

"Style is a way to say who you are without having to speak" -Rachel Zoe

I read this quote several times every week because it is posted on the bathroom wall at work. Out of all of the quotes that are on this poster, this quote speaks to me the most. I completely agree that the way you dress says a lot about you. It doesn't say everything, but it says enough. Everyone says to look good for a first impression because we read each other by the outfit you choose, how it fits, if it coordinated...I could keep going on.

Every day when I get dressed I think about what I want to wear and the message I am trying to send with that outfit. Everyone goes through a thought process of what they want to wear and why- even the people who say they don't care or just throw on the first thing they see. The message can be interpreted different ways depending on their knowledge of what that garment represents.

It's funny that Durango has been voted as the worst dress city in America several times. Durango within itself has it's own culture and I find that a lot of women struggle when choosing an outfit. I've had to help women pick out professional outfits, for example, for a conference in a bigger city. Professional in Durango is a nice pair of jeans, clogs, and a trendy top. In big cities, professional is slacks with a blazer, a sleek top, and heels. The social meaning of an outfit changes with the situation changes.