Your Style DNA

Discover, Define & Own Your Personal Aesthetic

Style is not about following trends — it is about understanding your personal visual language and speaking it fluently. Your Style DNA is the unique blend of aesthetics, values, and instincts that make your wardrobe feel authentically yours.

THE 8 CORE STYLE ARCHETYPES

THE MINIMALIST

Neutral palette: white, black, grey, beige, stone
Clean silhouettes, precise tailoring, quality fabrics
No logo, no print — let form and drape speak
Icon brands: COS, Toteme, The Row, Aesop aesthetic

THE STREETWEAR REBEL

Oversized silhouettes, hoodies, cargo, sneakers
Logo play, graphic tees, layered utility pieces
Drops culture — limited collabs, exclusivity energy
Icon brands: Supreme, Off-White, Corteiz, Stussy

THE ROMANTIC

Soft florals, flowy fabrics, lace or sheer elements
Warm pastels + earthy tones + ivory
Feminine silhouettes: wrap dresses, puff sleeves
Icon brands: Zimmermann, For Love & Lemons, Rouje

THE POWER PLAYER

Sharp tailoring — blazers, trousers, structured bags
Deep jewel tones + neutrals + bold monochrome
Deliberate, authoritative, boardroom-to-dinner ready
Icon brands: The Frankie Shop, Sandro, Theory

THE BOHEMIAN

Earth tones, prints, embroidery, textured layers
Wide brim hats, fringe, natural materials (linen, jute)
Free-spirited but curated — pattern on pattern mastery
Icon brands: Free People, Spell, Anthropologie

THE CLASSICIST

Heritage pieces: trench coats, loafers, Oxford shirts
Navy, burgundy, camel, forest green color palette
Quality over quantity — heirloom mindset
Icon brands: Ralph Lauren, Burberry, L.L. Bean

THE AVANT-GARDE

Architectural shapes, unconventional proportions
Statement pieces as art — oversized, deconstructed
Muted or high-contrast editorial palettes
Icon brands: Comme des Garcons, Issey Miyake, Rick

THE ATHLEISURE NATIVE

Performance meets lifestyle: leggings, tech fleece
Monochrome sport sets, sleek sneakers, visors
Technical fabrics, functional pockets, clean branding
Icon brands: Lululemon, Vuori, On Running, Salehe

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The Zephyr Style Self-Assessment

5 QUESTIONS TO FIND YOUR ARCHETYPE

Q1 **If your wardrobe had one superpower, it would be:**

A. Making me invisible (minimalist)
B. Making me impossible to ignore (power/avant)

Q2 **When you get dressed in 30 seconds — what do you instinctively reach for?**

A. Oversized comfort piece (streetwear/ath)
B. Tailored go-to (classicist/power)

Q3 **Which word best describes how you want to feel in your clothes?**

A. Effortless
B. Polished
C. Free
D. Edgy

Q4 **The one piece you would rescue from a burning wardrobe:**

A. My perfect structured coat
B. My broken-in sneakers
C. My best blazer

Q5 **Your fashion icon is someone who looks like they:**

A. Always knew exactly what they wanted
B. Never repeats an outfit

BLENDING ARCHETYPES

Most people are a blend of 2-3 archetypes. The key is identifying your PRIMARY archetype (60%) and your SECONDARY (30%), with a small WILD CARD element (10%) that surprises people and makes your style memorable. Zephyr AI maps this blend as your Style DNA signature.