



WHAT'S YOUR FASHION PERSONALITY?



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BOHEMIAN
BOMBSHELL
CLASSIC
ECCENTRIC
EDGY
LADY
MINIMALIST
MODERN
PREPPY
SPORTY

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BOHEMIAN



MISS ALPHA BOHO

Image / Vibe: Free-Spirited, Whimsical, Romantic, Vintage

Style Icons: Kate Moss, Nicole Richie, Mary-Kate & Ashley Olsen, Sienna Miller, Mischa Barton

Couture Inspiration: Matthew Williamson, Chloé, Missoni

Signature: Funky and Tribal Prints, Head pieces, Vintage accessories and clothing, Earthy-Colored Tones (Browns, Neutrals) with a pop of vibrant color!

BOMBSHELL



MISS ALPHA BOMBSHELL

Image / Vibe: Confident, Glamorous, Sexy

Style Icons: Blake Lively, Kim Kardashian, Penelope Cruz, Jennifer Lopez, Marilyn Monroe, Sophia Loren

Couture Inspiration: Versace, Valentino, Zuhair Murad, Marchesa, Hervé Léger, Gucci, Armani Privé

Signature: Fitted "Body-Conscious" dresses, Bold animal prints, Glitter and Bling

CLASSIC



MISS ALPHA CLASSIC

Image / Vibe: Timeless, Simple, Basic

Style Icons: Gwyneth Paltrow, Reese Witherspoon, Jennifer Aniston, Elle Macpherson

Couture Inspiration: Calvin Klein, Dior, Chanel

Signature: T-shirt, Blazer, Straight-cut pants/jeans, "Timeless" colors (Black, Grey, White, Camel, Navy, Khaki, Burgundy)

ECENTRIC



MISS ALPHA HYPE

Image / Vibe: Quirky, Fun, Wild, Maverick, Unique, Risk-Taker

Style Icons: Lady Gaga, Rihanna, Gwen Stefani, Katy Perry, Nicki Minaj

Couture Inspiration: Vivienne Westwood, Betsey Johnson, L.A.M.B.

Signature: (Haha try explaining this one!)

EDGY



MISS ALPHA EDGE

Image / Vibe: Dark, Mysterious, Urban, Underground

Style Icons: Rooney Mara, Taylor Momsen

Couture Inspiration: Alexander McQueen, Balmain, Givenchy, Ann Demeulemeester, Altuzarra

Signature: Black, Leather, Ripped Jeans/Leggings

LADY



MISS ALPHA LADY

Image / Vibe: Sophisticated, Empowered

Style Icons: Kate Middleton, Victoria Beckham, Grace Kelly, Audrey Hepburn

Couture Inspiration: Donna Karan, Hugo Boss, Carolina Herrera, Roland Mouret, Diane von Furstenberg, Hermès

Signature: Structured Silhouette Attire, Wrap Dresses, Pencil Skirts

MINIMALIST



MISS ALPHA MINIMA

Image / Vibe: Subtle Elegance, Modest, Simple, Clean-Cut

Style Icons: Angelina Jolie, Michelle Williams, Emma Stone

Couture Inspiration: Céline, Jil Sander

Signature: Classic styles with a twist or modern take, often unicolor outfits, Color range is from "Timeless" colors (Black, Grey, White, Camel, Navy, Khaki, Burgundy) to Modern Vibrant colors.

MODERN



MISS ALPHA MODERN

Image / Vibe: Bold, Trendy, Chameleon, Adaptable, Urban

Style Icons: Demi Moore, Leighton Meester, Madonna, Sarah Jessica Parker, Heidi Klum

Couture Inspiration: Balenciaga, BCBG Max Azria, Lanvin, Jean-Paul Gaultier, John Galliano, Yves Saint Laurent, Alice + Olivia, Michael Kors, Marc Jacobs

Signature: Statement Necklaces, Colorful Attire, Patterned or Textured Attire, Very On-Trend but not as risky as the Eccentric style

PREPPY



MISS ALPHA PREP

Image / Vibe: Intellectual, Old Money, Inspired by
Prepschool attire

Style Icons: Alexa Chung, Emma Watson, Olivia Palermo,
Rachel Bilson

Couture Inspiration: Paul Smith, J. Crew, Lacoste,
Ralph Lauren, Tommy Hilfiger

Signature: Oversized Sweaters, Stockings, Polo,
Buttoned-Up Collars, Cardigans, Bows, Oxford shoes

SPORTY



MISS ALPHA SPORT

Image / Vibe: Relaxed, Nonchalant, Cool, Easy-Going

Style Icons: Cameron Diaz, Lindsay Lohan

Couture Inspiration: Alexander Wang, Rag & Bone

Signature: Loose Tank Tops, Graphic Tees, jeans, ripped shorts