

FASHION SCIENTIST

10 STATEMENT PIECES EVERY WOMAN NEEDS

AND HOW TO STYLE
THEM EFFORTLESSLY

A HOT GUIDE
TO LOOKING
CONFIDENT
& CHIC EVERY
DAY

WARNING!
This document contains files
that might change your life.



Welcome to Your Hot Guide

ABOUT ME

Hi, I'm Aya, Personal & Brand Stylist, and Creative Director. I craft visual stories that go beyond clothing—blending style and storytelling. My work extends past aesthetics; it's about creating meaning, emotion, and identity through visual language.

From helping with personal style for over 50+ clients and styling for London Fashion Week to working with international brands. And just like that, my creative styling has been featured in multiple print publications and on the cover of 17:23 Magazine.

I'm also the Founder of Fashion Scientist & Hot Mama Bakery, a Styling Society, a supportive community designed to help people express their truest, boldest selves within a supportive community and at an affordable price.

This guide is your first taste of what it feels like to dress with **confidence**, **clarity**, and **intention**. Inside, we'll dive into the 10 statement pieces every woman needs—or as I like to call it, **the building blocks that take your wardrobe** from “nice” to ***magnetic***. Think of them as the anchors of your style: the pieces that let you show up every day looking polished, elevated, and uniquely you.

Okay, let's dive in,
Aya x



10 STATEMENT PIECES EVERY WOMAN NEEDS

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**By the end of this guide,
You'll walk away with:**

- A clear understanding of what a statement piece really is.
- A framework to help you choose pieces that fit your personality and lifestyle.
- A curated shopping list across 3 budgets (mass market, middle market, and luxury)—so you can start building or refreshing your wardrobe right away.
- Outfit examples that show you how these pieces work in real life.

And this is just the beginning. 🌹

Inside Hot Mama Bakery, we go deeper: seasonal curations, styling science, and ready-to-shop drops tailored to different budgets.

Think of this guide as your starter slice—HMB is the full feast. So, grab a notebook (or your wishlist), get inspired, and let's build a wardrobe that makes you feel powerful, magnetic, and ready for anything.

HOT MAMA BAKERY WHY JOIN

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Join Styling Society to always be on track.

Stay effortlessly aligned — in style, energy, and evolution.

You already have an eye for beauty — but staying consistent, inspired, and put-together in real life? That's where most people lose the thread.

The Hot Mama Bakery Styling Society bridges that gap between inspiration and execution — so your wardrobe finally feels as elevated as your vision.

Why Join:

- Clarity meets curation: Every month, receive expertly selected statement pieces and outfit formulas tailored to your lifestyle and mood — no more guessing what fits “you” now.
- Styling made scientific: Learn the psychology behind your clothes. We translate your energy, proportions, and aesthetic into looks that make sense and make impact.
- Evolution on autopilot: As your life shifts — new seasons, new roles, new versions of you — your wardrobe evolves with precision, not chaos.



HOT MAMA BAKERY STRUCTURE

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Inside the Styling Society:

Each week, you'll unlock Fashion Scientist-crafted styling kits of topics that combine theory and practice: visual outfit maps, seasonal must-haves, and curated statement pieces by budget tier — from mass market to luxury.

You'll discover what works for your shape, your mood, and your chapter — learning how to shop, style, and invest. Because true style isn't about more clothes — it's about refined direction. Join the Styling Society, and let your wardrobe evolve as beautifully as you do.

Plans & Pricing

Hot Mama Essentials

£
19.99

Every month

For those who'd like to join Hot Mama Bakery community but low key want to be an observant.

Join

Best Value

Hot Mama Elevated Edge

£
24.99

Every month

Recommended tier. You are here for a long time, fun time, not a short time. You are committed to elevate your personal style and you are ready to take your time. Moving at your comfortable pace.

Join

Hot Mama Alchemy

£
69.99

Every month

You want all and you want it now. You are full force to be a part of the group with the most access. You are a busy bee and a go-getter so this plan is totally screams you.

Join

PART 1

THEORY

dresses & evening wear



tops & bottoms

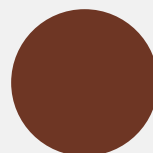
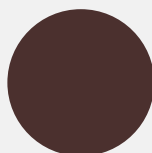


shoes

accessories



bags



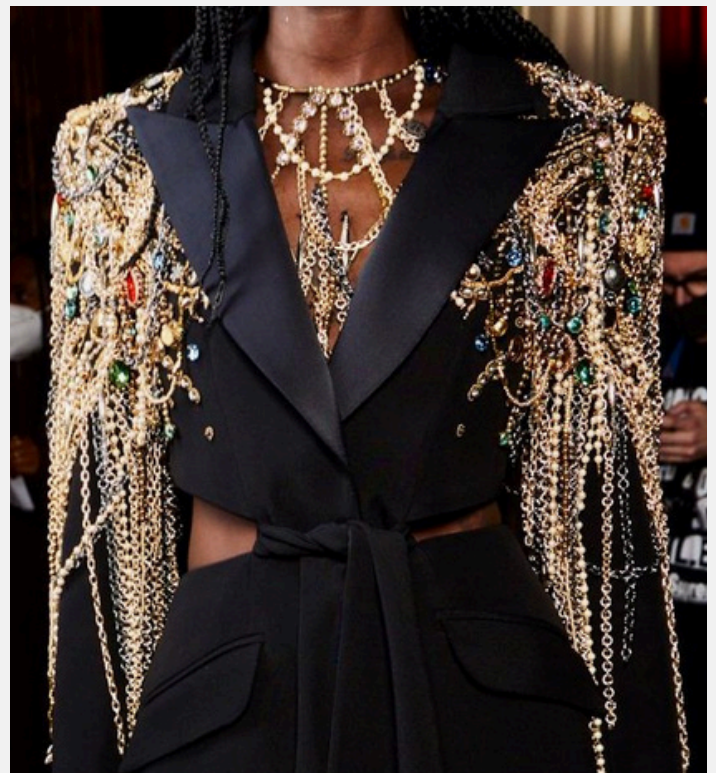


WHAT'S A STATEMENT PIECE?

A statement piece is the visual anchor of your outfit — the element that draws the eye, sparks conversation, and elevates simple basics into a polished look. It's not always about being bold or loud; sometimes the most powerful statement is subtle, minimal, or unexpected. Keep in mind, NO statement piece is also a statement.

The beauty of statement pieces is that they work for everyone — regardless of budget, lifestyle, or aesthetic. What matters is how you choose them, how they fit your personality, and how they balance with the rest of your wardrobe.

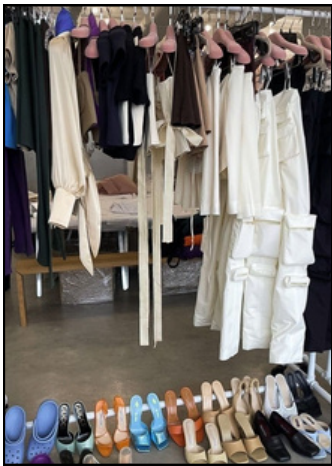
Think of it this way: if your outfit were a sentence, the statement piece would be the exclamation point. It's the detail that transforms you from “nicely dressed” to unforgettable.



CATEGORIES OF STATEMENT PIECES

in no particular order

1



Clothing

- **Outerwear:** Think bold coats, blazers, or jackets with unique cuts, colours, or textures.
- **Tops or Dresses:** A standout blouse, sweater, or dress with striking prints, embellishments, or silhouettes.
- **Bottoms:** High-waisted trousers, skirts with unusual cuts, or pants with bold patterns or textures.

2



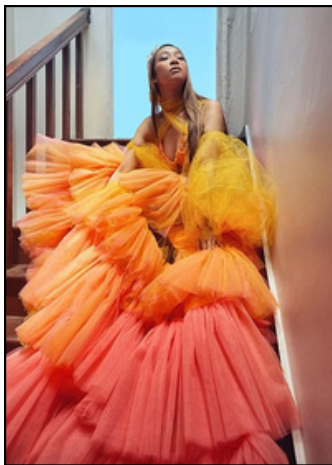
Accessories

- **Jewellery:** Chunky necklaces, large earrings, or a bold cuff bracelet can instantly transform an outfit.
- **Bags:** A statement handbag with an eye-catching design, bright colour, or unique shape.
- **Belts:** Bold, patterned, or anything with a distinctive shape or detailing will spark attention immediately.

CATEGORIES OF STATEMENT PIECES

in no particular order

3



Textures and Fabrics

- Textures: Leather, velvet, silk, or sequins are materials that stand out on their own.
- Fabrics: Layering different fabrics, like a velvet top with leather pants, can make one element stand out more dramatically.

4



Prints & Patterns

- Animal Prints, Florals, or Geometric Designs: A bold print can easily serve as a statement in your look.
- Colour Blocking: Combining unexpected colours can create a vibrant, head-turning outfit.

CATEGORIES OF STATEMENT PIECES

in no particular order

5



Silhouette

- Bold Proportions: Oversized blazers, wide-leg trousers, or cropped cuts create drama through contrast.
- Unexpected Shapes: Asymmetry, dramatic lengths, or sculptural tailoring draw the eye and feel instantly fashion-forward.
- Figure Focused: Body-hugging silhouettes, corseted tops, or sharp tailoring emphasise form and command attention.

6

BONUS GIFT



Personality Piece

- Quirky & Playful: Bold prints, unexpected accessories (like a feathered bag or metallic boots), or fun pop-culture references.
- Edgy & Expressive: Leather harnesses, studded belts, graffiti denim, or anything that channels rebellion and raw energy.
- Or basically **anything** that your **soul desires**.

10 TYPES OF STATEMENT PIECES



JEWELRY & ACCESSORIES

- ***Why it works:*** Accessories frame your act as immediate attention grabbers. A bold jewellery piece, or a statement bag, instantly injects personality into the simplest outfit. This is the EASIEST and CHEAPEST way to add style to ANY outfit.
- ***Hot Mama tip:*** If you are new to accessories, add one statement accessory at a time. Let's expand gradually.



OUTERWEAR

- ***Why it works:*** The first impression is often your coat or jacket. A sharply tailored blazer, a classic trench, or a vibrant oversized coat turns errands into a runway moment.
- ***Hot Mama tip:*** Outerwear can elevate even basic jeans and a tee. Choose one coat each season that feels like an identity piece.



SHOES

- ***Why it works:*** Shoes set the tone of your look. Trainers keep things relaxed, pointed heels add authority, and chunky boots add edge. And when styled properly, it can speak before you do.
- ***Hot Mama tip:*** Think of shoes as mood-setters. One switch can flip your outfit from casual to chic.

10 TYPES OF STATEMENT PIECES



DRESSES

- ***Why it works:*** A dress can be a complete look on its own, or add some layering. Strong silhouettes, bold prints, or refined cuts do the talking.
- ***Hot Mama tip:*** Find your “go-to dress” formula that works for your body and mood — then rotate statement versions seasonally. Start with a little black dress. Can never go wrong.



TOPS

- ***Why it works:*** Tops are what people see most (hello, Zoom culture). A silk blouse, a crisp oversized shirt, or any asymmetrical cut will make it stand out for sure.
- ***Hot Mama tip:*** Invest in tops that elevate the bottoms you have — it’s the fastest route to looking polished with zero effort.



BOTTOMS

- ***Why it works:*** Tailored trousers, leather pants, or jeans with character (wide-leg, vintage, or embellished) ground your outfit in sophistication and uniqueness. And don’t forget about skirts!
- ***Hot Mama tip:*** Think of bottoms as a canvas. Statement versions turn even the simplest sweater into a styled look.

10 TYPES OF STATEMENT PIECES



EVENINGWEAR

- ***Why it works:*** Sequins, metallics, velvet, or sharp cocktail dresses carry an aura of occasion. They're the wardrobe's power players, reserved for spotlight moments.
- ***Hot Mama tip:*** Don't save them only for night — pair a sequin jacket with denim for day-to-night cool. And if you work in corporate look at [Sam](#) as an example.



SILHOUETTE

- ***Why it works:*** The shape of a garment defines how your body and outfit are perceived. Strong shoulders, dramatic lengths, or unexpected proportions instantly create impact and set the tone of your look.
- ***Hot Mama tip:*** Play with balance — if one piece is oversized, keep the rest sleek; if one is body-hugging, let another flow.



PRINTS & PATTERNS

- ***Why it works:*** Bold prints and patterns immediately draw the eye and add personality to any outfit. Stripes, florals, animal prints, or graphic designs — you name it.
- ***Hot Mama tip:*** Those are tricky sometimes. Mix prints carefully — pair one statement print with neutral pieces. Or join HMB to learn this topic in depth.

10 TYPES OF STATEMENT PIECES



TEXTURES & FABRICS

- ***Why it works:*** Textures like leather, velvet, silk, or sequins create instant visual and tactile interest. Fabrics with depth or sheen catch the light differently, making even simple silhouettes feel elevated.
- ***Hot Mama tip:*** The more polar the fabrics and textures, the better the outfit will look.



EYEWEAR

- ***Why it works:*** Sunglasses frame your face like jewellery and instantly shift the vibe of your outfit. The right pair adds mystique, confidence, and polish — even on the most casual days.
- ***Hot Mama tip:*** Eyewear as an identity piece. Experiment with classic shapes first. To get a better idea of how to find perfect glasses, check out [Signature Identity Style Guide](#).



PERSONALITY

- ***Why it works:*** Your personality is the ultimate statement. When you choose a piece that feels uniquely you, it transforms from just clothing into self-expression. That's what makes your look unforgettable.
- ***Hot Mama tip:*** Don't chase trends for this category. Instead, lean into what sparks joy or makes you feel magnetic.

PART 2

PRACTICAL



MINI-FRAMEWORK: THE 3-POINT STATEMENT TEST

WHEN YOU'RE UNSURE IF
SOMETHING QUALIFIES, ASK
YOURSELF:

01

Does it reflect your personality?

Whether you're bold, soft, mysterious, or playful — your statement piece should feel like you. It's not about trends, it's about alignment.

02

Can it work in 5 different outfits?

True statement pieces aren't one-hit wonders. The best ones can shift vibes — from casual to elevated — just by changing how you style them.

03

Do you feel confident in/with it?

You know that feeling when something just clicks? That's your sign. The right piece carries energy — it makes you stand taller, walk slower, smile differently.

Exercise: Identify Your Category

Every wardrobe has hidden icons. Here's how to find yours:

1. **Pick one piece per category** — silhouette, texture, print, accessory, or even vibe.
2. **Try them on and observe** which ones shift your posture or energy.
3. **Note the pattern** — is it a structure? shine? nostalgia? That's your statement fingerprint.

MATCH YOUR MOOD TO YOUR OUTFIT ENERGY

How You Want to Feel - **Confident**

What to Look For:

Structured blazers, strong shoulders, leather, dark tones, sharp lines.

Style Science Insight:

Power dressing activates posture and assertiveness — structure literally supports your energy.



How You Want to Feel - **Effortless**

What to Look For:

Flowy fabrics, monochrome palettes, relaxed fits, neutral tones

Style Science Insight:

Soft textures and balance in proportion signal calmness and ease — less noise, more presence.



MATCH YOUR MOOD TO YOUR OUTFIT ENERGY

How You Want to Feel - **Playful**

What to Look For

Pops of color, bold prints, unexpected accessories, metallic details

Style Science Insight

Dopamine dressing — visual stimulation activates joy and creative flow.



How You Want to Feel - **Romantic**

What to Look For

Draped silhouettes, lace, muted pinks or creams, vintage-inspired pieces

Style Science Insight

Gentle fabrics connect to sensuality and emotional openness.



MATCH YOUR MOOD TO YOUR OUTFIT ENERGY

How You Want to Feel - **Grounded**

What to Look For

Earth tones, denim, linen, minimal jewellery.

Style Science Insight

Texture grounded in natural fibers anchors your energy and enhances authenticity.



How You Want to Feel - **Magnetic**

What to Look For

Statement shoes, silky textures, asymmetrical shapes, deep reds.

Style Science Insight

Pieces that move or glimmer subtly create visual rhythm — drawing the eye and amplifying presence.

PART 3

READY-TO-WEAR

accessories



statement



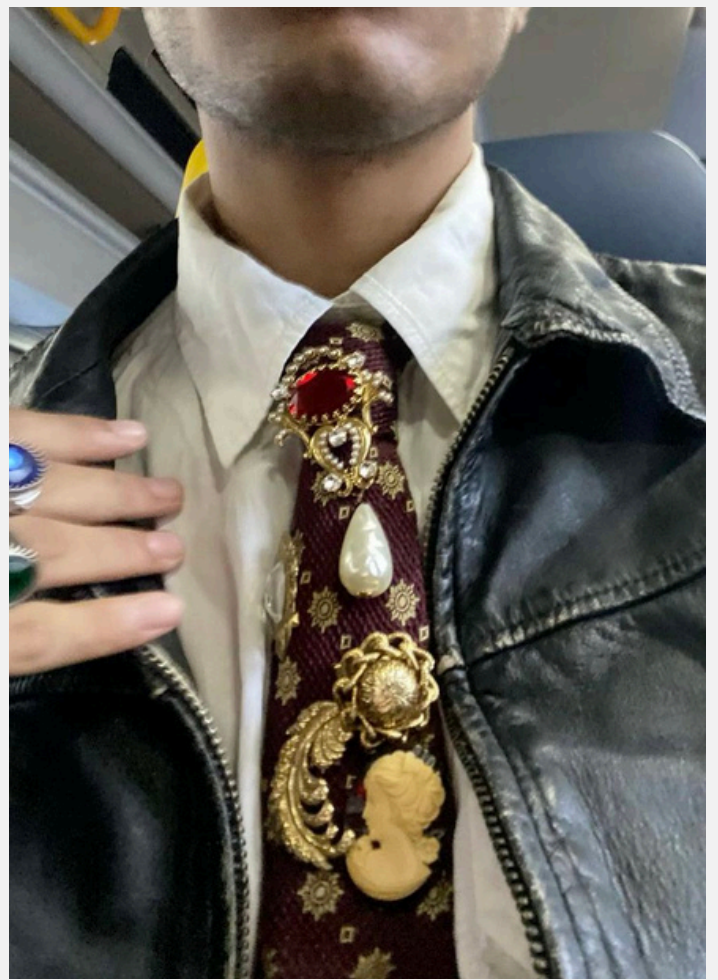
colours

bags



shoes





THE SIGNATURE FORMULA EXERCISE

Craft Your Effortless Statement Blueprint

Purpose:

You've learned what makes a statement piece powerful — now it's time to make it yours. This formula is your style **DNA**: a repeatable mix of base, statement, and support you can rely on in any season. Once you know it, dressing becomes effortless, confident, and unmistakably you. Below are a few examples. Also, all the items from the formula examples are clickable <3

The Formula:

[Core Base Piece] + [Statement Category] + [Supporting Element]



STATEMENT



Classic Femmenine look



Modern Minimalist



STATEMENT



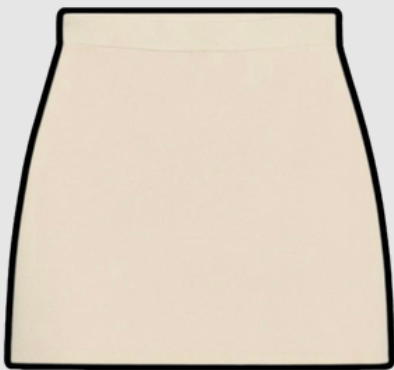
STATEMENT



Creative Cool Girl



Effortless Chic:



STATEMENT





2 STATEMENTS



Soft Power



Effortless Chic:



STATEMENT





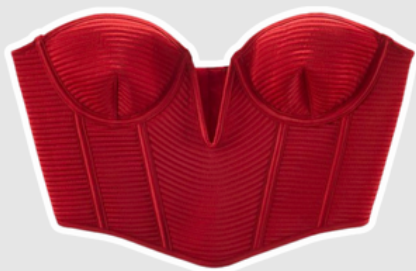
↘ **STATEMENT**



Playful Muse



High-Low Queen



↘ **STATEMENT**





STATEMENT



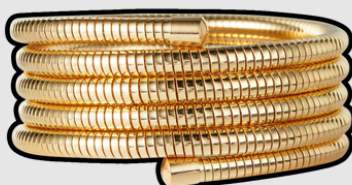
Timeless Cool



Weekend Icon



STATEMENT





THANK YOU!

Congratulations, bestie! You've just taken your first step toward a wardrobe that truly reflects you.

Remember: great style isn't built overnight — it's built intentionally, layer by layer.

Inside this guide, you've learned how to identify, choose, and express your statement pieces. Now it's time to go deeper.

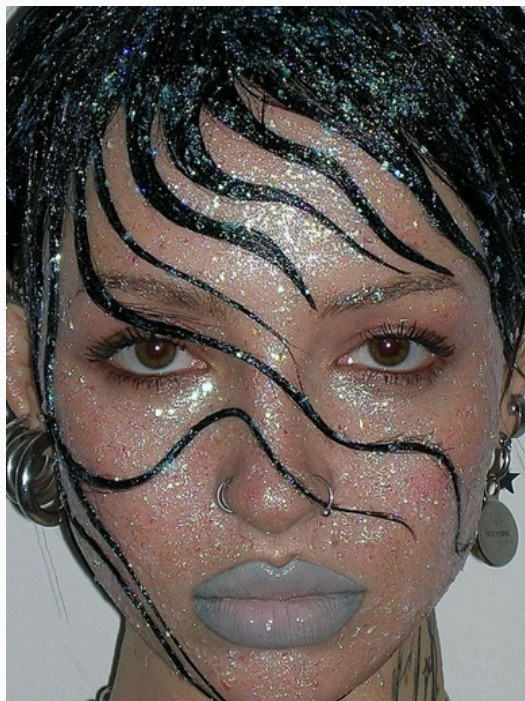
✨ Because your style isn't random — it's your personal science.

But you wouldn't think I would let you go without extra bonuses and presents <3

Keep scrolling ;)

Oh, and let's make sure we stay connected on socials so you can dm me anytime if you have any questions x

Choose your STATEMENT fighter



EXCLUSIVE STYLE GUIDE OFFER

fashionscientist.net



YOUR STYLE, DECODED FOR ONLY £2.99

Unlock Ultimate Signature Style Guide, a complete blueprint to discovering your personal aesthetic — usually ~~£79~~, now just

£2.99

Inside, you'll get:

- A step-by-step framework to identify your signature style.
- Wardrobe foundations and outfit formulas tailored to your energy.
- Emotional styling prompts to connect how you feel to what you wear.

🎁 This is your next-level clarity — beautifully simplified.

→ Get instant access to your guide for £2.99

TRY HOT MAMA BAKERY FOR FREE

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1 WEEK INSIDE THE HOT MAMA BAKERY — ON ME

Experience the power of curated styling for your real life.

Join for a **FREE 7-day access** and see how each drop, outfit map, and insight transforms the way you dress.

You'll receive:

- Weekly clickable outfit formulas templates
- Glimpse into private members' chat
- Styling notes rooted in fashion psychology

✨ Effortless style isn't luck — it's structure with soul.

To claim your free week, drop a “**Hot Mama**” comment under my any video on my Instagram OR TikTok (whichever you use the most x)

CLAIM HERE



1:1 STYLING SPECIAL OFFER

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**Ready to go deeper?
Let's personalise your
evolution.**

Book your **FREE 1:1 consultation** – a tailored conversation where we'll define your style direction, refine your wardrobe goals, and map your next steps.

And as a thank-you for joining this journey, enjoy an exclusive **20% off** all 1:1 services.

Because the next chapter of your style deserves focus, intention, and a little Fashion Scientist precision.

→ **Book your free consult & claim your 20% offer.**

Okay, speak soon, bestie!

Aya x