



JOSÉE  
BRISEBOIS

PERSONAL STYLIST

*Chic & Confident Style For The Woman In The Spotlight*

YOUR ARCHETYPES

FIND YOUR BRAND ARCHETYPE



**Archetype:**  
**Ruler**  
JOSÉE BRISEBOIS

## Brand Goal

Empower leadership and success in others  
Create a prosperous, successful community

## Your Brand Colors



## Style Mood

Elegant and sophisticated  
High-quality and refined  
Expensive looking  
Designer Brands  
Good taste  
Accomplished - confident

## Designers



## Brand Styles

Classic  
Chic - Glamorous  
Fashion Forward - Trendy

## Other Known Rulers

TIFFANY & CO.



## Your Brand Style Mood:



# Archetype: **RULER** aka Executive, Royalty, King/Queen, Boss, Leader, Upper Class

You are a leader and empower others. You inspire confidence.

Others look to you as their example. They want to be like you.

They feel inspired by your results and hopeful they can achieve similar results:

"If I follow them, I'll share their success."

You open your clients' minds to what is possible and to model your achievement and success.

Others want to feel important, valued, successful, in control & in charge.

## Designers

Louis Vuitton	Club Monaco
Chanel	Neiman Marcus
Giorgio Armani	BCBG
Ralph Lauren	Black Halo
St-John	Barneys New York
Ferragamo	Bloomingdales
Donna Karan	Valentino
Coach	Hermes
Calven Klein	Gucci
Classic Entier	Lanvin
Elie Tahari	Dior
Theory	Rolex
Nordstrom	Alexandre Vautier
Michael Kors	Altuzarra
Hugo Boss	Balenciaga
Cartier	Black Halo



## Brand Mood

Authority, luxury and exclusivity

Admiration, prestige, power

Confident, in charge, important

Prosperous and successful

Excellence

Live the lifestyle people want

## Ruler Brands

Louis Vuitton

Bentley

Rolex

Rolls Royce

Chanel

Mercedes Benz

## Other Rulers

Beyonce

Jennifer Lopez

Kardashians

Karl Lagerfield

Ivanka Trump

Anna Wintour

## Your Brand's Fabrics & Prints:

**Fabrics:** Luxurious - wool blends, cotton voile, silk, fur, leather, tweed

**Prints:** Solids, textures



# Archetype: Bohemian

RACHEL ZOE

## Brand Goal

Transform lives and make dreams come true

## Your Brand Colors



## Style Mood

Earthy  
Bohemian  
Friendly  
Intriguing  
Creative

## Designers

Chloé



RACHEL ZOE



## Brand Styles

Bohemian chic  
Fashion Forward - Trendy

## Other Known Alchemists



## Your Brand Style Mood



# Archetype: BOHEMIAN aka Alchemist, Magician, Catalyst, Inventor, Healer

You help people transform their life using new or unique methods.

You make dreams a reality and you create amazing change with transformative experiences.

You are an intuitive and a visionary. You live by your vision.

You see things others can't and reveal them to people.

You leverage the laws of the universe to help people's dreams become reality.

People are intrigued and enlightened by you. "How does she do it? I want to experience that."

Spirituality is a vital connection for your life and your work.

## Designers

Altuzarra	Haute Hippie
Anthropologie	Isabel Marant
Ash	Jacquemus
BCBG	Joseph
Brunello Cucinelli	Longchamp
Catherine -	Lucky Brand
Malandrino	Missoni
Chloé	Rachel Zoe
Elie Saab	Rebecca Minkoff
Etro	Reformation
For love & lemons	Robert Rodriguez
Free People	Rory Becca
Ganni	Sandro
Giambattista -	Schiaparelli
Valli	Rixo
Halston Heritage	Zimmermann



## Brand Mood

Enchant - fascinate  
Intrigue - amaze - in awe  
Magical - miracle  
Mystical - ancient  
Catalyst - transformative

## Alchemist Brands

Apple  
Disney  
Tesla  
Spanx  
Pandora  
Las Vegas

## Other Bohemians

Rachel Zoe	Steven Spielberg
Nicole Richie	Oprah
Goldie Hawn	Tony Robbins
Kean Etro	

## Your Brand's Fabrics & Prints:

**Fabrics:** Suede, velvet, denim, crochet, lace, fur

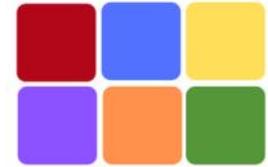
**Prints:** Paisley, Damask, Brocade, floral, tie-dye



**Archetype:**  
**Artist**  
NANETTE LEPORE

## Brand Goals

Realize a vision  
Catalyst for self-expression & innovation



## Your Brand Colors

## Style Mood

Artsy - artistic  
Creative - interesting  
Funky  
Quirky  
Unique to the individual

## Designers



## Brand Styles

Chic - Glamorous  
Fashion Forward - Trendy  
Romantic - Whimsical

## Other Known Artists



## Your Brand Style Mood:



# Archetype: ARTIST aka Creator, Designer, Innovator, Dreamer

Catalyst for self-expression & innovation.

You inspire and ignite individuality by helping people express something personal and meaningful.

Others want to awaken their inner creator and be involved in the process of creating something for just them.

You lift people up to create how they see the world and also to create who they are in the world.

You are an inspiring source of endless possibilities, creativity, and imagination.

## Designers

Akris	Erdem
Alice + Olivia	Fendi
Alice McCall	Gabriela Hearst
Altuzarra	Giambattista Valli
Anna Sui	Gucci
Balenciaga	Golden Goose
Brunello Cucinelli	Iris Van Herpen
Charles Youssef	Jacquemus
Coach	Jean-Paul Gaultier
Calvin Klein	Ji Oh
Diane Von -	Jonathan Simkhai
Furstenberg	Joseph
Dior	Judith Leiber
Elizabeth and	Marc Jacobs
James	Marni
Emilio Pucci	Miu Miu



## Brand Mood

Funky, Quirky, Artsy  
Ignite individuality  
Imagination - reinvention  
Creativity - recreating lives  
Make the world more beautiful  
Love of beauty - design

## Artist Brands

Pinterest  
Crayola  
Etsy  
Lego  
YouTube  
MAC makeup

## Other Artists

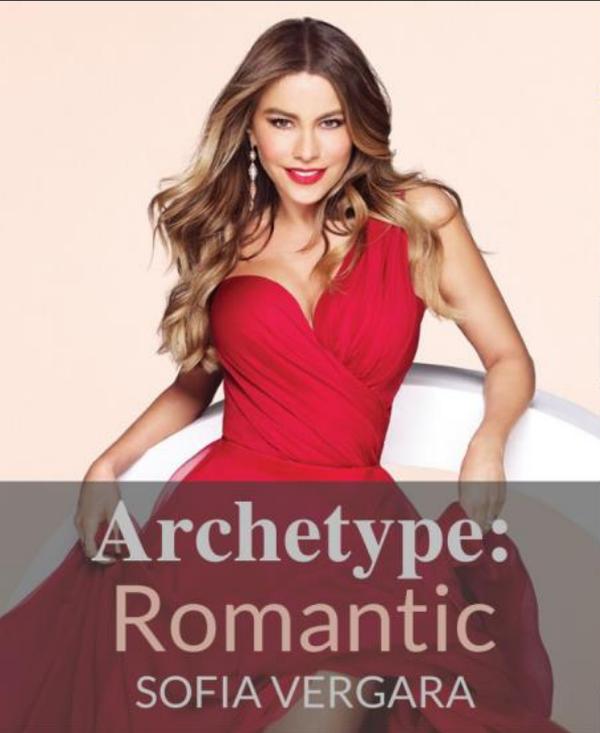
Frida Kahlo  
Shakespeare  
Michael Jackson  
Martha Stewart

Adele  
Laurence Llewelyn-Bowen  
Andrea Richards-Savage

## Your Brand's Fabrics & Prints:

**Fabrics:** Mixed media like feathers & sequins paired together

**Prints:** Fun, creative, bold colors, embroidery, or architectural



## Brand Goals

Help people connect to their heart and desires  
Find and give love

## Your Brand Colors



## Style Mood

Sexy - Sensual  
Flirty  
Feminine  
Beautiful

## Designers

self-portrait

D&G  
DOLCE & GABBANA



REBECCA TAYLOR

## Brand Styles

Chic - Glamorous  
Romantic

## Other Known Romantics



## Your Brand Style Mood



# Archetype: ROMANTIC aka Lover, Partner, Seducer

You help people connect with their desires and heart's passion.

You cultivate attraction and one of your strategies is to help people become more and more physically and emotionally attractive to others.

You promise a feeling of being loved, desired, indulged, or even decadent.

Your people want intimacy and to find love. They want to feel loved, special, connected, desired, appreciated.

They long to be in an ideal relationship whether it's enduring love or deep friendships.

Your people are seduced by your brand and associate you with intimate moments in their life.

## Designers

Adrianna Papell	Keepsake
Alice McCall	Laundry Shelli -
Anna Sui	Segal
Black Halo	Laura Ashley
Bebe	Lela Rose
Carmen Marc -	Maje
Valvo	Nanette Lepore
Chelsea 28	Nicole Miller
Dolce&Gabbana	Oscar de la Renta
Draper James	Rachel Zoe
Elie Tahari	Ralph & Russo
Escada	Rebecca Minkoff
For love & lemons	Rebekah Taylor
Herve Leger	Reformation
Haute Rogue	Self-Portrait
JCrew	Ted Baker



## Brand Mood

Passion - pleasure - sensuality

Romance - affection

Ideal Relationship

Decadent - indulging - excitement

Intimacy - experience

Warmth

## Romantic Brands

Godiva

Victoria's Secret

Haagen Dazs

Bailey's

Nars Cosmetics

Bebe

## Other Romantics

Selma Hayek

Sofia Vergara

Joan in Mad Men

Marilyn Monroe

Romeo and Juliet

Cinderella

Sophia Loren

## Your Brand's Fabrics & Prints:

**Fabrics:** Luxurious sensual fabrics: lace, silk, satin, fur, sequins

**Prints:** Florals, Leopard, Ruffles



# Archetype: Comedian

ELLEN DEGENERES

## Brand Goal

Lighten up the world  
Entertain people and have a good time  
Enjoy life and relax

## Your Brand Colors



## Style Mood

Quirky  
Playful - Fun - Lively  
Bold  
Whimsical  
Friendly

## Designers



## Brand Styles

Classic  
Whimsical

## Other Known Comedians



## Your Brand Style Mood



# Archetype: COMEDIAN aka Entertainer, Jester, Performer, Joker

You want to make people smile with light-hearted fun.

You want to lighten up the world and help people experience fun and have a great time to release their stress and daily cares.

You help people live in the moment and enjoy it.

You like surprising people and you help people feel playful, light, and energetic.

## Designers

Burberry	Roland Mouret
Christopher -	Rixo
John Rogers	Tory Burch
Derek Lam	Versace
Diane Von -	
Furstenberg	
Gucci	
Giorgio Armani	
Marni	
Miu Miu	
Moschino	
Nanette Lepore	
Novis	
3.1 phillip lim	
Prada	
Proenza Schouler	



## Brand Mood

Playful - quirky - bold  
Humor - funny - have fun - laughter  
Carefree - happy  
Energetic  
Clever - fast thinking - unexpected

## Comedian Brands

Geico  
Carnival Cruiseline  
Saturday Night Live  
Doritos  
Ben & Jerry's  
M&M Candy

## Other Comedians

Ellen Degeneres	Chelsea Handler
Steve Martin	Tina Fey
Robin Williams	Lily Tomlin
Melissa McCarthy	

## Your Brand's Fabrics & Prints:

**Fabrics:** Cotton, wool, leather

**Prints:** Quirky, fun, whimsical, plaid, stripes



Archetype:  
**Rebel**  
LADY GAGA

## Brand Goal

Overtun what is not working  
Break the rules

## Your Brand Colors



## Style Mood

Rocker chic  
Edgy modern  
Non traditional - dramatic  
Rebellious - bold  
Innovative - interesting

## Designers



ALEXANDER  
MQUEEN

L.A.M.B.

rag & bone  
NEW YORK

## Brand Styles

Fashion Forward - Trendy

## Other Known Rebels

Madonna



## Your Brand Style Mood



# Archetype: **REBEL** aka Maverick, Misfit, Revolutionary, Outlaw

The Rebel breaks the rules and overturns what is not working to find a way that does work.

You do things the non-traditional way.

You are unpredictable and unapologetic.

You don't care what other people think and boldly question or challenge authority.

You make other people feel liberated and empowered to challenge the status quo.

## Designers

Acne Studios	Helmut Lang
Alexander -	Jacquemus
McQueen	Jean-Paul Gaultier
Alexander Wang	Kenneth Cole
All Saints	Lanvin
Balenciaga	Louis Vuitton
Barbara Bui	L.A.M.B.
COS	Maje
Derek Lam	3.1 phillip lim
DKNY	Proenza Schouler
Diesel	Rag & Bone
Dsquared2	Rebecca Minkoff
Elizabeth&James	Rick Owens
Frame	Robert Rodriguez
Gucci	Roberto Cavalli
Gstar	Tom Ford



## Brand Mood

Disrupt - shock - defy - destroy

Candid - raw - honest

Non conformist - unapologetic

Rule breaker - Rebellious - Gutsy

Instigate change - Innovative

## Rebel Brands

MTV

Harley Davidson

Virgin

Pirates

Thelma and Louise

Orange is the New Black TV show

## Other Rebels

Lady Gaga

Madonna

Jack Nicholson

James Dean

Robin Hood

Kristen Stewart

Rihanna

Gwen Stefani

## Your Brand's Fabrics & Prints:

**Fabrics:** Leather, nubuck, edgy textures, metals

**Prints:** edgy, studs, stripes, plaid, geometric, animal, architectural



# Archetype: Explorer

BINDI IRWIN

## Brand Goal

Freedom. You help clients find their way by exploring & taking a meaningful journey  
Experience a more authentic, fulfilling life

## Your Brand Colors



## Style Mood

Adventurous  
Safari  
Military  
Independent  
Authentic

## Designers



## Brand Styles

Classic

## Other Known Explorers

chico's



Jeep



## Your Brand Style Mood



# Archetype: **EXPLORER** aka Adventurer, Pioneer, Seeker, Individualist

The Explorer's core desire is to help you find out who you are through exploring the world.  
You are true to your soul and you help people experience a better, more authentic and fulfilling life.  
You help people take journeys that matter both in the physical and spiritual world.  
You inspire people to feel free to try and do new things.  
You like to seek and experience new things by hunting for novel adventures and fresh experiences.  
You help others find more fulfillment and have authentic experiences.

## Designers

Banana Republic Tome NYC  
Burberry Tory Burch  
Brunello Cucinelli Vince  
Diane Von - Yves Salomon  
Furstenberg  
Elizabeth & James  
Frame  
Gap  
James Perse  
Lafayette 148  
LL Bean  
Madewell  
Polo Ralph Lauren  
Ralph Lauren  
Salvatore -  
Ferragamo



## Brand Mood

Freedom - Adventure  
Authentic individuality  
Free - curious - alive  
Restless - seek new experiences  
Independence - autonomy  
Ambition

## Explorer Brands

Jeep  
Starbucks  
Chico's  
The North Face  
Land Rover  
REI

## Other Explorers

Bindi Irwin  
Amelia Earhart  
Charles Darwin  
Indiana Jones

Dorothy in the Wizard of Oz  
Richard Branson  
Neil Armstrong  
Jane Goodall

## Your Brand's Fabrics & Prints:

**Fabrics:** Cotton, linen, hemp, leather, suede, denim

**Prints:** Camouflage, animal, tribal, cargo, military, safari



Archetype:  
Scholar  
OPRAH WINFREY

## Brand Goal

Wisdom and intellect are key to success  
Pursuit of knowledge to understand the world  
and find the truth. Teach others.

## Your Brand Colors



## Style Mood

Classic  
Collegiate - educated  
Geek chic  
Preppy  
Academic - brilliant

## Designers



Theory



## Brand Styles

Classic

## Other Known Scholars



## Your Brand Style Mood



# Archetype: SCHOLAR aka Sage, Expert, Thinker, Teacher, Academic

You use intelligence and analysis to understand the world and teach others what you know.

You seek out information, insights, and knowledge through research, analysis, or self-reflection.

People feel like complex things make sense around you.

They feel informed, validated, and confident in their new understanding.

You command respect and trust through your brilliance and people see you as a true expert.

People like to know you have been in their shoes so they can learn the steps you took from struggle to success.

## Designers

Anne Klein	Max Mara
Ann Taylor	Polo Ralph Lauren
Banana Republic	Ralph Lauren
Burberry	st john
Brooks Brothers	Salvatore -
Bottega Venetta	Ferragamo
Coach	Talbots
Calvin Klein	Theory
Classique Entier	Tome NYC
Club Monaco	Tommy Hilfiger
Escada	Tory Burch
Gabriela Hearst	Tod's
Gucci	Valentino
JCrew	Scapa
Lafayette 148	
Lacoste	



## Brand Mood

Educated  
Wisdom - intellect  
Respect - Admiration  
Intelligent - brilliant  
Diligent - thorough  
Trustworthy

## Scholar Brands

Google  
Discovery Channel  
Harvard University  
Wall Street Journal  
Consumer Reports  
TED talks

## Other Scholars

Oprah Winfrey  
Deepak Chopra  
Sherlock Holmes  
Bill Gates

Albert Einstein  
Spock in Star Trek  
Hillary Clinton

## Your Brand's Fabrics & Prints:

**Fabrics:** Cotton, cotton voile, wool knits, wool, cashmere

**Prints:** Stripes, plaid, polkadots



Archetype:  
Caregiver  
PRINCESS DIANA

## Brand Goal

Help, protect, and care for others

## Your Brand Colors



## Style Mood

Classic  
Natural  
Casual chic  
Friendly  
Demure

## Designers



IZOD

J.CREW



## Brand Styles

Classic

## Other Known Caregivers

NORDSTROM



## Your Brand Style Mood



# Archetype: CAREGIVER aka Nurturer, Mother, Helper, Supporter

The caregiver is benevolent and just wants to be there for others.

You want to protect, help, and care for others by doing things for them.

You are most fulfilled when you focus all your attention on other people and rarely on yourself.

You are of service and have compassion and extreme generosity towards others.

People feel protected, safe, accepted, considered, comforted, and cared for in your presence.

You care for others' health, happiness, and well-being by comforting their hearts.

## Designers

Altuzarra	Lacoste
Anne Klein	Max Mara
Ann Taylor	Max Studio
Banana Republic	Madewell
Burberry	Polo Ralph Lauren
Brooks Brothers	Ralph Lauren
Bottega Venetta	St-John
Classic Entier	Salvatore -
Diane Von -	Ferragamo
Furstenberg	Talbots
Draper James	Theory
Escada	Tome NYC
Gabriela Hearst	Tommy Hilfiger
Izod	Tommy Bahamas
JCrew	Tod's
Lafayette 148	Vince



## Brand Mood

Be of service  
Well-being  
Care - comfort  
Support - acceptance  
Helpful - protective

## Caregiver Brands

Nordstrom  
Volvo  
Toms  
Campbell's Soup  
Johnson's Baby  
Dr. Scholl's

## Other Caregivers

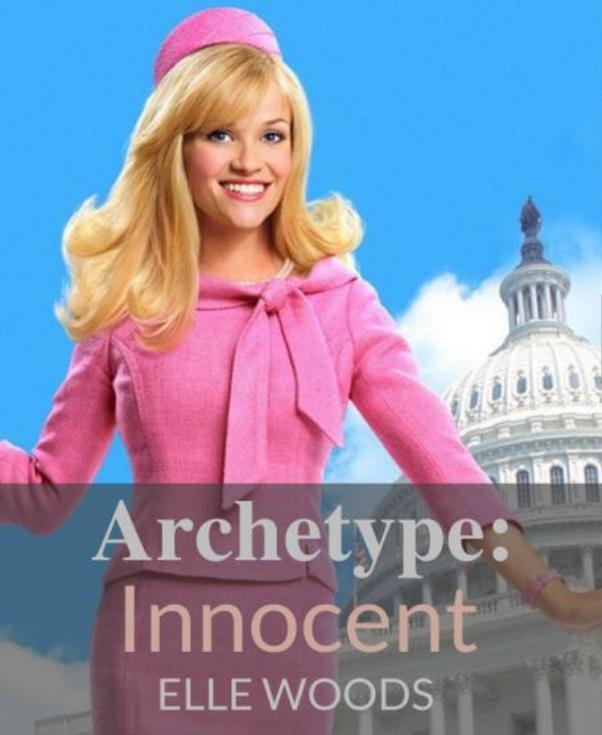
Princess Diana  
Mother Teresa  
Dr. Mehmet Oz  
Angelina Jolie

Dr. Phil  
Princess Kate

## Your Brand's Fabrics & Prints:

**Fabrics:** Cotton & wool knits, wool, cashmere, denim

**Prints:** Stripes, polkadots, neutrals



## Brand Goal

Be happy and spread optimism  
Simplify or purify life

## Your Brand Colors



## Style Mood

Charming - cute  
Lady like - feminine  
Girly chic - lovely  
Fresh - glamorous  
Conservative

## Designers



## Brand Styles

Classic  
Romantic

## Other Known Innocents



## Your Brand Style Mood



# Archetype: INNOCENT aka Angel, Dreamer, Idealist, Purist, Traditionalist

The Innocent archetype is charming and offers a feeling of nostalgia. You value optimism, simplicity, and ease. You are a breath of fresh air, straight forward and trustworthy. You are known for your purity of heart and people feel positive, encouraged and happy around you. You answer peoples' needs for simpler things, wholesomeness, and honest values such as organic food. You inspire people to be happy as the world doesn't have to be so complicated. You make people smile, feel good and hopeful about the world again. You simplify people's life and help them feel fresh and renewed.

## Designers

Badgley Mischka Ted Baker  
Black Halo Valentino  
Bottega Venetta  
Chanel  
Draper James  
Escada  
Kate Spade  
keepsake  
Marc Jacobs  
Monique Lhullier  
Mother of Pearl  
Oscar de la Renta  
Paule Ka  
St-John  
Staud



## Brand Mood

Childlike wonder - Dreaminess  
Innocence - nostalgia  
Unwavering optimism and faith  
Cheerful - positive - simplicity  
Pure of heart - trustworthy  
Breath of fresh air

## Innocent Brands

Dove  
Coca-Cola  
Snuggle  
Chicken Soup for the Soul  
Pillsbury Doughboy  
Goop

## Other Innocents

Elle Woods	Zoey Daschanel
Dorothy in Wizard of Oz	Gwyneth Paltrow
Tom Hanks in Forrest Gump	Jamie Oliver
Orville Redenbacher	Reese Witherspoon

## Your Brand's Fabrics & Prints:

**Fabrics:** silk, wool blends, knits, tweed, pearls

**Prints:** Polkadots, hearts, bows, floral



Archetype:  
**Hero**  
BRENÉ BROWN

## Brand Goal

Improve the world through expert mastery and courageous acts

## Your Brand Colors



## Style Mood

Classic  
Sporty chic  
Street Style - Athletic  
Strong - Edgy  
Energetic

## Designers



## Brand Styles

Classic



## Other Known Heros



## Your Brand Style Mood



# Archetype: HERO aka Warrior, Soldier, Winner

You empower people to prove their self worth through courageous acts and by being as strong and competent as possible.

Your perseverance inspires mental or physical toughness in people and the courage to achieve more than they thought possible.

They feel motivated & accountable in your presence and are up for a big challenge.

Others may seek physical or even mental improvement such as facing their fears and overcoming big obstacles.

You inspire resilience and honor.

## Designers

Akris	Lanvin
Alexander Wang	Max Mara
Bande Noir	Michael Kors
Black Halo	Miu Miu
Brunello Cucinelli	Polo Ralph Lauren
Calvin Klein	Proenza Schouler
Derek Lam	Rag & Bone
Diane Von - Furstenberg	Ralph Lauren
Diesel	Roland Mouret
Elizabeth&James	Salvatore - Ferragamo
Gabriela Hearst	Staud
Giorgio Armani	Stella McCartney
Givenchy	Stephanie Rad
Kenneth Cole	Theory
Lafayette 148	Tome NYC



## Brand Mood

Brave & overcoming challenges  
Disciplined, motivated, resilient  
Competitive, ambitious, determined  
Thrill of victory - winning - achievement  
Protective of the vulnerable  
Decisive - prepared - competent

## Hero Brands

Under Armour  
The Marine Corp  
Nike  
Dodge Ram Trucks  
Red Cross

## Other Heroes

Brené Brown	Tom Brady
Katniss in Hunger Games	Tony Robbins
Joan of Arc	Pink
Rocky Balboa	Nelson Mandela

## Your Brand's Fabrics & Prints:

**Fabrics:** leather, denim, athletic fabrics, wool

**Prints:** Athletic stripes, solids, color blocking



**Archetype:**  
**Girl Next Door**  
 RACHEL RAY

## Brand Goal

Belong, be accepted and accept others

## Your Brand Colors



## Style Mood

Down to earth  
 Casual - unpretentious  
 Classic  
 Friendly  
 Approachable

## Designers



*Madswell*



## Brand Styles

Classic

## Other Known Friends



## Your Brand Style Mood



# Archetype: GIRL NEXT DOOR aka Friend, Everyman, Realist, Silent Majority, Humanitarian

The girl next door is accepting and encourages community.  
You want to make sure the common people feel heard and recognized.  
You can be a driving force behind social change and you have a simple straightforward character.  
People feel included and safe from judgment or pretense around you.  
People feel like they count and have a voice around you no matter their status in life.  
They feel accepted and a sense of belonging just as they are.  
"If you can do it, I can too"

## Designers

Anne Klein	Madewell
Ann Taylor	Polo Ralph Lauren
Anthropologie	Talbots
Banana Republic	Theory
Burberry	Tommy Hilfiger
Brooks Brothers	Tommy Bahama
Diane Von - Furstenberg	Vince Scapa
Draper James	
Gap	
IZOD	
James Perse	
JCrew	
Lafayette 148	
Max Mara	
Max Studio	



## Brand Mood

Down to earth - accessible - friendly  
Hard working - solid values - nice  
Community - belonging  
Equality - we all count  
Approachable - unpretentious  
I'm just like you - relatable

## Girl Next Door Brands

Old Navy  
Budweiser  
Levi's  
ebay  
IKEA  
Charles Schwab

## Other Girls Next Door

Rachel Ray	Rachel in Friends
Paul Newman	Cameron Diaz
Michael Moore	
Drew Barrymore	

## Your Brand's Fabrics & Prints:

**Fabrics:** cotton, denim, wool

**Prints:** stripes, plaid