

FIND YOURSELF



DRESS LIKE IT

A SELF DISCOVERY GUIDE
TO PERSONAL STYLE

BY TEKLA TANKO

NONFORMEDIT

PRESS KIT

ABOUT THE BOOK

Find Yourself. Dress Like It. is not a fashion guide full of rules. It is a journey to discover your personal style and express who you truly are. Drawing on over 15 years of international styling experience in Milan, Madrid, Barcelona, Budapest, Beijing, and Shanghai, I have seen one thing everywhere: most people do not need more trends. They need a way to make their clothes feel personal, meaningful, and empowering.



“STYLE ISN'T ABOUT RULES.
IT'S ABOUT DISCOVERING
YOURSELF.”

This book combines practical tools like body shape analysis, color theory, and capsule wardrobe building with simple, reflective exercises that connect style with identity. It gives readers both structure and freedom, helping them create a wardrobe that is timeless, personal, and confidence-boosting. Perfect for beginners and anyone ready to let their style reflect who they truly are.



02 SELF- AWARENESS AND STYLE

WHAT AFFECTS OUR STYLE?

Our personal style is influenced by numerous factors that together shape the clothes we choose, how we express ourselves, and how we present ourselves to others. Here are some key factors that influence our style:

LIFESTYLE AND DAILY ACTIVITIES

Our lifestyle, meaning what we do on a daily basis, determines the type of clothes and appearance we need. For example, if we lead a sporty, active lifestyle, we're more likely to prefer comfortable, practical pieces. On the other hand, if we have an office job, we might choose more elegant, business attire.

SHAPE, PROPORTIONS, AND PRESENCE

Our individual body type and physical characteristics also influence the cuts, silhouettes, and fabrics that feel best on us. When we understand how certain shapes interact with our proportions, we can dress with more intention and choose pieces that express our identity with confidence.

THIS IS NOT JUST A STYLE GUIDE.

IT'S A PATH TO BECOMING YOUR
OWN PERSONAL STYLIST, GUIDED BY
WHO YOU ARE, NOT WHAT YOU'RE
TOLD TO WEAR.

*"ACCESSORIES ARE THE EXCLAMATION
POINT OF PERSONAL STYLE. SMALL
DETAILS THAT MAKE THE LOUDEST
STATEMENT."*



INSIDE SPREAD FROM FIND YOURSELF. DRESS LIKE IT.

ABOUT THE AUTHOR

Tekla Tanko is a stylist, creative director and author of Find Yourself. Dress Like It. She started her career in Milan and went on to work in Madrid, Barcelona, Budapest, Beijing and Shanghai, styling everything from commercials and editorials to red carpet looks. For six years she worked as Fashion Editor at InStyle Magazine Hungary.



Her approach is simple: style is not about following trends. It is about self discovery. She has taught stylist courses, worked with international clients, and developed her own way of helping people connect their wardrobe with their personality.

Her first book brings together everything she has learned in over 15 years. It mixes editorial inspiration with practical tools like body shape analysis, color theory and capsule wardrobes. The result is a guide that helps readers build a wardrobe that feels authentic, lasting and personal.

- 15+ YEARS INTERNATIONAL STYLING •
- FORMER FASHION EDITOR •
- AUTHOR •

KEY MESSAGES

- STYLE IS ABOUT DISCOVERING WHO YOU ARE, NOT FOLLOWING TRENDS.
- YOUR WARDROBE SHOULD MAKE LIFE EASIER AND BOOST CONFIDENCE.
- PRACTICAL TOOLS LIKE BODY SHAPE, COLOR THEORY, AND CAPSULE WARDROBES MEET SELF-DISCOVERY.
- 15+ YEARS OF INTERNATIONAL STYLING EXPERIENCE BRING FASHION MEANINGFULLY TO LIFE.

CONTACT

teklatanko.com

[AMAZON](#)

nonformedit@gmail.com

@nonformedit

@teklatanko

NONFORMEDIT