

Fashion and the Platinum Rule

Image by Tia

Do you remember the Golden rule which is to treat others as you would want to be treated? Well now there is a new twist and it's called The Platinum Rule, which says to treat others "How They Want To Be Treated." So how do you know how someone wants to be treated and what does that have to do with fashion? It's a bigger topic than I have room to write, so I will summarize the basics and remember that there are always exceptions. Generally speaking, we can break people down into four primary behavioral groups, and in my experience I have found several consistencies about how women dress within each category.

Directors: Are fast paced, task-oriented, decisive, competitive, leaders, goal setters and risk-takers. *They talk more than listen* and "they like to be treated like they are in charge." **Fashion Sense:** Directors go for clean lines, strong colors, solids or strong prints and no-nonsense hair, make-up and accessories.

Relaters: Are observant, agreeable, warm, collaborative, thoughtful, cautious and good mediators. *They listen more than they talk* and "they want to be treated with compassion and cooperation." **Fashion Sense:** Relaters like styles with flowing lines, prints with curvature and gentle or sunny colors. They wear simple accessories and hair and make-up is soft and approachable.

Thinkers: Are analytical, deliberate, thorough, calm, precise, logical and planners. *They listen more than they talk*, "want you to get to the point and not criticize their logic." **Fashion Sense:** Thinkers wear understated colors and detailed prints. Their lines are clean (but can be a bit rumpled) and they wear smaller-scale accessories that are fairly simple in design and make-up is no fuss.

Socializers: Are outgoing, creative, fun spontaneous, fast paced, expressive, extroverted, energetic, persuasive and open to change. *They talk more than they listen* and "they want to be treated like a star." **Fashion Sense:** Socializers love lots of color, solids and bold prints and clothes that are fun and exciting. They wear attention-getting accessories, often change out their look and experiment with hair and make-up.

I have found it very useful to think about the people in my life, both professionally and personally, in terms of the Platinum Rule and how they want to be treated. It's something to think about!