

# *GOODWILL LOOK BOOK*

Fashion Aesthetics and Style

*Kayla Daurio & Sally Bloom*

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**SHORT  
AND  
SWEET**



# SHORT AND SWEET: CUSTOMER

## **CONFIDENCE IS KEY:**

I AM CONFIDENT WITH MY BODY AND SHOWING ALL ITS BEAUTY

## **IM MY OWN BOSS:**

I WORK FOR MYSELF WITHIN A NEW MARKET OF FREELANCE OR STARTING MY OWN BUSINESS

## **SHOPPING ON THE LOW:**

I MAINLY SHOPS AT GOODWILL BECAUSE I WILL CUT IT UP AND MAKE IT MY OWN LATER

## **IM 20 YEARS YOUNG**

## **I CAN GET ANYONE:**

I HAVE A LOT OF LOOKERS, BUT I LIKE THAT

## **THATS BORING:**

ITS NOT FUN UNLESS IM BLACKED OUT AND WAKE UP ON A STRANGERS COUCH

## **IM MY OWN PERSON:**

I AM NOT LOOKING FOR KIDS ANYTIME SOON I GOT BILLS TO PAY OF MY OWN





90s

COUNTRY

CLUB



# 90s COUNTRY CLUB: CUSTOMER

## I KNOW MY WORTH:

IM CONFIDENT IN HOW I LOOK BECAUSE I SPENT THE MONEY TO LOOK THIS GOOD

## I FOUNDED THIS PLACE:

IVE GOT NUMEROUS PEOPLE WORKING FOR ME, I DONT EVEN KNOW WHAT MY JOB IS, I PAY OTHERS TO DO IT FOR ME

## IF ITS NOT DESIGNER I DONT WANT IT:

I SEND ME WORKERS TO THE FINEST OF SHOPS TO PICK OUT MY CLOTHES, AND HALF THE TIME THEY END UP IN THE TRASH

## HAVE YOU EVER HEARD ITS RUDE TO ASK A LADY HER AGE

## IVE GOT MANY HUSBANDS:

I WOULDNT CALL THEM HUSBANDS, BUT I STICK AROUND SO THEY BUY ME THINGS

## YOULL NEVER CATCH MY BAD SIDE:

CATCH ME ENJOYING A COCKTAIL WITH MY ASSOCIATES, BUT JUST ONE, IM NOT TRASHY

## STEPCHILDREN:

MY MANY "HUSBANDS" HAVE KIDS, IM NOT SURE OF THEIR NAMES THOUGH





**THE  
BAGGIER  
THE  
BETTER**





# OUR DREAM GIRL

- 18 + YEARS
- LIKES THE "OLD FASHIONED LOOK"
- LIKES DRESSING COMFORTABLY BUT ALSO FASHIONABLY
- HAS A PART TIME JOB AT A COFFEE SHOP
- GOES SHOPPING WHEN BORED, EVEN IF SHE DOESNT HAVE THE MONEY
- FAIRLY SOCIAL, LOVES GOOD CONVERSATION



