

STYLE

The Street Style Edit

Find the way you wear it.

GUIDE / FIRST EDITION

Read it. Use it. Make it yours.

BEFORE YOU BEGIN

Make this yours.

Use what you already own to explore silhouette, colour, layers, and outfit formulas. This is a practical style guide for making choices that feel like you, without turning every idea into a shopping trip.

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A NOTE ON THIS EDITION

An original Ownable resource for personal use. Work through the examples, then use the worksheets to make a plan that fits your life.

Start with references, not a shopping list

Street style is the way people combine clothes in everyday life. You can borrow an idea from workwear, sport, vintage clothing, or a cleaner minimal wardrobe without copying an entire outfit.

Read a reference in three parts

- Silhouette: fitted, straight, oversized, cropped, or long.
- Colour: which shades repeat and which one stands out.
- Finish: footwear, a bag, jewellery, or one other detail.

REFERENCE IDEA	WHAT I LIKE	WHAT I ALREADY OWN
A relaxed jacket over a fitted base		
A tonal outfit with one contrasting shoe		
Workwear shapes with a simple tee		

Three words for the way I want to dress
