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# You Are What You Wear: What Your Clothes Reveal About You



## Synopsis

Most every woman has found herself with a closet full of too many clothes or surrounded by brand-new items that somehow never get worn. Instead she gets stuck wearing the same few familiar pieces from a wardrobe that just doesn't feel "right." • Dr. Jennifer Baumgartner argues that all those things are actually manifestations of deeper life issues. What if you could understand your appearance as a representation of your inner unresolved conflicts and then assemble a wardrobe to match the way you wish to be perceived? In this fashion guide that is like no other, Dr. Baumgartner helps readers identify the psychology behind their choices, so they can not only develop a personal style that suits their identity but also make positive changes in all areas of life.

## Book Information

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## Customer Reviews

If anything should be inherent in one's education besides reading, it's about what not to wear and the unintended messages our clothes do send. Oftentimes people don't understand why they are treated the way they are and why some situations just happen to occur over and over again. The answer, my friends, most certainly lies in our clothes and the stereotypes they are sending while we innocently walk about our business. It's like bad perfume! We don't know it, but our clothes reek verbs and adjectives while we all quietly sit and mind our businesses. A must read for everyone.

I loved this book. It was entertaining to read, and the content was insightful and interesting and went beyond the kind of fluff you might expect from a book analyzing people's fashion choices. The

author cites a wide variety of psychological research throughout the book and delves into the specifics of her own client's stories, so you're not just skimming along with generalizations the whole time. You get up-close and personal and gain real insights along the way into what causes people to wear what they wear and how they can use fashion to resolve personal issues and create the life they really want for themselves. I always enjoyed watching the show "What Not to Wear." This book includes the same kind of specific fashion advice and a similar "wow effect" of seeing a transformed wardrobe, but it includes a whole other layer of juicy psychological insights that make it that much more fascinating. I was impressed by the way the author was able to help her clients better understand themselves and embrace positive changes. The only downside of this book was that it was missing a real sense of conclusion. But I really did enjoy every page.

First off, I'm not the book author! To be honest, if I hadn't been a follower of Dr. B's Psychology Today blog, I would have thought this book was just like every other fluffy, superficial style guide. I don't buy style guides because as a busy mom with a limited budget, I feel like I'm on a different planet from those skinny toothpick gals in Prada you see on tv. But Dr. B is actually a psychologist, and this book is about so much more than clothes! Dr. B's whole point is that clothes and shopping behavior are just like any other behavior --they tell a lot about what is happening inside. This book is more about transformation than it is about clothes. I really could relate to the bit where she talks about her grandmother's button collection, because my grandmother was that same generation, and had literally shelves and shelves of button boxes. If you are looking to understand your own shopping and dressing behavior and make positive changes, you'll find this book both fun and supportive. It leaves you feeling good and uplifted.

When I originally saw the cover and read the summary of the book, I thought interesting concept and told my psyche "Buckle up!" because we are going to unearth some repressed memories. Am I going to find out that I have daddy issues? Will I uncover that I am over-eater who longs to be anorexic? However upon reading the book, I discovered that she only deals with the six classic fashion cases: the compulsive buyer, the hoarder, people dealing with body dysmorphia, the inappropriate dresser for her age, the blah, and the woman that shows way too much skin. I didn't fit into any of those categories, so the book did not really help me all that much. The book is littered with little helpful fashion tidbits that may introduce the uninitiated to basic fashion concepts such as capsule dressing. The thing that I did love about the book is that it is a step towards linking psychology and fashion. Anyone who works in the world of beauty and fashion knows that these

things can change people's lives and have seen it but there is very little study on the subject. In this way, I think she is a pioneer in the field. If you fit into one of the six fashion cases mentioned above, this book is a good start. She also has some unexpected jokes mixed into the prose of the book. In my opinion it is not a fashion-must read, but I'm glad I read it and my neuroses breathed a huge sigh of relief.

I had fun reading this book, and I did purge my closet afterwards, although I thought I already had done a good job of that not so long ago, which just goes to show! The nagging voice of reason - or shall I say J. Baumgartner - was stronger. So, it works. There's even a 20-steps-to-purge-your-closet that's pretty perfect. How the book is structured : the main eight or nine reasons why we find ourselves with too many/too small/ too "young" or "old" clothes... each have their own chapter. Of course, the most popular/common reasons come first in the book, and they're also by far the biggest chapters (and let's face it, if you buy this book you're likely prey to the first reason - namely, buy too much stuff). Each is interesting and illustrated by the story of a certain client. There were no real clichés, it was relevant and went to the bottom of the matter. The only thing is out of the different reasons listed, only a couple will apply to you. So while the rest of the book is still very interesting and gives you the complete picture, some things won't be directly relevant for you. However, I certainly didn't mind, and I don't see any other way the book could have been written.

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