



CLIENT STYLE SHEET

Design Ref:

Client:

Date:

The more I know about the person for whom I am creating a ring, the nearer I will get to her perfect design. So do what you can to paint her picture with the ideas below and photos where possible. We will build up a really good style sheet for her and it will save time when we meet to discuss designs. This is a basic guide, do add any other information you think will help.

Thank you

Who is the ring for? – name	
How old is she?	
What does she do?	
How would you describe her personality?	
APPEARANCE	
Hair – colour length style	
Eyes - colour	
Dress size (approx)	
Height	
How does she dress when she is not at work? What is she most comfortable in? Photos please	
What’s her favourite ‘going out’ outfit?	
Does she have a favourite designer (even one she can’t yet afford to buy from?)	
Does she have a clear style? eg: Retro - 1940s/50s/60/70s Modern cutting edge Smart tailored Romantic/ floral Shabby chic etc.....	

What colours does she wear? Does she have a favourite colour (apart from for her clothes)	
Does she wear jewellery? White or yellow metals? with Colour? Big/small?	
Shoes/handbags – brands & photos	
Take a picture of the inside of her wardrobe	
Take a picture of her jewellery box	
What does her home look like? Or how would she love it to look? Colours/styles? Photos?	
What car does she drive if any?	
What scent does she wear?	
ACTIVITIES & INTERESTS	
Is she sporty? – does she enjoy any particular activity like walking, riding, swimming, sailing, cycling, yoga, the gym etc..	
Is she artistic/crafty/creative with textiles, interior design, fine art, garden design	
Is she interested in fashion or design or architecture etc?	
Animals/pets/children?	
What/who are her favourite:	
Music	
Cinema/Films/TV programmes	
Books	
Gaming	
Magazines	
Artist/Author	



Places	
Restaurants/food	
Flowers	
People	
Have you checked out her Pinterest boards?	
What sort of holiday does she enjoy most? Beach, walking, exotic, travelling, cultural, activity based	
What is important to her? What does she care about in the world? (as many as apply) eg Environment/ sustainability/ human rights/ animal rights/ child poverty/ health & wellbeing/ food & agriculture issues/ family/ career	
Describe some of the successful gifts/surprises you have given her	