



SPIRIT OF S.T.Y.L.E.

{ Spiritually Translating Your Life's Essence }



**A SOULFUL GUIDE
TO BE TRULY FASHION { CONSCIOUS }**

*Be irresistibly magnetic and fearlessly express
your true self through your inner beauty,
soulful style and purpose.*

JENNIFER DAWN GABIOLA

*"It's not about being perfect.
It's about being real."
- CeeLo Green*



{ May 1947 - July 2012 }

Dedicated to my incredible father.

There are no words to express

how much your loving spirit

inspires me each and every day.

XO

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[Chapter 1]

// INTRODUCTION:

ADORN WITHIN

Covet what you love

You are more than what you covet

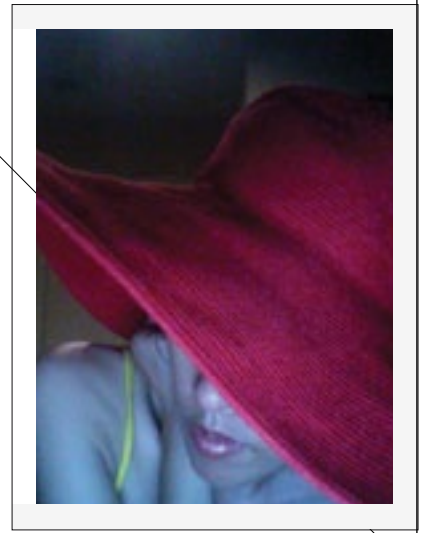
Adorn yourself with love

You are the most beautiful adornment

Express your poetry in your wears

And trust your beauty

Lives from within



This is a personal journey, a creative process where we will use the beauty we see on the outside to ignite the fire of our souls on the inside. It takes courage to uncover the beauty of your own truth. I thank you for taking this journey with me.

My intention for this book is to help bridge the gap between our fascination of external beauty and the healing truth about the power of our inner beauty.

Surround yourself with Life's beauty. Adorn yourself with pieces you love. You deserve to look and feel your best from the inside out. The essence of who you truly are deserves to be shared with the world.

Your value comes from within. Everything outside of you is meant to honor and support who you are and who you want to be.

From what you wear, to what you do, it's all meant to support you to experience the fullness of who you are.

Authentic style is an empowering self-expression of the essence of who you are, an artistic declaration of your true self to the world.

You are here to express all of who you are. This is a journey that is meant to be revealed to us through our own creative expression. Allow yourself to see your truth through your natural beauty and style. Through your own unique style, let what inspires you to show you more of who you are at the core.

You have a divine and purposeful place in this world. You are loved and created with purpose. Own it. Embrace the process, the unfolding, the magnificent creative expression that is you. There is no one exactly like you, and there will never be another. Your style, your way of being is needed to inspire others with your greatness. Your style is a guide to help empower yourself and create your life with real meaning and purpose. Be brave and express who you are from the inside out. It begins with believing deeply that you have true purpose in why you are here. So, let's begin.



Let your
inner light shine.

TRUE
STYLE IS
AN AU-
THENTIC
CREATIVE
EXPRES-
SION THAT
HONORS
WHO YOU
ARE FROM
WITHIN

[Chapter 2]

// FOR THE FASHIONISTA SEEKING MORE:

MY FASHION

MY TRUTH

I seek to know my truth
through my fashion
the wisdom
the style of my soul
I seek beauty
And beauty finds me
Feel my spirit, my energy
Through my unique and rare
Expression of me

DEAR BRAVE FASHIONISTA,

I see you. You seek beauty. You love fashion. You inspire yourself through your unique style. You want more out of life. You always want to feel creative and fresh. You want to connect with your true self and find meaning in your life through your passions.

I feel you because I am the same way. My purpose is to help you acknowledge and celebrate your inner beauty and natural essence. You are a rare and divine creation.

Your image is not a mask to hide the intricate sides of who you are. Let go of who you think you are supposed to be.

Your image is meant to be an honest reflection, a projection of the amazing inner beauty that you have always possessed.

All you need is to remind yourself of your brilliance.

You have a divine place in this world. Your appreciation for beauty goes well beyond your surface beauty. It is deeply connected to your soul. You belong and are connected to Life. Life continues to give love and energy through your inspiration and passion. Authentic style is a conscious way to express this deep soul connection.

I encourage you be courageous and honor who you truly are. Celebrate your innate beauty and express your truth from the inside out. I hope this book brings you the inspiration and support you need to radiate who you are meant to be. Your style. Your life. Your essence. Your way of being in the world.

Throughout the book, I have included images, poems and insights from my personal journey. Style has been a spiritual catalyst for me to deeply connect with my true self. I hope sharing my story helps to inspire you to express your truth in your own way.

Connect with your soul and share this truth and passion. You are meant to inspire and serve others through the beauty that is you. **Express your style and your unique voice. You are divine and we need you.**

Much Love,
Jennifer Dawn Gabiola,
Creator of Dawning Soul



[Chapter 3]

// MY STORY:

I AM

I am flourishing

I am thriving

I am expanding

I am advancing

I AM

I am here nor there

I am everywhere

Pervading

Sustaining

My thoughts formulating

Into an infinite state

Of my own creating

[FINDING MYSELF THROUGH STYLE]

Through my personal journey, **I realized that style is about deep self-discovery.** I feel free to express my true self and my feelings. It's an artful statement to the world about who I am. It's my art, my poem, my creative expression. I don't always have to share myself through what I say. I communicate who I am through the creativity of my personal style. I wear what feels good to me. I feel empowered to make my own choices. I feel free to create. I share myself in my own way. I feel free.

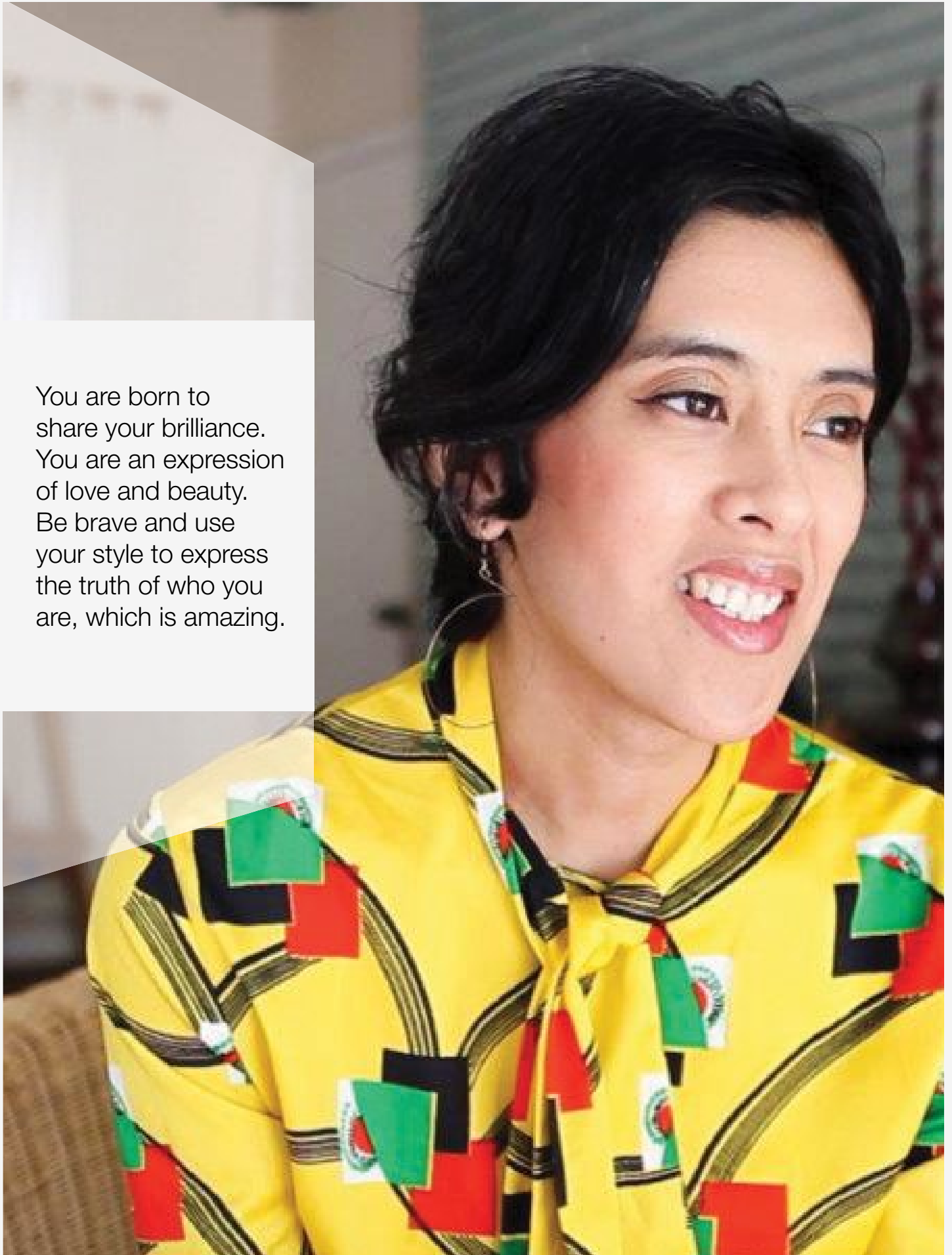
My journey to get to this place was a long and challenging road. Several years ago, I had lost my 12-year career as a design director specializing in design and branding. Around that time, I was also diagnosed with Rheumatoid Arthritis, a debilitating condition. At the time, I really felt like I had lost everything. My identity was my career. I valued myself only through my work. And then losing my health truly humbled me. I took simple things for granted, like walking. I took a few months off to find my way back to my center. I knew in my heart that I could not go back to the grind.

I had to find a way to feel better. I decided to follow what felt good to me, my passions of poetry and fashion. I wrote poetry to express all of my emotions during this dark time. I wrote to get through all of my pain. I wrote to somehow feel better. I also expressed myself through experimenting with my style. I followed what inspired me, what felt good to my soul. I wore things that literally uplifted my energy. I did not consciously realize it at the time, but expressing myself through my unique style was my way to lift myself out of my darkness.

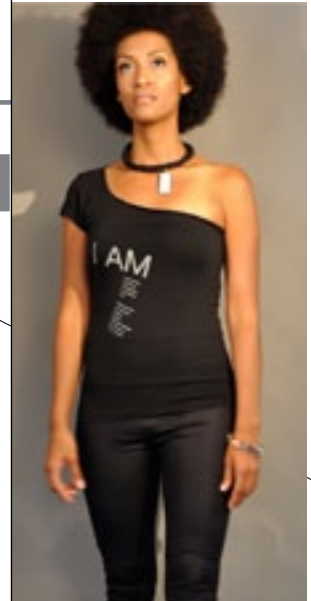
Through my style. I followed my own light to heal and become more than I was before. I recreated myself through my own personal self expression.

One day, I got the divinely guided idea to design an apparel line incorporating my poetry to help inspire women to celebrate their true beauty, power and passion. I thought to myself that I had nothing to lose. I already lost everything. Thus, my purpose, my passion, Dawning Soul was born.

You are born to
share your brilliance.
You are an expression
of love and beauty.
Be brave and use
your style to express
the truth of who you
are, which is amazing.



A DAWNING SOUL IS BORN



Fast forward a couple years, I've sold my Poetic Goods online and in local boutiques. I built a growing Dawning Soul community showcasing people's personal stories and passions. I even showed my collection at Houston's first Fashion Week.

But I knew through Dawning Soul, I was also meant to connect with women on an even deeper level. As a beauty brand activist, I know I am a part of a larger movement to help empower leaders to serve through the power of beauty. With my background in design and branding, I guide leaders of beauty and style to create their soulful brands. By expressing their true inner beauty and style through gorgeous design, words and authentic strategy, they become a magnet for their thriving beauty business. I love supporting these leaders to deeply support their clients. The beauty and fashion industry is so focused on the external image you project. I want to help women go beyond this surface expression and express their truth and passion from the inside out.

It took me losing everything that I thought I was, to connect with the true beauty and power who I now know I am.

I can now see that my personal testimony, my heartache and my joy is all a part of my higher purpose. All of those days feeling like I was walking blindly in the dark all now make sense. My passion for style has been a deeply spiritual journey. I see now that I am meant to serve in a greater way. My greatest hope is that my story inspires people to trust, follow their own path and share their gifts. Thank you for allowing me to share my story. My greatest wish for you is that my book supports you on your journey to your highest, most beautiful vision of yourself.

[Chapter 4]

// OUTER STYLE:

BEAUTY WHERE I BE

Where my sun rises
I lift up my heart
Where do I begin
In this never ending march
I lift up my eyes
I am blinded by life's gifts
I see all truth
and dismiss societal myths
Where shall I move to?
I don't know where to stand
I am capable of much
But where am I to land?
I just trust in my stillness
My silence speaks so low
Yet in this stillness, is where my power flows
So I reach
I grasp
I breathe
For more to seek
Yet one Truth I know
Beauty Where I Be

“That is the key of this collection, being yourself. Don’t be into trends. Don’t let fashion own you, but you decide what you are, what you want to express by the way you dress and the way you live.”

- Gianni Versace

[CHASING BEAUTY]

Beauty is all around us. We intuitively recognize beauty as inspiration to make us feel good, peaceful and connected.

You have an innate desire to create beauty for yourself. It makes you feel good to look beautiful. But when you look outside of yourself, you get mixed messages about what is truly beautiful. Society’s definition is limited. You have to be tall, thin and dressed perfectly. The media, the trends. We sometimes compare ourselves to society’s ideals. But it doesn’t add up for us. We feel we don’t measure up to this unreal image. So, we subconsciously accept that we aren’t good enough. Our appreciation for beauty becomes distorted.

[THE MYTH OF THE MATERIAL]

Traditional Trendsetting and Society

Trends are good for inspiration. They show us what is current and fresh. They help us see what we like and what we don’t. But trends are not rules to follow for self-acceptance and validation. Your self worth does not live outside of you on a clothing rack. Your unique beauty and value are already within you. Fashion and style are personal expressions of your true self. Use trends and fashion as sources of inspiration to express the truth of who you are.

Society and the media send us messages of what is accepted as beautiful and stylish. But you define your own beauty. Accept what feels true to you.

Genuine validation comes from your own choices.

Love what you love. Wear what you love. Express your truth.

No explanation is required.

From Fashion Victim to Stylishly Empowered

Don't let fashion own you. Just because a designer label is coveted by most does not mean that a label will make you feel more confident. This is a false sense of validation. Only you have the power to accept yourself. Only you give yourself permission to freely express who you are.

Don't fall victim to chasing trends for temporary validation. Your favorite things are meant to guide you to create more of what you want in your life. Don't obsess on things outside of yourself for a sense of peace. Take personal responsibility for creating your life as you desire.

The time is now to end this incessant chase for something outside of ourselves. We have to define our own unique beauty. We are made on purpose. **Our true beauty lies within us, not outside of us.**

[GOING BEYOND THE SURFACE OF SELF-IMAGE]

You take great care to look beautiful on the outside. But sometimes you feel disconnected from yourself. Looking beautiful on the outside does not guarantee that you feel good about who you are on the inside. Sometimes we use our image as a mask. We hope that if we look good on the outside, that will somehow make us feel fulfilled inside. But we can't hide behind this image that we try to project.

Does this sound familiar?

- You obsess on perfecting your image hoping it will bring you a sense of peace.
- Focusing on your external image gives you a sense of control over your life.
- You always compare yourself with others believing that you are not good enough.
- You secretly feel disconnected from yourself. You feel isolated from others because you can't connect with your deeper self beyond your ego's image.
- You're afraid to express your true self because out of fear of rejection.

When you fixate on your self-image, you stay in your mind and are not present in your body. You are disconnected from yourself. **When you focus only on the outside of yourself, you cut yourself off from the natural flow of inspiration that Life is giving you.** Life is constantly inspiring you to experience more of who you are meant to be. Your soul continues to want to express itself from the inside out.

You are not your image. Your image is meant to be a reflection of your inner self, not a way to fill an inner void.

Taking Off Judgement and Control

You are so much bigger than your exterior, outer image. You are so much bigger than your judgements of what you like and don't like. **Your taste and your preferences are indicators of the depth of what lies underneath the surface.** You are an undeniable creative force that is here to express unlimited forms of beautiful truth. Shift your thoughts to believe that you can create yourself everyday from this magnificent, all-knowing place.

The things you are drawn to in your life are meant to guide you, not enslave you. As a high-achieving fashionista, you know what you like. But you don't have to be rigid about having things be a perfect way. You can prefer things to be a certain way, but be open to other ways that are beyond your personal choice. These moments are opportunities to grow beyond your own understanding. There is a greater force in place that you are a part of. Be open to this power to help you continue to grow.

Nothing that exists outside of you is more important than you. Your favorite things are meant to connect you with yourself and with others, not separate you by making you feel less than or better than others.

We are infatuated with fashion and material things because they are physical things that we can identify with and control. We can control how beautiful we look on the outside. Even if we truly don't feel beautiful, we can hide behind the image we project. We feel comfortable staying on the surface, focused on our image because we feel connected to ourselves through the physical things. The physical makes it real for us. We have a sense of control over our own self-expression. We express ourselves through physical things because they feel like real extensions of who we are. They are tangible things we have control over.

To go beyond our surface image and feel the depth of our soul, feels uncertain and uncontrolled, and therefore incredibly scary. We don't know what we'll find. And what we do find, we may not want to accept as a part of who we are or what we want to project. We are afraid we will not be accepted.

So we stay on the surface because it feels safe. **But the magic, the mystery, the essence of who we are is all beyond the image we project and into the wild depths of your soul.** The material things that we covet represent our inner truth. We must own who we are on the inside and honor who we were created to Be. True validation does not come from anything outside of ourselves. We need to accept ourselves and use our material things to express our own self-validation. You are not your things or designer labels. You are meant to enjoy all the material beauty that God created in this physical world.

You deserve to feel fulfilled on the inside and naturally radiate that on the outside through your image and personal style. Adorn yourself with your true beauty from the inside out. Deepen your connection to your soul by being grateful for what you have and acknowledging the unique qualities only given to you. There is real beauty in your vulnerability and self-acceptance.

Here are some truths to help you feel more connected with yourself:

- You, as you are now is enough.
- Your imperfection is your real beauty. It gives you honest character.
- Beautiful things are meant to be enjoyed, but not to replace our sense of Self.
- *Placing the things you love ahead of loving yourself is only a temporary fix. The things you love represent deeper parts of your self that you want to express in the world. Use these things as cues to your what your soul wants to express, but don't get attached to the things as your real identity.*
- Your beauty is rare and is meant to be expressed in what you love and what truly inspires you. Express your unique voice through your own style.
- When you honestly express your true self, that is your gift to the world. You serve others with your genuine self-expression.

Honor yourself by wearing what you love and taking care of your appearance. Look beautiful on the outside and feel beautiful from within. You are made to radiate all of your natural, God-given beauty. You have natural style that cannot be dictated by any trend.

All of the many sides of you, all the gorgeous imperfections make up the amazing wholeness of you. **Your outer image is meant to be an aligned creative expression of who you truly are.** Celebrate who you are created to be through your unique beauty and authentic style.

Own who you are and unapologetically express it.

In the next section, we will focus more on how to bring out your natural, inner beauty.



YOUR
RARE
BEAU-
TY AND
STYLE ARE
MORE
**POW-
ERFUL**
THAN ANY
TREND



[Chapter 5]

// INNER STYLE:

YOUR ESSENCE

Your essence

An activator of the soul

Your catalyst

Your awakening

Your potential

To break free

And fully possess

And express

The beautiful imperfection

That your truth holds

A rarity

To never be

Expressed

As your light

Ever

Again

[YOUR ESSENCE]

“There is a vitality, a life-force, an energy, a quickening that is translated through you into action and because there is only one of you in all of time, this expression is unique. And if you block it, it will never exist through any other medium and be lost. The world will not have it. It is not your business to determine how good it is, nor how it compares with other expressions. It is your business to keep it yours, clearly and directly, to keep the channel open.”

- Martha Graham

Beyond your external self, there is your essence. Your essence is the core of your spirit. It's your natural energy. **It's your soul at it's most basic expression, your essential self.** Your soul is meant to be expressed as your unique, divine passion and purpose.

It is your responsibility to express your true self. You are meant to be here and share who you truly are. Only you were given your unique expression. The world needs your inspiration and your unique voice. It's an opportunity to take full ownership over your life. It's about owning your personal power. This responsibility allows you to be fully engaged with your life and share the true essence of who you are.

Everyday, you have the chance to experience all of who you are created to be. Own and express your power. How you express this power is sacred. Express your unique essence through your personal style. It is a statement of who you are. It is an empowering practice to express yourself through your own unique style.

Just as you narrow down the essence of a complex idea, so is the same process for understanding your essence. Who you are is complex with great depth, but if you could narrow down and capture who you are in a few words, what would they be? Not to limit yourself, but to know the essence of your soul. That is your guide to expressing who you are at the core. You will continue to evolve, but there is a natural spirit that will always radiate from within you.

S.T.Y.L.E. Exercise:

Write down 3-5 words that describe who you are at the core.
(Ex. bold, natural, elegant, unusual, modern)

Before we delve deeper to create your soulful style, take a quick look at your favorite pieces in your closet. Do your favorite items represent these qualities? It's important to find pieces that feel good to your soul and truly represent the essence of who you are.

[YOUR TRUE BEAUTY]

You have the perfect foundation for true beauty. **Radiating your inner beauty all begins with your spiritual make-up.** Before you get ready each day, it's important to dress yourself with humility, gratitude, forgiveness and courage.

You are an integral part of the beauty of Life. **Your place in the world is needed and your unique beauty is meant to be expressed in your unique way.** Remembering that you are a part of a greater whole keeps you grounded with the grace of humility. Being humble is a true source of real beauty.

In order to fully express your true beauty, you need to let go of things that no longer serve you. Forgiveness allows you to let go and move toward your greatest vision of yourself. Just notice where you are still holding on to the past. You many have gone through pains in your past, but those experiences have helped you become who you are today. You did the best you could and you are doing the best you can today. That is all that matters.

Appreciate who you are at the core. You are made on purpose. Your unique imperfections give you character. Your curves, your freckles, your laugh, all make you – you. Don't underestimate your rare beauty. Comparing yourself to others only undervalues what makes you special. Appreciate what makes you different. Own the truth that you are created the way you are for a reason. You are amazing just as you are. There is only one of you. And there will only be one of you, ever. That is an empowering truth. Own it and radiate your brilliance.

Celebrate your true beauty by appreciating the little things that you like about yourself. For example, do you like your smile or the way you look in a skirt? Just acknowledging small things that you appreciate in yourself builds your inner beauty. Be grateful for who you are and what you have in your life. Gratitude is essential to feeling beautiful. It's more powerful than make-up or anything that you can wear. It gives you that inner glow and makes you magnetic.

Express your own definition of beauty. Be courageous and express what feels true to you. You deserve to express your unique beauty to the world. Your definition of beauty does not have to fit in a preconceived mold accepted by societal standards. **You are your own standard. You are a creation of beauty that the Universe has never seen.** Your beauty is rare and unmatched.

S.T.Y.L.E. Exercise:

Write down your how you define beauty for yourself.

[TRUE STYLE DEFINED]

“Style is a simple way to say complicated things.”

- Jean Cocteau

Style is much deeper than your external image. It is a statement of your soul's evolution.

Style is a creative and empowering self-expression of your soul. You honor your spirit through your authentic style. **It's where the spiritual meets the material.** Honoring who you are on the inside is your own experience of spiritual luxury.

Style and Flow

Style is a creative, ever-flowing force. It awakens your individuality. You summon Life through you when you feel beautiful.

Expressing your true style is about connecting with Life itself. Life energy is constantly flowing. Connect with your true self and with this Life Force to feel alive and free. Follow what feels right and what feels good to your soul. The purpose is to dawn your soul from the inside out.

Style is not about rational understanding. It's about following the flow of good feelings. You don't have to know why you love something. You just do. And that's good enough.

Energy is constantly flowing to us. It comes in the form of inspiration. Our job to stay open and allow this inspiration to flow through us as our own unique expression.

Always remember this creative style process is about noticing what your soul wants to express.

As you continue to honestly express yourself, you feel more and more free.

[Chapter 6]

// HONORING WHO YOU ARE MEANT TO BE:

YOUR TRUTH

Divinely created
You are made with great purpose
At the heart
You are an expression
Of truth
And your power
Resides beyond
Your own will
You are an extension of Life
A Greater Truth
Of Love and Service
That the World
Has never seen

[CONNECTING WITH SOMETHING GREATER THAN YOURSELF]

*Every new day is an opportunity for us to be our best selves,
to serve our Highest Purpose.*

- Alicia Keys

You are a part of something greater than yourself. You are here for a divine reason that no one else can fulfill. You are meant to shine and share your gifts.

Your personal self-expression through your style is so much bigger than yourself. It is an expression of Life. Your affinity for beauty is a deep, spiritual connection to Life and your place in the world. Your inspiration is God's way of keeping you connected to Life's ever-flowing energy of love.

Style is truly a gift to express yourself as a divinely unique and purposeful creation. Express your truth and inspire others. Honor yourself and who God created you to be by looking your best and showing who you are through your unique style. **Honoring your outward appearance honors your inner spirit and what God wants you to become.**

You are an ever-evolving expression of love. Life communicates to you through what inspires you. When you express yourself creatively, you are flowing with the energy of Life. What you are drawn to reveals more about yourself and what you want in your life. For example, bold design speaks to your courage and desire for new experiences in your life. Always keep this direct connection with Life open.

Your style is all your own and deserves to be expressed as your own way of being. Use what inspires you to help you feel your way to a higher state of being.

It's critical to deepen your relationship to something beyond yourself. Call it Life, God or whatever you choose to believe in. You are worthy of beauty and good things in your life. You are good enough. The way you were built is perfect and on purpose. Your beauty is rare. You are loved beyond your own understanding.

We all identify ourselves through our own self-image. To connect more deeply with yourself, it's safe to let go of who you think you are. Don't be afraid of losing your sense of self. You are never lost or alone. **When you trust in a power greater than yourself, you are being supported by Life to create more than you could do on your own.** You are meant to experience the fullness of your unique expression of love and beauty.

You lack nothing and do not need to prove your worth through anything outside of yourself. You are whole and complete. You just need to believe it and keep your line of communication open with God. Trust in the small, still voice that is always there inside of you. Trust the instinctive feelings you receive in your body. Loving energy is always flowing to you and through you. All you have to do is allow it to come to you by being open to receive all the loving inspiration and guidance that you so deserve.

Always remember that you are a purposeful and unique expression of life. You are God's unique artwork. **When you express the truth of who you are, you are honoring God and your soul.** Honor who you are meant to be through your unique personal style. You become more connected to your soul when you align your feelings to your outward personal style. You are meant to express your true inner beauty. Claim your truth and your beauty with the pure expression of your style.

You are worthy of expressing your true self. When you express who you are in your own unique way, you are being of service to others. You are meant to inspire others with your creative expression of love.

[YOUR SACRED CONNECTION]

The deep connection you have between you and Life is sacred. Use the following tools to help you stay connected with your soul throughout your day.

In the morning when you get dressed, consider this time as sacred between you and God. This time is about connecting with your spirit and allowing your unique inspiration to be expressed. Allow the positive energy of life to flow through as you choose what to wear to adorn your body. Honor this time as an opportunity to deeply connect with Life.

Throughout the day, **if you feel disconnected from yourself, ask Life to help heal your negative thoughts.** Set the intention to receive help and you will receive the support.

Essence Prayer and Meditation:

Use this prayer to help you connect with your inner truth.

Be still. Notice your breathe. Give gratitude for the blessings already in your life. Ask God to give you the inspiration and clarity you need to fully express yourself and the truth of

your essence by radiating your unique beauty and style today. Ask that your personal expression be of greater service to others.

I AM Declarations:

Throughout your day, use these positive declarations to honor the importance of your life and your unique self-expression. Write them down and place them where you can see them often.

I AM deeply loved and supported by greater force beyond myself.

I AM a rare expression of beauty.

I AM meant to express my authentic style to inspire myself and others.

I AM courageous and willing to express my truth and inner beauty.

I AM allowing myself to express my soul through my unique beauty and style.

In the next section, I'll help you feel your way to creating your own authentic style and how to attract more of what you want in your life.



YOU ARE
**PART OF A
GREATER
FORCE**
TO EX-
PRESS
**LOVE AND
BEAU-
TY** IN THE
WORLD



Expressing what you love
is how you are meant to
serve others.

[Chapter 7]

// HOW TO CREATE YOUR SOULFUL STYLE:

LIGHT MY STYLE

Style

For the Brave

The Seeker

The ones whose fire burns within

And seeks to ignite

In unique fashion

Bursts of life

Come alive

When you connect with your soul

And adorn it with love and promise

Seek that connection

To Life

Own your truth

And shine

Your Light

Your Truth

Your Power

Look beyond the physical form to see what is present.

- Zsofi Koller

[GETTING TO KNOW YOU]

Style is about getting down to the heart and truth about who you are.

Use the following exercises to help you get clear on expressing the essence of you.

S.T.Y.L.E. Exercise:

What are your likes? Dislikes?

What types of pieces are you drawn to?

What qualities about you are important for you to express?

How do you see yourself? How do you ideally want to see yourself?

[COMMUNICATING YOUR VOICE]

Your unique voice is essential. It is a rare expression of your truth. **What you wear is a tangible expression of the inspiration you want to share.**

S.T.Y.L.E. Exercise:

Write down characteristics about your true self that you want to reflect through your style.

[STYLE AS A MAGNETIC SPIRITUAL PRACTICE]

Authentic style is created through feelings. Good feelings guide the expression of your soul. **Notice what wants to be expressed.** There is great power in adorning yourself with pieces that inspire and speak to you.

It all comes down to energy. **Beyond the surface, material things are just energy.** Choose items to wear that feel good and lift your spirit. These material things are an extension of your energy. Use your favorite pieces to reflect the positive vibes within your soul. Feel good by expressing your feelings from the inside out. If you are feeling low, wear things that you love that feel good to you.

The aim is to feel a harmonious alignment within yourself from the inside out.

Your outfits are indicators of how you feel in the moment. The goal is to use your outfit as a creative expression to uplift your spirit. Remember, **style is your soul's way of expressing pure love.** So try not to get attached to the material item as a way to compensate or prove something. Have fun expressing yourself. It is your personal statement to the world. Own your style. Be brave. Experiment. It can all change. It's all just a way to feel the flow of life to come through you.

Practice daily. Ask yourself, "What do I feel like wearing today? How do I feel? Scan your closet, and see what speaks to you. If you are feeling low, choose an outfit that inspires you and lifts your spirit. Let the outer world merge with your inner world. Get in alignment with your highest Self because the highest version of you is truly gorgeous.

Ultimately, your material items are guides for who you are and what you want most. In the following section, we'll discover what your most beloved items represent for you and what you want to most experience in your life. Sometimes you just love certain pieces and don't know why. That's cool. It just makes you feel good. And feeling good is imperative in creating your ideal life.

My wish for you is to express the essence and truth of who you are as a complete package, all from the inside out. By honoring who you are, you naturally align how you feel on the inside with how you look on the outside. When you choose pieces that look and feel good to you, you naturally raise your vibration and attract good things to you. When you feel good, you activate your higher energy to attract more good. **You become naturally magnetic.** Physically and energetically. You naturally attract opportunities and people that are aligned to your vibration.

[CREATING YOUR OWN EMPOWERED STYLE]

As a fashionista, you instinctually gravitate toward beautiful pieces that speak to you. You can feel in your heart that these things somehow connect to something deeper within yourself. **These coveted items are your soul's cues to express deeper parts of your true self. And your style can be used as an empowering creative expression of your soul's creative voice.**

As discussed in the previous chapter, when you get dressed, this is a sacred time for you to get connected with who you are and who God created you to be. You feel your way to create an outfit based on how you feel in the present moment. **If it feels good to wear, you are essentially radiating what your soul wants to express.** Choose from your heart, not your mind. Be open to how you are feeling and choose pieces that speak to you and make your heart feel light and expansive. Feel a clear “Yes!” in your gut and your heart.

Through this conscious practice, dressing yourself becomes more meaningful because it becomes direct communication with your soul. It can be a regular practice for you to witness the unfolding of your creative spirit. As you evolve, your style evolves. The goal is to connect your feeling with an item that feels like a match.

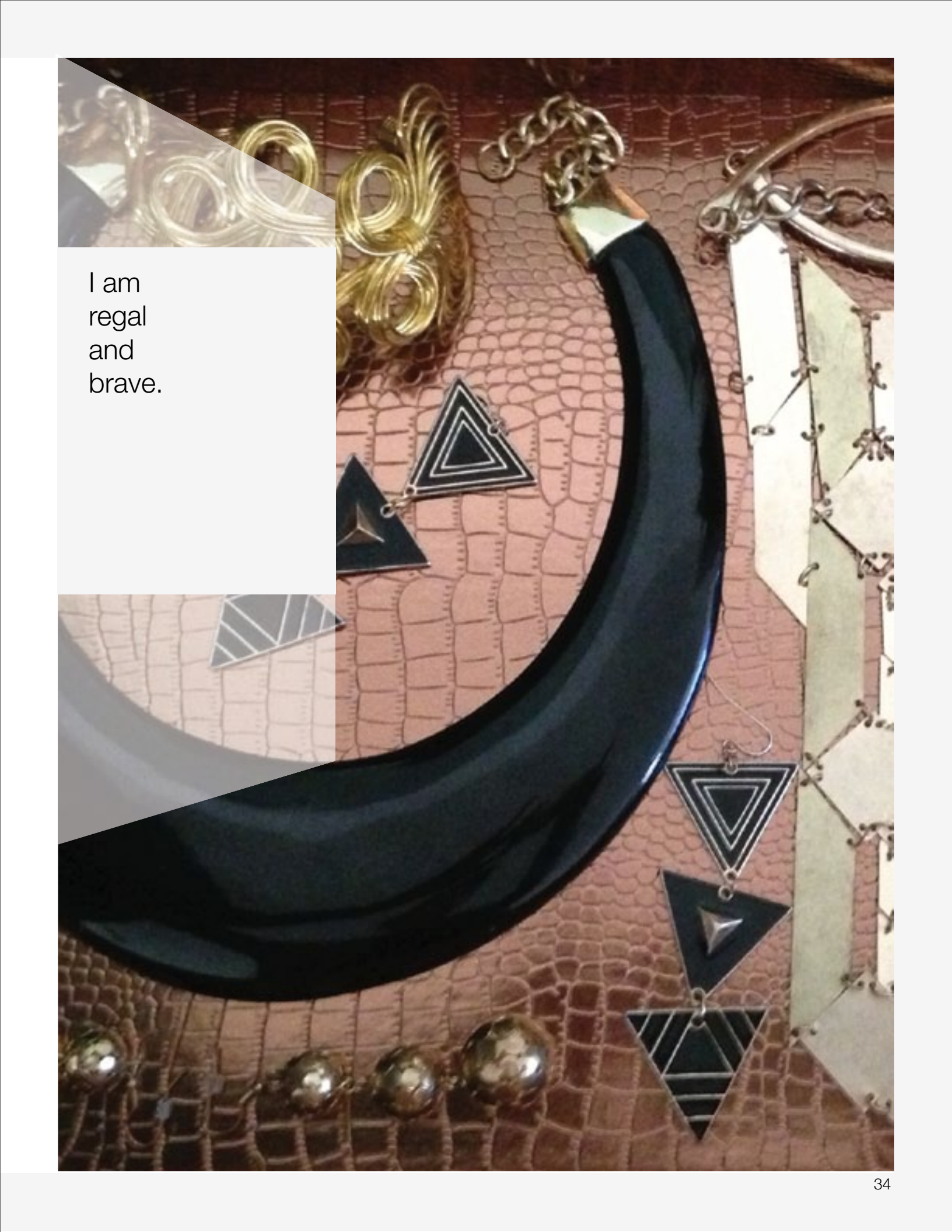
You are expressing your feelings with a perfect match in the material world.

What you wear is a tangible expression of what you want to share. This process is your own empowering way to express your unique art. You are a gorgeous and divine artistic expression of Life.

S.T.Y.L.E. Exercise:

Express the deeper meaning behind your most treasured items.

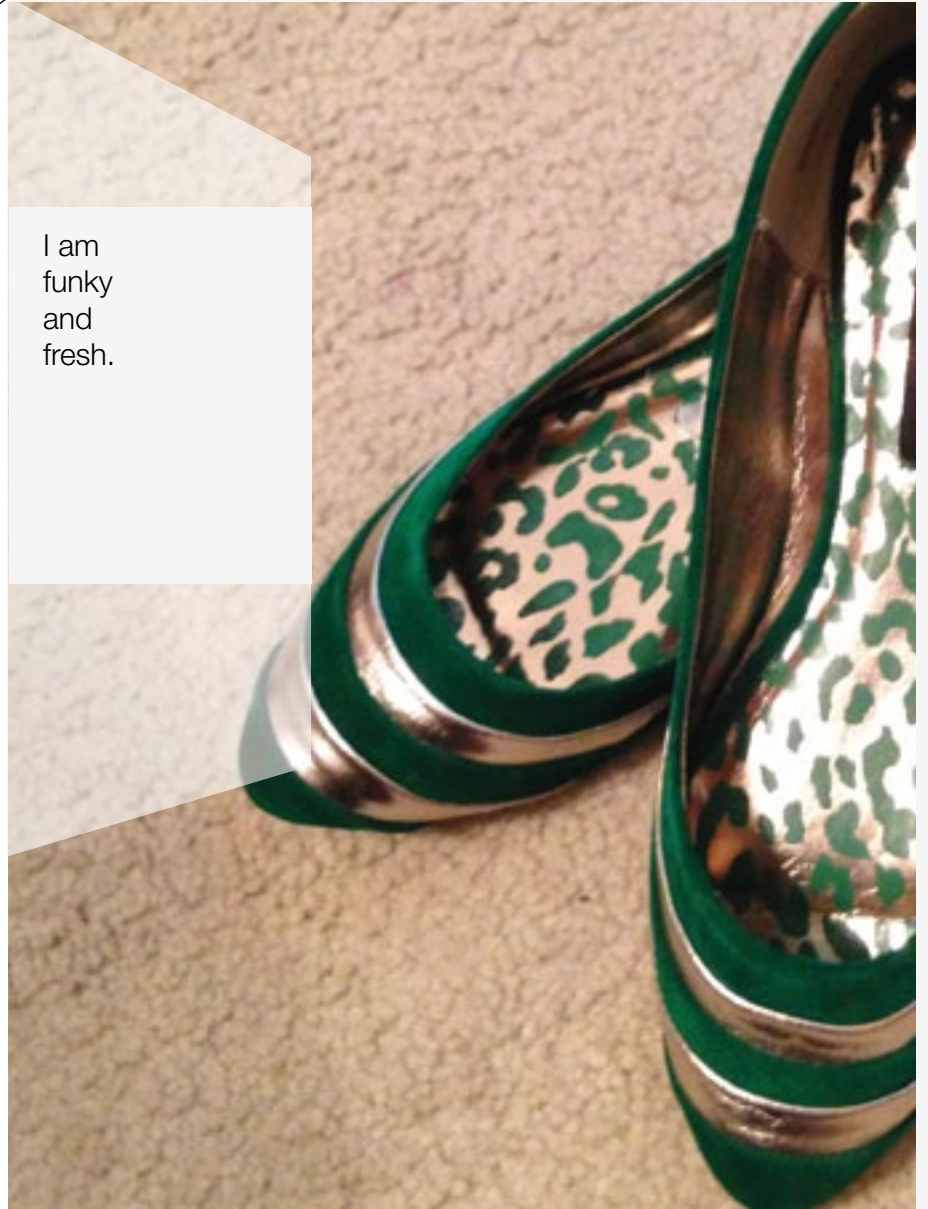
Notice the pieces you are drawn to and write about what they represent for you. Write those words down here and on a piece of paper and keep them close to your favorite items as beautiful reminders of who you are. For example: bold, sexy, fearless, powerful. Always surround yourself with this inspiration and beauty. When you look at your favorite pieces, focus on the deeper meaning that item means to you.

A collection of jewelry is displayed on a textured, reddish-brown surface. The central piece is a large, black, crescent-shaped necklace. To its left are several gold-colored chains, some coiled and some with links. Below the black necklace are several geometric pendants, including triangles with concentric lines and solid triangles. To the right, a gold-colored chain with rectangular links is visible. At the bottom, a gold-colored chain with spherical beads is partially seen. A semi-transparent white box is overlaid on the left side of the image, containing the text "I am regal and brave."

I am
regal
and
brave.

A FEW OF
MY
FAVORITE
THINGS
AND
WHAT
THEY
REPRE-
SENT
ABOUT
ME:

I am
funky
and
fresh.



Use these pieces as reminders of who you are and what you want more of in your life. Your favorite pieces can represent what you want to experience in your life. Bold pieces can represent your desire for more adventurous in your life. A simple and chic piece can represent your desire for a more streamlined life. You can go deeper within yourself and make the connection of what you love and what your soul is sharing with you. Remember, your style is a deep connection to your soul's evolution.

Your favorite things represent deeper parts of yourself that were always there. It's just a matter of allowing these qualities to shine from within you.

For example, a beautiful gold ring can make you feel luxurious. A leopard print skirt may reveal your desire to be more adventurous and bold in your life. Wear it or keep it close in your personal space. When you see this piece, use your imagination to feel luxurious and bold. **Use your favorite pieces as tools to uplift and inspire your spirit.**

This creative practice becomes a gift you give yourself regularly.

Step 1. Wear what you love.

Step 2. Your energy is uplifted.

Step 3. You naturally get into the vibe of what you want to create more of in your life.

(Ex. The vibe of abundance and joy.)

Just follow the feeling. Use beauty as inspiration. Feel the understanding to come forth. Have fun and enjoy the creative process.

This practice uplifts your spirit and reveals different aspects of who you are to help you connect with yourself on a deeper level. **You feel more vibrant as Life flows through you.** And you make choices that make you feel beautiful from the inside out.

[RETAIL THERAPY REDEFINED]

Retail therapy is meant to be conscious. We need to use our own power and become more self-aware. Before you shop, you need to be in a space where you feel good and clear-minded. The goal is to connect with yourself, feel good and get clear on why you are shopping. For example, if you want to feel gorgeous when you go on a shopping trip, first set an intention to find pieces that express this gorgeous feeling that you want. This practice is about being conscious and aligned with your soul. Buy pieces that you adore and that feel good throughout this creative process to help celebrate your divine beauty from the inside out.

To find pieces that resonate with you when shopping, notice how you feel. The goal is to feel light and open like you are expanding. Does this purchase feel like a clear Yes! in your heart?

Avoid purchases that don't feel good. Does it feel restrictive or contracting in your body? If it feels like "I should buy this", then don't get it. You may want to buy it to fill a void or try to compensate for some negative emotions you are carrying with you.

Conscious retail therapy can be an empowering experience if you allow yourself to be present and not compensate for painful feelings. Traditional retail therapy is only a temporary fix. You feel bad and buy things that you may not like or even need to try to fill the void you are feeling.

Know that expressing your personal style is meant to be a positive and empowering experience, not a way to be accepted or prove your worth. **Expressing your style needs to feel life-affirming and whole.** You are not lacking and compensating with your appearance. **Creating your own style is an honorable, outward expression of who you really are.**

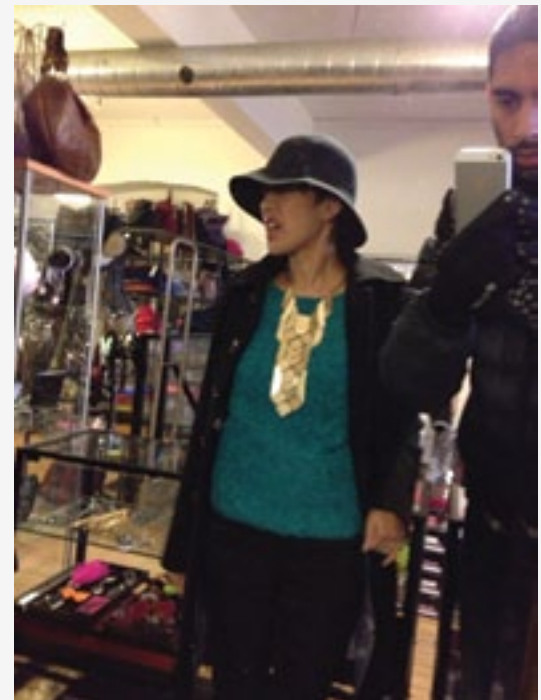
[EXPRESSING YOUR CREATIVE EDGE]

When you are experimenting with your style, be brave and have fun. It's all about expressing a new expression of yourself. There are no rules to fashion that you have to follow. Style is a personal journey of your own creative validation.

By honoring your own inner beauty, you are allowing more of an open communication with what your soul wants to express. Always pay attention to how you feel. **Your feelings are your creative guide to express deeper parts of yourself.**

Every moment is a opportunity for you to express a fresh version of you.

You decide your own creative edge. You push the boundaries. Your flow. Your vibe. You create your own freedom by expressing your true voice. Own it and inspire us.





I AM Feminine.

My Style. My Dawning Soul.

My Feminine is soft yet powerful.
My spirit is warm, unusual and self-aware.



I AM Funky.

My Style. My Dawning Soul.

My Funky is retro soul.
I flow with my energy.



I AM Fresh.

My Style. My Dawning Soul.

My Fresh is vintage modern love.
I honor the past and meet the future.



I AM Fierce.

My Style. My Dawning Soul

My Fierce is truly knowing.
I am a part of something greater than myself.

[Chapter 8]

// SHARE YOUR PASSION:

MY TIME HAS COME

This is not me

The one who I have always known and created
a polished self image for

This is the mask taken off

This is the face of certainty, of truth

Of whom I have known and felt,
but never have shared with the world

Now is my time

Now there is no fear, shame or worry left

The drape has been pulled wide open

Revealing what is, and what shall always be

Me, My Soul

My Spirit

My Eternity

Let the beauty we love...Be what we do.

- Rumi

[SHARE YOUR MESSAGE]

The more you celebrate yourself through what you love, the deeper the connection you will have with Life. **As you genuinely enjoy who you are and what you create in your life, the more you honor the life God has given you.**

This is a creative journey that takes time. Keep it simple. Remember, it's about noticing what you are drawn to and seeing what your soul is desiring more of in your life. As you allow yourself to feel more joy, you can naturally express more of who you truly are. And through this inner connection, you will ultimately develop a deep desire to serve others.

Your passion for beauty is meant to inspire others to reconnect with their own sense of beauty and truth.

Creating beauty comes naturally to you. You are a talented and empowered creative being. With your unique passion and ability, you have the opportunity to make an impact on others. Ask yourself how you can help others through your creative voice? What drives your passion for beauty and fashion? Why do you do what you do? The answers to these questions create your personal philosophy on how beauty positively impacts life. This is your unique message to share.

[DAWN YOUR SOUL AND MAKE A DIFFERENCE]

Your greatest personal fulfillment comes through helping others. As you give, you are giving back to yourself. With your beautiful message in mind, think about how you can make a positive difference in the world through your passion. It's not necessarily about making huge waves. Small moves can impact a single person's life greatly. For example, how you naturally glow in a beautiful outfit can help someone remember their own light. It's about co-creating with Life to make connections that serve. **Be brave and share your light. Connect and give who you are. Be your own beauty movement.**

You are here to make a difference. Build a supportive community. Reach out to other like-minded people and make a positive impact together. I want you to know that I believe in you. I hope that through this journey, you understand just how incredibly important you are to yourself and the world. Your soul is here to express all that is you. You have the power to recreate yourself everyday. Your soul speaks through your unique artistry. **Your expression of beauty and fashion is a form of honoring Life to inspire others.**

You are always free to express yourself as you are, which is just beautiful.

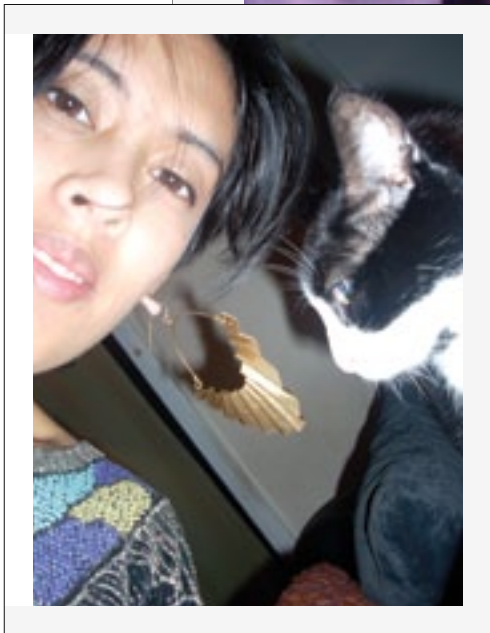
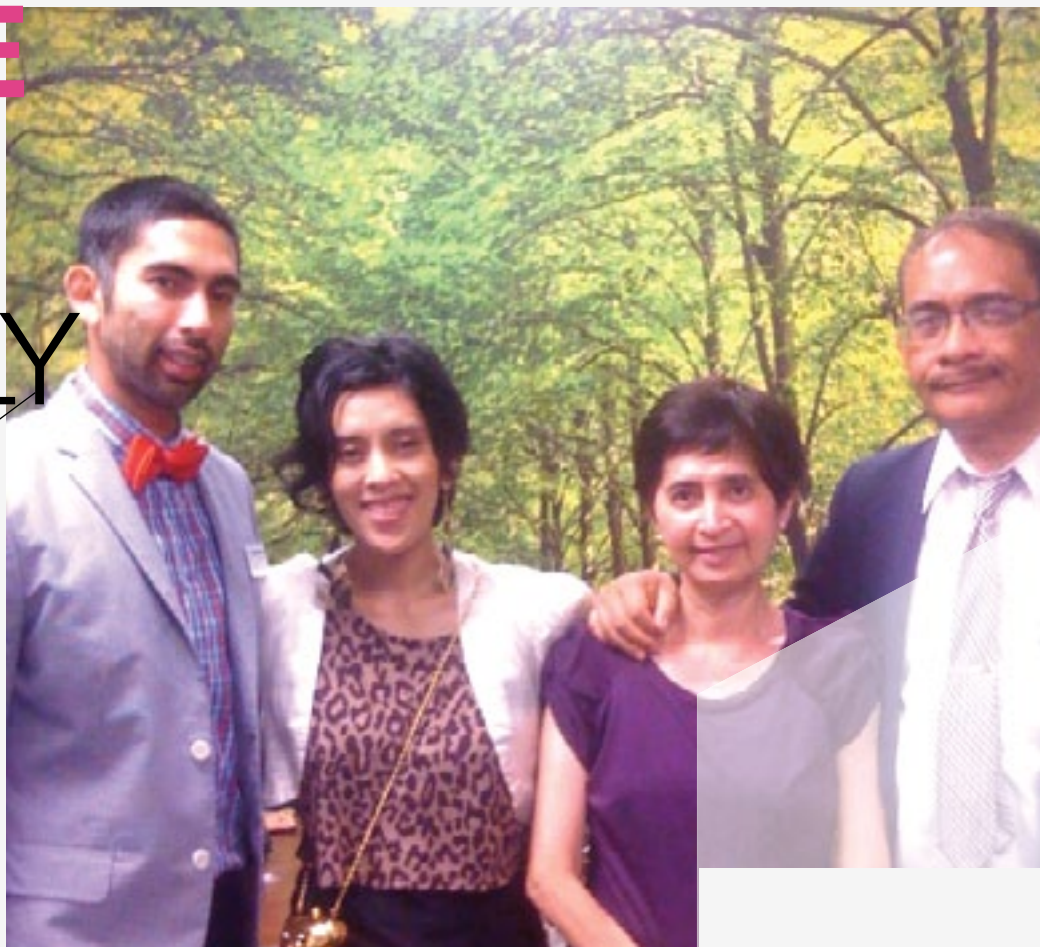


Your style is a deeper
expression of who
you are at the core.
Your soul is brilliant
and beautiful.
Own it. Live it.
Share it.

MY COM- MUNITY OF DAWNING SOULS:



THANK
YOU'S:
**I LOVE
YOU**
DEARLY



You are love.
You are blessed with
rare beauty and style
that is unmatched
and will never exist
again. Share your
truth. We're waiting.



There have been so many special people who have helped me along my spiritual journey. I thank my loving family - my dad, mom, and brother. Your unconditional love and support have been my foundation for my understanding of love. I thank the love of my life, Dez. Your genuine acceptance who I truly am has been an incredible blessing. You have given me the courage to genuinely follow my truth. Thank you to all my dear friends, especially Trang and Juniper. I can't thank you enough for your kindness and belief in me and my calling. To my cat, Mr. Meow, thank you for sharing your sweet soul with me for 15 years.

Thank you to my inspiring Dawning Soul community for your support. Your personal stories and passions truly inspire me to keep serving you and the world.

And to you, my brave fashionista. I thank you for joining me on this journey. I truly hope that my story and my work has served you greatly. I send you so much love and support for you to fully express the divine gift that you. Your unique value is needed and is meant to inspire so many.

[LET'S CONNECT]

If you'd like to connect with me and learn more about being a part of my Dawning Soul movement, please visit www.dawningsoul.com. I offer lots of free inspiration, creative resources and personal branding programs to support you to express the beauty of your truth and passion.

Photography by The House of Greenwood and My Ultimate Photography.

You are a Rare
and Gorgeous
Expression of Beauty.

ROCK YOUR
TRUE BEAUTY
AND STYLE
FROM THE INSIDE OUT.