

VIBRANT CONCEPTS

SAM & JORDI WOODS

PERSONAL STYLING
FASHION SHOWS
VISUAL MERCHANDISING
EVENT/BRAND AMBASSADORS
EDITORIALS
MAKE UP ARTISTS

www.vibrantconcepts.com.au





WELCOME TO OUR STYLE WORD!

A place where Sam's (mother) old school training and Jordi's (daughter) quirky, modern thinking are combined to create a unique personal styling experience.

VibrantConcepts is where you can be styled with complete confidentiality. With guidance and knowledge allowing for unstoppable discoveries within. Be inspired to feel good and embrace your personality and appearance with confidence and an uplifted spirit.

Your story is safe here, and your potential is celebrated here.



Photos : Erin Brooks Photography

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ABOUT US

Understanding styling and fashion is one thing. Having a super-natural flair for making everyday people look incredible is another.

Once you've met Mother/Daughter Style Duo Sam & Jordi Woods, it's hard not to catch their infectious passion for dressing to match your own lifestyle, personality and charisma.

Through their consultancy 'VibrantConcepts', this duo have worked alongside many celebrities, major brands and media outlets including the likes of Gok Wan, "Fast Ed", Westfield, Rydges Hotel, Channel 10, Channel 7 and national radio stations to name a few.

These Central Coast based stylists have literally transformed the lives of thousands from everyday legends to corporate giants both nationally and internationally with their unique styling systems, fashion events, visual merchandising and aspirational approach to all things fashion.



Photos : Erin Brooks Photography



OUR STORY

For Sam & Jordi, fashion runs through their veins with colour and style literally part of their DNA. It all started with Sam's Mum having her own design label back in the 70's and Sam starting her career in fashion before she even left school.

Sam had a passion for fashion and followed her dream and embarked on her journey in the fashion industry. Her eagerness to learn all she could led Sam into many different avenues working in the 'rag trade' from the age of 14, in retail, then on leaving school 2 years later she worked in design rooms of fashion agencies working her way up to being an interstate sales person for these leading labels. When it was time for her to make her own mark in this industry (and also become a Mum) she started her own make up business and ultimately an Image and Styling company that is thriving nearly 3 decades later - VibrantConcepts.

Jordi naturally grew up with fashion all around her, creating her own outfits and styling herself from 3 years old. Yes, her quirky and unapologetic, signature style started with swimming goggles and a tutu!

At the age of 15, Jordi joined Sam because she "wanted to help people feel good". Almost 2 decades later Jordi has taken her creative flair, innate eye for spotting a fashion trend before it is even trending to not only excel as a personal and fashion stylist but also a designer with her very own unique fashion label - Wild. by Woods. Her analytical talents and business sense have her managing the everyday running of VibrantConcepts while her astute and creative design eye and social media skills have her creating content and imagery for many of VibrantConcepts PR and events.

Together these women share, respect, motivate and inspire each with other with their individual skills all while creating services and a space where anyone and everyone is welcome and encouraged to shine as brightly as they do.





Photos : Erin Brooks Photography



OUR VISION

To help every individual

*"enhance their natural beauty
with colour and style"*

to ensure they feel confident everyday!

VibrantConcepts intuitive personal styling services will have you feeling knowledgeable, confident and empowered to make the right decisions for you, your lifestyle and budget no matter if you are an individual, business or large corporation.

VibrantConcepts is creative, forward thinking and can evolve any brief that is sent their way into a brand aligned or personal masterpiece.

STYLING



Photos : Erin Brooks Photography

EVENT/BRAND AMBASSADORS



EDITORIALS

COLOUR Confidence

BY SAM & JORDI WOODS

HOW TO CHOOSE THE RIGHT HUE FOR YOU!"

Before we even get into this article we want to send a little word of warning...of late we have been inundated with clients coming to us after trying many online colour analysis "services" that are not personal or conducted by a professional but rather from generic information, often is AI generated.

Now if this works for you, and you are happy with the results, then go for it! However, the feedback we have been receiving (in abundance) is clients are left feeling more confused or just not resonating with the information they are given.

Naturally, we will always suggest seeing a professional face-to-face or using an online system that is truly personal (human-to-human) and not one that is conducted by a computer, or AI, but one where you can be in conversation with someone that is looking at your photos and comments and personally customising your colour palette to work for you.

However, regardless of how you wish to learn about personal "colour confidence" the points outlined in this article must be considered when opting for a correct colour palette and how an individual chooses to wear their best hues, tones and shades.

THE POWER OF COLOUR

Colour plays a vital part in the success of our image and truly is the key that unlocks our inner beauty and gives us the confidence to feel comfortable in our own skin. When we surround ourselves with clothing, accessories, hair colour and makeup in hues and tones that flatter and compliment our complexion, hair and eyes, we enhance our natural beauty. However, when we surround ourselves with colours and tones that clash with our complexion, we detract and "fight" our natural beauty.

The power colour possesses is so intense it has the ability to:

- create a positive or negative energy
- affect our emotions
- alter our mood
- attract or detract from our natural beauty
- affect our confidence levels

These reasons make colour the most influential component of our style. Therefore, if we wish to look and feel our best we must surround ourselves in the correct colours that compliment our appearance, harmonise with our personality and define our style.

HOW TO CHOOSE YOUR BEST HUES

The Science – determined by the things we can not change, like our skin, eyes and their clarity to each other.

Step 1

The undertone of a complexion must be determined. Is the skin warm with yellow, golden or ivory undertones and a cool overtone or vice versa. Or is the skin warm or cool all over?

Step 2

The eye colour, both the flecks of colours in the pupil and the clarity of the whites of the eye ball must also be taken into consideration when determining the tone, strength and vibrancy of a person's colour palette. Are they more yellow/white or blue/white?

Step 3

The relation of skin tone to features



“Colour plays a vital part in the success of our image and truly is the key that unlocks our inner beauty and gives us the confidence to feel comfortable in our own skin

(hair colour can only be considered if it is natural in colour). Are these components contrasting, muted or clear?

The Personality – must be considered as this will determine how we relate to colour.

When colour coding, your personality, style and preferences must be taken into account as everyone is different and how you wish to wear colours can be different too.

Do you like dramatic, vibrant hues or do you feel more comfortable in pretty, delicate shades? Do clear colours make your eyes sparkle or do muted, deep shades intensify your eye colour?

Another consideration is that colour trends come and go so always be sure

VIBRANTCONCEPTS

How to make your outfit interesting

Do you often look at your day to day outfit and feel that is it a bit plain, overly common and doesn't release excitement in you?

Even the most simplistic of outfits can have interest added to unleash that "wow" factor, and it doesn't have to cost a lot (if anything) or require an entire new wardrobe. How? You may ask...With a bit of creativity, a touch of the new season accessory knowledge and a dash of bravery to try something new you can make your outfit interesting in a heartbeat!

INTERESTING OUTFIT ADDITIVES

- **Play with textures.** Instead of a plain tee or singlet add in a crochet top or lace tank. Swap out a denim skirt for a tulle or one with fringing detail.
- **Add in flowers!** This Spring/Summer 3D florals are a HUGE fashion trend. So add them to the strap of a tank top, wear them as a necklace, or pin one in your hair.
- **Tie a scarf around your ponytail** or if you are clever enough, braid it into a plait.
- **Wear one bold hue head to toe!** Just ensure it is a perfect for your colour palette and if a solid colour head to toe is too much then add the colour in tones of the hue.
- **Layer with a statement belt.** Chain belts, waist belts, hipster belts... you name it, belts are BACK!
- **Mix your prints.** TIP: stick to the three colour rule; never wear more than three colours at one time and ensure your prints are of similar tones/hues. Note: your print is classified as one colour!
- **Over accessorise.** Rings, necklaces, cuffs, earrings, you name it – wear it in multitudes and layer up!
- **Opt for a coloured nail polish** or even try several different shades if that is your style.
- **Top your look off with a cap.** Caps are great for bad hair days, sun protection and to add an edgy interest to your outfit.

Featured are some style inspiration shots to help you visualise ways you can add interest to your outfit. So be brave and have the confidence to try something new – your future self will thank you for it!

Vibrantly yours,
Sam & Jordi Woods xx



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VIBRANT CONCEPTS

FIND your style AT ANY STAGE OF LIFE

BY SAM & JORDI WOODS

The beauty about discovering your style is that it enables you to be authentically you on your terms – at any age!

When a human can express, dress and present themselves in a manner that allows them to be honest and unapologetically authentic to themselves (regardless of their age) is when true confidence and being comfortable in one's own skin can really happen.

Yes, there are events and times when a dress code and appropriateness to an occasion need to be considered but that does not mean your personal style needs to be sacrificed, changed or disregarded.

Personally, I found when I decided to "go natural (grey)" a few years ago it was more important than ever that I stayed true to my style so I didn't feel or look "older" or lose my style identity just because I changed my hair colour.

No matter our stage of life we must always stay true to ourselves to ensure we feel comfortable and confident with the image we present to the world. Wearing and surrounding ourselves with things that bring us joy, make us smile, enhance our natural beauty and depict our personality is something we must do no matter how many decades we have to our name.

One of our most popular services at our The VC Style Studio is our "Find My Style" session and in this article I am going to share the first steps we take a client on to help them find, evolve and embrace their personal style and unlock their "style words".

To give you an example, my style words are: Modern, Dramatic, Natural, Luxe. So for me I must always have an element of these words in my outfit. Even my most casual outfits will always include something that resonates with me. For example, I would rather walk in my lightweight cargo pants



and tank with a cap than tights or leggings and a sporty tee.

So how do you find your style words?

Well having a professional stylist to help you is beneficial, but even before we see a client we like them to consider the below.

Step 1

What words describe your personality?

Step 2

What styles best match your personality? For example, if you are fun and adventurous you may resonate with words like: quirky and vibrant or if you are more grounded and practical you may resonate with words like: earthy and timeless.

Step 3

Find images of outfits and objects that depict your personality and style words, then collate them into a vision board so you have a handy reference whenever you stray from your true self.

Be sure to revisit and adapt your style words as you go through different stages of your life, this will ensure you look fresh, feel modern and are staying true to you.

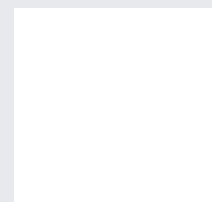
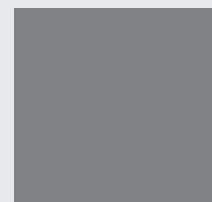
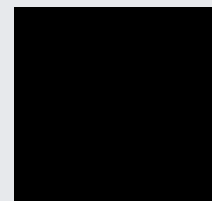
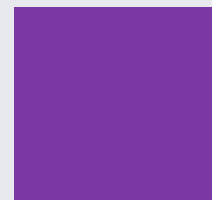
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MODERN | CHIC | EDGY



VC'S BRAND VIBE



Featured Images : Pinterest

LET'S CONNECT

Get in touch with VibrantConcepts to give your business, corporate or personal styling the edge it's been waiting for.

To have VibrantConcepts at your next event, as a guest speaker, ambassador, stylist or to write fashion/beauty editorial, send a brief to the details below.

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Photo : Erin Brooks Photography