

SIMPLY EFFORTLESS

style

A REAL WOMAN'S
GUIDE TO MAKING
STYLE EASY & FUN

LEE HEYWARD

Lee Heyward

Simply Effortless Style



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Style professional Lee Heyward believes that design is simply "the external expression of the internal you. From redefining design generally, adjusting attitudes about the need for design, and defining personal design through particular exercises, to closet "edits" and inventories, suggestions for shopping just like a pro and learning the artwork of dressing from the within out through step-by-step guidelines, Ms Heyward goes considerably beyond simply styling the reader. Even effortless. Simpler. Lee Heyward wanted to forego the glossy façade format of several style materials and give women a handy tool that walks them through basic activities to help also the busiest or least "fashiony" person dress very easily and purposefully." And her this reserve demonstrates that style isn't about becoming egotistical or learning to be a fashionista, but about simple actions that help ladies not merely discover their personal, personal style, but also show them how to dress authentically and keep maintaining their style in order to make their personal lives less difficult. She teaches the reader how exactly to end up being stylish, from a mental attitude to the outer use of clothing as expression.



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