrist

Blogger

BLUE
FASHION



WHAT IS
BROWN
FASHION?

MODEST
CLASSIC
TIMELESS
SIMPLE

COMFORTABLE
SIMPLICITY





WHAT DOES
WEARING
BROWN
FASHION SAY
ABOUT ME?

THOUGHTFUL
QUIET
RESERVED
GENTLE



**BROWN
FASHION**

“In a world full of trends, I
want to remain a classic.”

Iman

Model

“Modesty isn’t about
hiding your body, it’s about
revealing your dignity.”

Jessica Rey

Actress



HARMONIOUS
COMBINATIONS



WHAT IS
ORANGE
FASHION?

CASUAL
UNCOMPLICATED
PRACTICAL
VERSATILE



WHAT DOES WEARING **ORANGE** FASHION SAY ABOUT ME?

WARM
APPROACHABLE
FRIENDLY
GENUINE



“Make your wardrobe as versatile as an actress. It should be able to play many roles.”

Joan Crawford

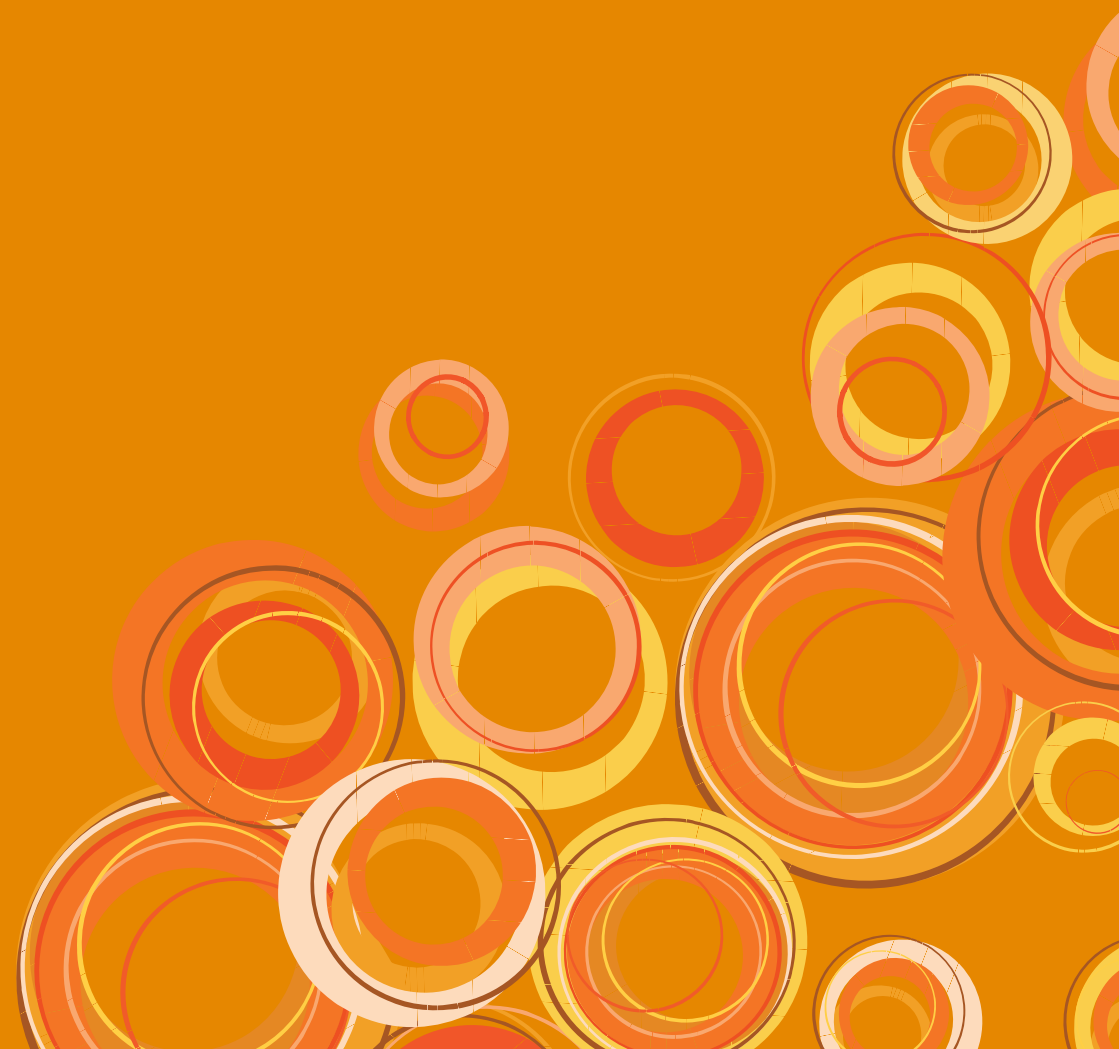
Actress

“Clothes should be practical. I like the concept of easy wear.”

Christophe Lemaitre

French Sprinter

ORANGE
FASHION



WHAT IS
YELLOW
FASHION?

THEATRICAL
PLAYFUL
COLOURFUL
FABULOUS

FLAMBOYANT
FUN





WHAT DOES
WEARING
YELLOW
FASHION SAY
ABOUT ME?

CHEEKY
FUN-LOVING
CAREFREE
OUTGOING



The background of the slide is a vibrant yellow. In the top-left corner, there is a solid orange rectangle containing the text 'YELLOW FASHION' in white, uppercase, sans-serif font. The bottom-left corner is filled with a cluster of colorful, multi-pointed stars in various colors including white, green, blue, orange, pink, and purple. The stars are of varying sizes and some are solid while others are outlines.

YELLOW FASHION

“Fashion should be a form of
escapism, and not a form of
imprisonment.”

Alexander McQueen

Designer

“Life is grey and dull, so you
might as well have fun when
you dress.”

Iris Apfel

Interior designer & fashion icon

FASHION

