

Style Your Life in Two Words

ALLOW ME TO INTRODUCE MYSELF. I'm Timeless Radiant. Two crisp, defining words intended to help me 'design my life'—from my haircut to my living room, my creative projects to career choices.

Welcome to Style Statement—a trademarked concept launched last year by Vancouver lifestyle mavens Danielle LaPorte, 36 and Carrie McCarthy, 47. Distilled from a set of intriguing questions posed in a one-hour interview with these two personable, creative women—aptly dubbed the "Style Shrinks"—a Style Statement is about communicating who you are in all that you do (see www.carrieanddanielle.com). Think of it as your own personal brand.



The "Style Shrinks"—Danielle & Carrie (Kim Christie)

How is my 'brand' working? Timeless Radiant acts as a filter, helps me weed out fads, inspires me to transcend boundaries and to 'shine' through life.

McCarthy, a former model, wedding dress designer and interior designer, devised this 'deeper inquiry' four years ago when trying to design interiors with personal meaning for clients. The concept evolved when she and LaPorte became business partners and began doing Style Statements for friends.

The first word describes your essence; the second, your defining twist. Rather than capitulating to trends, it's about "matching your insides with your outsides," explains writer/artist/communications specialist LaPorte, who lives by her Style Statement, "Sacred Dramatic":

"Everything in my home has a story behind it. I'm attracted to natural textiles and devotional music, from Indian chants to Elvis gospel. I do what I consider sacred, contributive work. Before making business decisions, I ask myself, what would Sacred Dramatic do? The 'dramatic' is about impact—from my dreadlocks, to big abstract art, to speaking to women's groups about creating their lives."

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For McCarthy "Refined Treasure" is her compass. "Refinement for me is about quality—quality design, quality thoughts, principles of purity, grace. And I love to find treasures—from my grandfather's old watch to thrift store finds. 'Treasure' has become a way of being for me—a reminder to treasure the moment, to value everything in my life as a gift."

LaPorte and McCarthy combine their talents as creators and strategists to grow the concept. With a television pilot and book deal in the works, they are focused on bringing Style Statement to a large audience. "Carrie is the visualist, I'm the philosopher," says LaPorte. "She gets terrifically inspired ideas. I run them through my strategy mill and away we go. It's creative heaven." —Belinda Bruce

Male Style

Meet Andrew Williamson. Inspired by his wife's post-Style Statement revelations, Andrew got 'styled.'

"I often think that I undersell myself. I was interested in working on that to achieve success." Once he relaxed into talking about himself, he found the process enjoyable—and accurate. "I was surprised when they came back with Designed Ease. They saw right into me."

Andrew's Style Statement applies to many areas of his life, including shopping and dressing for work—two activities he abhors. "Figuring out that my strength is putting work into designing things once made it really simple. I applied that principle to my work clothes: problem solved. Same with an annual event I run. Looking at my life, I realized that everything I enjoy fits my statement, and the stuff that drives me crazy, doesn't."

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