

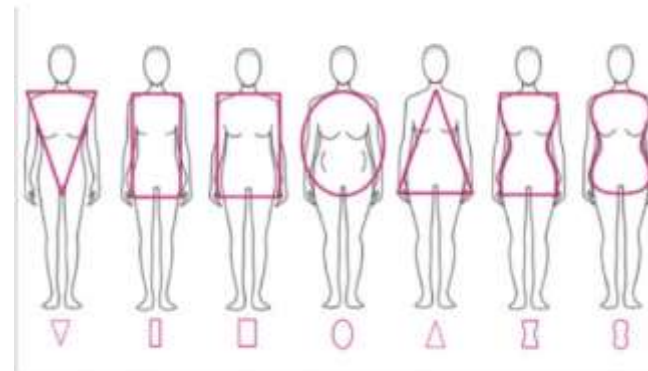


DAEMA'S GUIDES

What's your shape?

## Introduction

Understanding your shape is essential to choosing the perfect garment to make you feel more confident: by this Guide you will learn what are the lines, shapes and fit from the garments you wear that enhance your appearance. Knowing your shape also means being aware of what your weaknesses are: once you have learned to know them, you can choose the right clothes to be able to mitigate and soften them. The goal of course is to improve your image and enhance it to make it as feminine and pleasant as possible.



In the picture above are drawn the seven mapped shapes for female silhouettes. From left: triangle woman, column woman, rectangle woman, oval woman, inverted triangle woman, hourglass woman and full hourglass woman.

## Introduction

How do you then understand what your shape is?

First of all, you need to know that each of the seven archetypes of female body forms has some characteristics common to all women who belong to it.

Let's take some examples: the Colonna woman is dry and snappy, slender but with few shapes. Her figure must therefore be softened. The Colonna woman has her great strength in the legs which, as in the case of the Oval woman, are toned and cellulite-free. In the case of the Triangle woman, the disproportion between the wide hips and narrow shoulders must be corrected instead by focusing attention on the upper part of the bust. To do this it is necessary to enrich the outfit with details to give greater volume in the upper part of the figure.

And so on.

Read on to find out what your shape is.

## A very simple way to understand what your shape is

Below we teach you how to understand what your shape is in a few simple steps:

- 1) with a dressmaker's tape measure (the soft tape measure) measure the circumference of your shoulders and take note of the measurement;

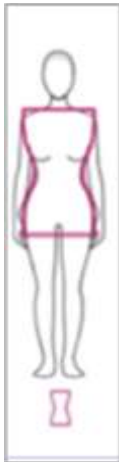


- 2) measure the circumference of your hips at the widest point and take note of it;
- 3) measure the width of your waist at its narrowest point (2 cm above the navel) and write it down;
- 4) compare the numbers.

## A very simple way to understand what your shape is

### Hourglass

If the width of your shoulders and the width of your hips are similar and if the waist is slightly narrower (and therefore visible), you are an Hourglass woman (or a Full Hourglass if you wear size 46 or a larger size).



The Hourglass is considered the female figure par excellence, characterized by the presence of curved lines that outline its entire silhouette.

The strength of this physicality is the presence of the waist that is well defined, while shoulders and hips have very similar amplitude. We are therefore in the presence of a "proportionate" figure.

The Hourglass tends to gain weight homogeneously, therefore the definition of Hourglass is not related to size as to proportions.

This physicality is best enhanced by wearing clothing that highlights femininity through the choice of fabrics and cuts suitable to highlight the waist and feminine lines of the body.

## A very simple way to understand what your shape is

### Full Hourglass

If the width of your shoulders and the width of your hips is similar, the waist is slightly narrower and therefore visible and you are a size from 46 (inclusive) upwards, you are a Full Hourglass woman.



The full hourglass is nothing more than the evolution of the Hourglass: simply, we are in the presence of a softer hourglass.

As with the Hourglass, the strong point of this physique is the presence of a well-defined waist, while the shoulders and hips are of similar width. We are, once again, looking at a "proportionate" figure.

The Full Hourglass tends to put on weight homogeneously, therefore linked more to proportion than to size.

As with the Hourglass, this physique is best enhanced by wearing clothes which highlight femininity through the choice of fabrics and cuts emphasizing the waist and the feminine lines of the body.

## A very simple way to understand what your shape is

### Inverted Triangle

If your shoulders are wider and protrude from the hips then you are a Inverted Triangle. The waist, in your case, is not very present.

This is a masculine-looking physique, characterised by the predominance of straight lines..

The focus of this physique is on the broad, square and angular shoulders which give it an upright posture, but which optically make this body type appear bulkier than it really is.

The waist is barely noticeable, the hips are straight and the 'b' side is generally flat. It is therefore a disproportionate figure as the width of the shoulders is greater than the width of the hips.

It is absolutely essential to create curves that soften this physique and make it more harmonious.

Marking the waistline is an excellent strategy, as is wearing wide, deep necklines which visually reduce the width of the shoulders.



## A very simple way to understand what your shape is

### Triangle

In the opposite case, if your shoulders are narrower than your hips, you are a woman Triangle.

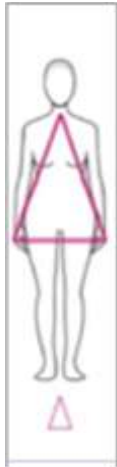
The Triangle is a body shape which is defined as "gynoid" because the weaker points tend to be the thighs and hips, areas which usually accumulate fats more easily.

It has a well-defined waist and often flat abdomen.

Also in this case we are in the presence of a physicality characterized by curved lines with a pronounced "b" side.

There is always at least one size in the so-called size "gap" that lies between the bust and the legs, which makes it particularly difficult for those who identify with this body type to find trousers that fit properly – often they will fit the legs well but then be large around the waist.

To correct this disproportion it is important: 1) to focus attention on the upper part of the bust, creating the focus of the outfit in this area, enriching it with details that give it more volume; 2) to wear lines that distract attention from the "critical" area.

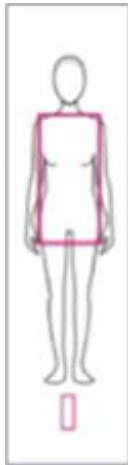




## A very simple way to understand what your shape is

### Column

If the result of your measurements has shown that your shoulders and hips are proportionate, but the waist is not present, you are a Column.



The column is a body type defined as "androgynous" as it is characterized by straight and angular lines and therefore not very feminine.

The physique is lean and agile, long but with few curves.

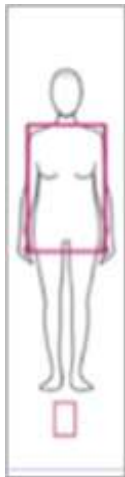
It is a well-proportioned physique as shoulders and hips are of similar width but would be more feminine if there were more curves.

This type of physique could, in theory, wear any particular shape but, in practice, should absolutely avoid oversized shapes in order to avoid the "empty" effect.

This body type can experiment with more modern styles and choose clothes that are rich in detail.

## A very simple way to understand what your shape is

### Rectangle



If the size of your shoulders and hips are proportionate, but the waist is not present and you wear size from 46 (inclusive) upwards, you are a Rectangle woman.

The Rectangle is in fact the evolution of the Column, but with a greater volume.

Here we see the predominance of straight, up and down lines, a barely noticeable waistline, a flat 'b' side and narrow hips which further weigh down the bust that is characterized by broad, square shoulders, muscular arms and, finally, the chest and back which tend to accumulate fat first in the event of weight fluctuations.

The morphological somatotype of this physique is in fact android, the weak point being the upper body and the strong point the legs.

For this body type, it is essential to develop soft vertical lines, to mark the waist and not to wear excessively elasticated fabrics.

## A very simple way to understand what your shape is

### Oval

You are an Oval woman if your figure is proportionate, with narrow hips and waist not present.

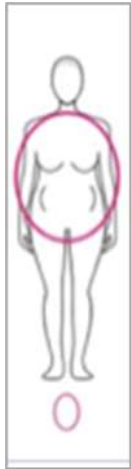
That of the Oval is a physicality characterized by curved lines, but with the peculiarity of having a protruding abdomen (starting from the stomach to get to the abdominal area).

With this baseline, it is absolutely essential to draw attention away from this area, avoiding bringing attention to it by highlighting the waist.

In return, however, we have a proportion between the width of the shoulders and the width of the hips, while the "b" side is flat.

The great strength of this physique is the legs, which are toned and cellulite-free.

It is therefore essential to propose flowing lines to dress the bust area, avoiding excessively stretchy fabrics and emphasizing the legs through corsets or shorter lengths.



## A very simple way to understand what your shape is

Now that you have identified your shape and know what your strengths and characteristics are to work on, buying the right garment becomes much easier and even fun.

Choose only clothing that for cut and proportions help to re-proportion your figure to resemble an Hourglass, with shoulders and hips of the same width and evident waist.

You will avoid wrong purchases and you will soon have perfect garments in your closet that make you feel confident and beautiful in your clothes. Even in sport!

If you prefer, book your free digital meeting with our Image Consultant who will help you understand what shape you are and will give you many useful tips to dress at your best! Write to [info@daema.it](mailto:info@daema.it) indicating in the subject "I book my digital meeting with the Image Consultant". We will contact you to fix date and time.

**FOR SPORT PLAYERS FROM SPORT PLAYERS!**



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