THE TASTEMAKER REPORT

CORE VALUES: Aesthetics

PATTERN: Attention to trends, décor and fashion, aesthetically driven

I LIVE FOR: Tastemaking

I'M AT MY HAPPIEST: When I look good

HABIT TO BREAK: binge shopping and judging others

YOU MIGHT BE A TASTEMAKER IF: others are always seeking your advice for beauty fashion or home décor

MY STYLE: Chic, on trend, enviable. A love of deep dark navy blue

BEAUTY PROFILE: You are most likely to enter beauty through the doctor's door. The idea of Botox doesn't scare you. You are a fashion aficionado, wearing the latest trend

KISSING STYLE: The air kiss

DREAM GETAWAY: Fashion Week

MY IDEA OF A GOOD TIME: Shopping, shopping, and more shopping

WHICH TASTEMAKER ARCHETYPE ARE YOU?

GENTLEMAN Reliable, punctual and unstintingly enthusiastic party guests

METROSEXUAL Looking good whenever, wherever

FASHIONISTA Enthusiastic, sense of occasion, always sharing style advice

GODDESS Power of executives and mavericks with a high glamour factor

We love: C.F.D.A. (Council of Fashion Designers of America)

FAMOUS TASTEMAKERS

THE LADIES

CATE BLANCHETT
ANNE HATHAWAY
KATE HUDSON
HEIDI KLUM
LUPITA NYONG'O
GWYNETH PALTROW
SARAH JESSICA PARKER
COCO ROCHA
EMMA STONE
KERRY WASHINGTON
ANNA WINTOUR

THE GENTLEMAN

ANDY COHEN
ANDERSON COOPER
TOM FORD
RALPH LAUREN
RYAN SEACREST

TASTEMAKER COUPLES

VICTORIA + DAVID BECKHAM
GISELE BÜNDCHEN + TOM BRADY
EVA MENDES + RYAN GOSLING
JESSICA BIEL + JUSTIN TIMBERLAKE
GIULIANA + BILL RANCIC
BLAKE LIVELY + RYAN REYNOLDS

ArcheSCOPES

tastemaker + ARIES
THE "ANYTHING GOES" TASTEMAKER: You're carefree and playful.

tastemaker + TAURUS
THE EARTHY CAREGIVER: You're a natural nurturer.

tastemaker + GEMINI
THE MODEST TASTEMAKER: You tend to be understated but well considered.

tastemaker + CANCER
THE ACTIVE TASTEMAKER: Whimsical, playful, and youthful by nature.

tastemaker + LEO
THE STYLISH TASTEMAKER: Nobody wears it like you.

tastemaker + VIRGO
THE REFINED TASTEMAKER: You don't care to draw attention to yourself.

tastemaker + LIBRA
THE LUXURIOUS TASTEMAKER: Few appreciate beauty and style like you.

tastemaker + SCORPIO
THE SENSUAL TASTEMAKER: You make clothes an extension of your innately mysterious, sensuous, and sexy ways.

tastemaker + SAGITTARIUS
THE GYPSY TASTEMAKER: A freewheeling love of life informs the aesthetic.

tastemaker + CAPRICORN
THE WELL-DESIGNED TASTEMAKER: You prefer your style, like all other aspects of your life, to have a sense of purpose.

tastemaker + AQUARIUS
THE BOHEMIAN TASTEMAKER: You prefer to do things your way and are likely to come up with offbeat, eye-catching looks.

tastemaker + PISCES
THE TASTEMAKER AS ART: Personal styles is how you reveal your dreams and fantasies.

TASTEMAKER STYLE GUIDE

BRANDS

GOOD: Giuliana Rancic @ HSN, H&M, ASOS, DSW, Zara, TopShop, Pink, Stories by Kelly Osborn, Fashionproject.com

BETTER: Sarah Jessica Parker, Marc, Kors, DKNY, Theory, Rag and Bone, ASTR, French Connection, Kate Spade, Michael Kors, Simply Vera

BEST: Tom Ford, Gucci, Dior, Burberry, Moncler, Marchesa, Roland Mouret, Balanciaga, The Row, Victoria Beckam, Zac Pose, Thakoon, Louis Vitton, PRADA, Bottega Veneta, Christian Louboutin

MAGAZINES

WWD, Vogue, Harper's Bazaar, Elle, In Style, GQ, Esquire, Cosmo, InStyle, New Beauty

MOVIES

The Devil Wears Prada, Breakfast at Tiffany's, Gentlemen Prefer Blondes, Clueless, Romeo and Juliet, Lost in Translation, Before Coco, Sex and the City

BOOKS

Every designer book you can imagine

TV SHOWS

Project Runway, Sex and The City, Gossip Girl, Selfie, Revenge, America's Next Top Model, Pretty Little Liars, Lipstick Jungle, Bravo, Mr. Selfridge, Keeping up with the Kardashians

MUSICAL TASTE

DJ, Dance

HOT TOPICS

Fashion week, New collections, Beauty, Plastic surgery, Hair, Skin, Hot spots, Models, Fashion designers, Interior designers

WEBSITES

BEST JOB SITES: careers.com, velvetjobs.com

BEST FASHION BLOGGERS: manrepeller.com, theglamourai.com, weworewhat.com, cocorosa.com

BEST SHOPPING: barneys.com

APPS

Havs, Stargirl, Cloth, Smart Dresser

FAVORITE PICKS

DRINK: Cosmopolitan

CANDY: Ring Pop, Dean & DeLuca

DIET: Low Carb, Dukan Diet, Medical Treatments

EXERCISE: Spinning

FLOWER: Gardenia

VACATION: Paris

MUST HAVES: SJP shoes, Genetic Denim

'brooks' suede d'orsay pump
by SJP Shoes

Love - Topical Pheromone
Essential oil blend for promoting attraction
bigbeautybrands.com

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