

CURATED VS CLUTTERED; A GUIDE TO EAR STYLING

PRESENTED BY;

CHLOE BROOMFIELD - FLESH IMPRESSIONS

LARISSA PURVES - INDUSTRIAL STRENGTH



INTRODUCTION



Chloe Broomfield - Flesh Impressions
Piercing since 2014



Larissa Purves - Industrial Strength Australia
Piercing since 2012

CLASS STRUCTURE

STYLING CONSIDERATIONS

- Curation Tools - Making Styling Easy
- Lifestyle and Functionality - Where Styling Needs to Compromise
- Budget - To Ask or Not To Ask

GETTING CREATIVE

- Ear Shapes and Anatomy - Picking What Works
- Determining Colour Pallet - Beginning the Journey with Colour
- Shapes and Textures - Adding Pizzazz

FINAL TOUCHES

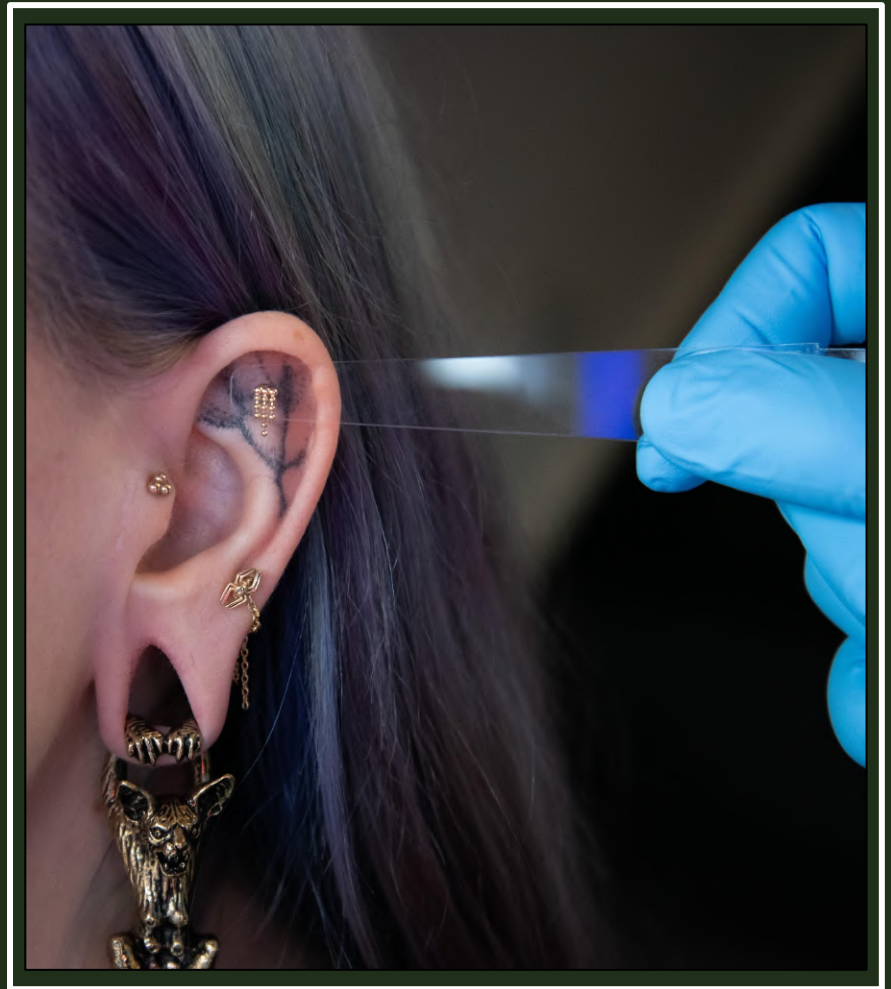
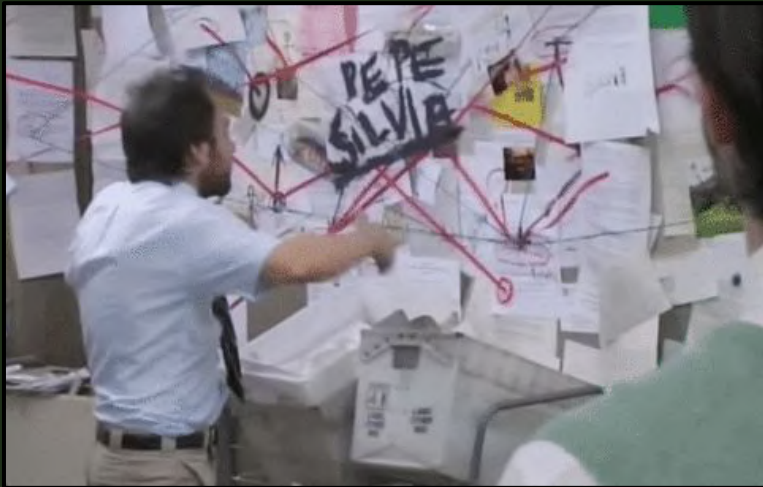
- Curation Embellishments - Accentuating Your Setup
- Creating Flow - Making it Make Sense
- Closing the Sale - Getting That Coin



CURATION TOOLS

Making Styling Easy

(don't be like Charlie)



TOOLS TO CONSIDER

MIRRORS & HAIRCLIPS:

Quality of life items

JEWELLERY HOLDERS & TRAYS:

Reliable tools to keep your process moving

FORMS, FILES & APPS:

Saves you time in the long run, keeps your organised

MOODBOARDS:

Saves you time and helps your client gather their ideas, before any styling takes place

SILICONE EARS & APPS:

Maps out a vision for a curation with jewellery in stock and ready to go



TOOLS TO UTILISE - THE BASICS



HAND MIRRORS



HAIR CLIPS/PINS



JEWELLERY TRAYS

TOOLS TO UTILISE - FORMS/APPS

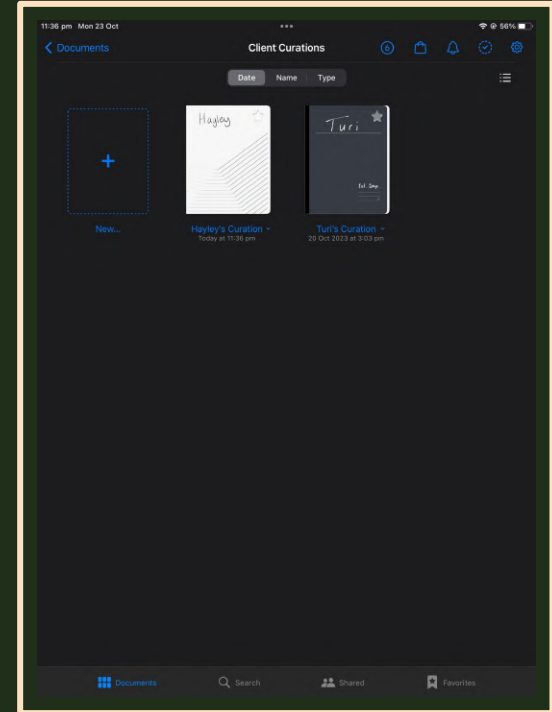
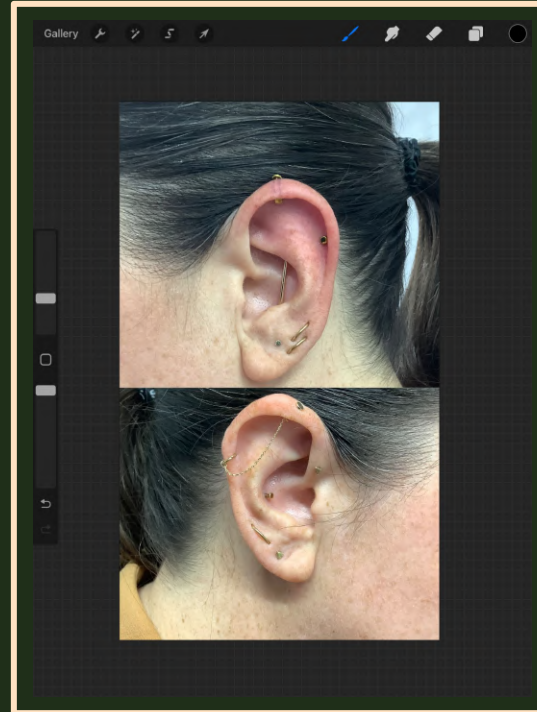
Curation Plan

Client Details:
Name:
Email:

Existing Piercings

Titanium / Yellow Gold / Rose Gold / White Gold

@hayley_piercing
hayleypiercing@gmail.com
Industrial Strength Australia
192 King Street, Newtown



CURATION FORM

APPS FOR VISUAL CURATION

FILING SYSTEM

CURATION FORM

Benefits:

- Record keeping
- Visual reference
- Detailed information
- Can be used digitally or physically
- Easy to use



Consider:

- Difficult to change on the fly (unless digital)
- When using a physical copy, the ears do not provide specific anatomy

Curatation Plan

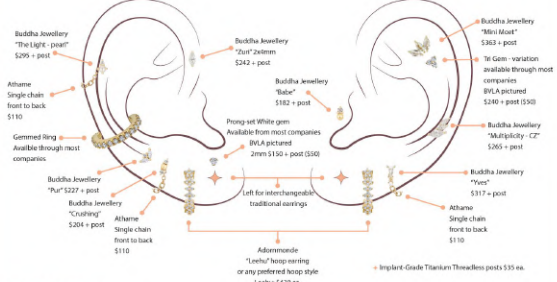
Client Details:
Name: **Steph Pese**
Email: **Instagram**

Existing Piercings





Titanium Yellow Gold Rose Gold / White Gold

Add Forward Helix, flats and mid helix is fresh. All other piercings healed.
Include Marquise fan, marquise cut.



@hayley_piercing
hayleypiercing@gmail.com
Industrial Strength Australia
192 King Street, Newtown



@hayley_piercing

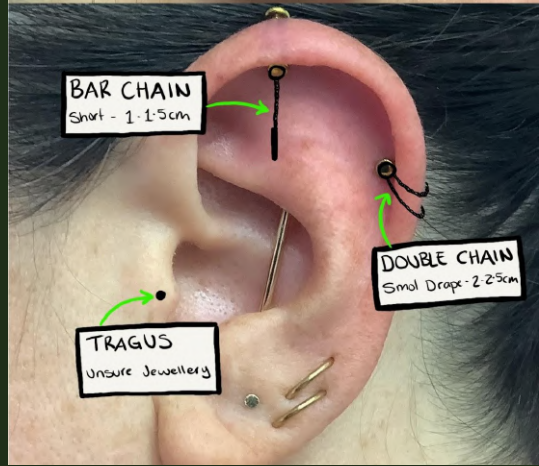
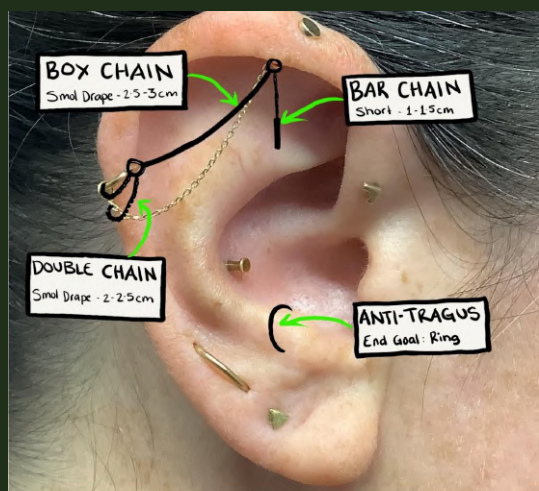
APPS - PROCREATE

Benefits:

- Record keeping
- Detailed visual reference
- Detailed information
- Can be changed easily
- Smooth and quick

Consider:

- Requires an iPad / Tablet
- Paid app
- Can be a difficult learning curve



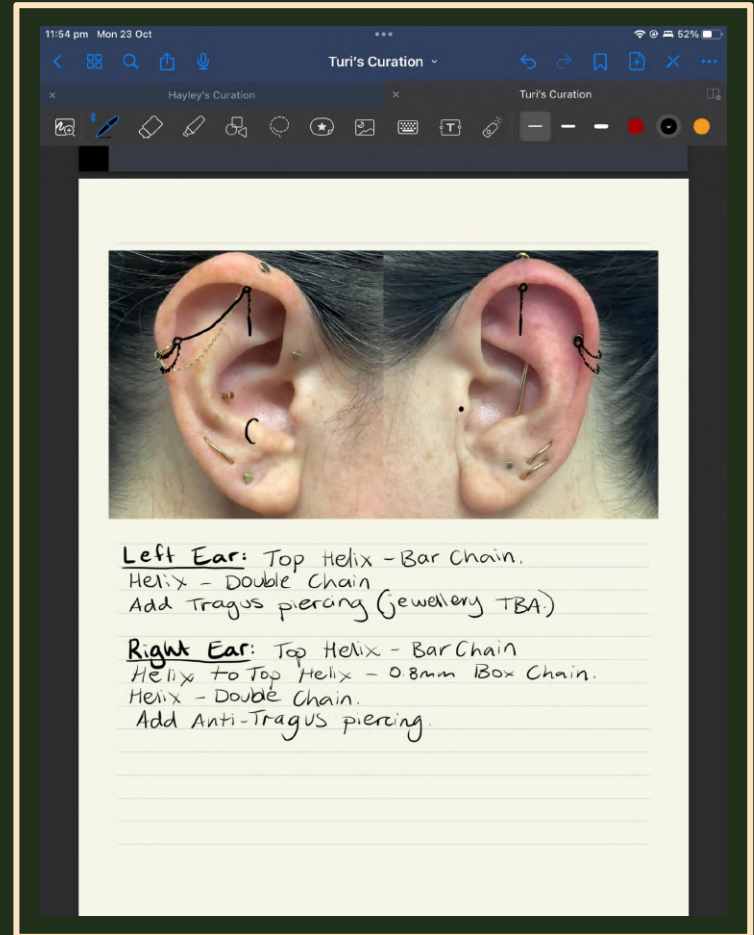
APPS - GOODNOTES

Benefits:

- Record keeping
- Visual references
- Detailed information
- Very organised
- Easy to use

Consider:

- Requires good organisation
- Requires an iPad / Tablet



TOOLS TO UTILISE - MOOD BOARDS



Where to look

Pinterest

Instagram

Brand websites

What to look for

Gold colour

Gem colour

Shapes

HOW TO READ A MOOD BOARD?

Common 'theme'

Common Colours

Jewellery Style

Particular Piercings

MOOD BOARD - EXAMPLE

Curation Plan

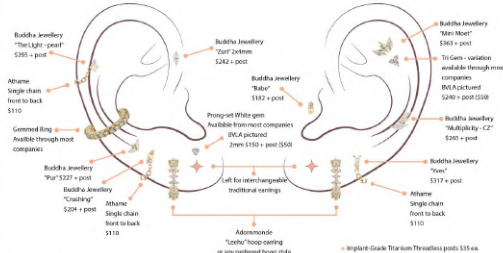
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Existing Piercings



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@sawley_piercing

hayleypiercing@gmail.com
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LIFESTYLE & FUNCTIONALITY

SOMETIMES YOU GOTTA COMPROMISE



LIFESTYLE

WHAT TO CONSIDER FOR NEW PIERCINGS?

- Sports & Swimming
- School / Work
- Holiday Plans
- Hobbies
- Sleeping Plan





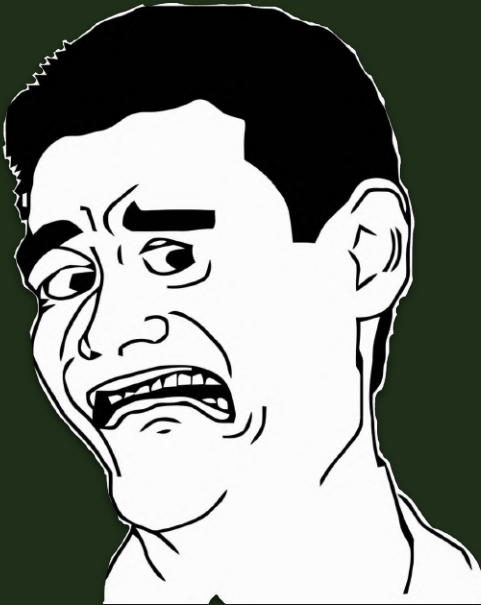
FUNCTIONALITY

WHAT TO CONSIDER WHEN CHOOSING JEWELLERY?

- Anatomy
- The shape matches the space
- Jewellery suits the clients needs
- Client understands whether a piece is versatile or not

BUDGET

TO ASK OR NOT TO ASK?



TALKING BUDGET PRO'S AND CON'S

DON'T ASK

May spend more once they fall in love with the jewellery

Unaware of the ceiling and can feel intimidated once pricing is established

DO ASK

Comfortable with their budget, staff feel comfortable with suggestions

Can mentally 'shut a door' to more expensive pieces. Can portray like we only care about their maximum budget.

TIERED APPOINTMENTS

Choose their own adventure, easier for staff to set realistic appointment times

Makes them feel less than if not spending max. Incorrectly booked styling times = loss of time and money

CONFIDENCE = KEY



EAR SHAPES & EXISTING PIERCINGS

HOW TO GO WITH THE FLOW



Balanced
beautifully
with a helix
with
statement
jewellery



Statement
piece that
draws
attention
upwards,
more evenly
spaced look

@piercedheartt - The Piercing Urge

Big statement
piece =
flattering to
anatomy and
attention
grabbing

Created even
balance whilst
celebrating her
unique ear
shape



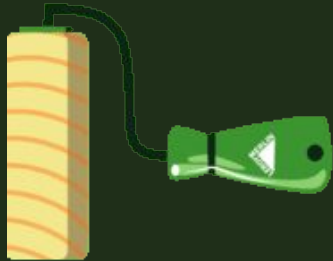
Tissue too
folded = not
viable to
pierce

Antihelix
folded into
diamond
shape, perfect
fit for
jewellery

@chloethepiercer - Flesh Impressions

DETERMINING COLOUR PALLETS

BEGINNING THE JOURNEY
WITH COLOUR



COLOR THEORY

COLOR MODELS

CMYK
Printing standard
Mix of cyan, magenta, yellow and black ink.



RGB
Digital standard
Mix of red, green and blue channels of light.



HSB
Version of HSL
Mix of hue, saturation and brightness.

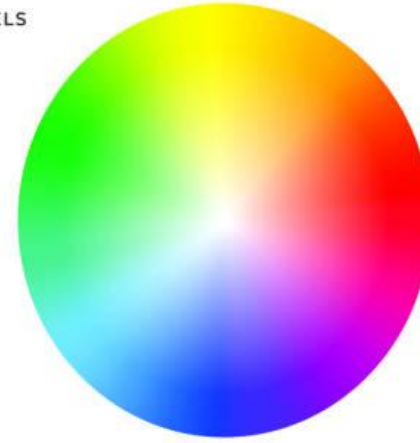


GRAYSCALE
Impurity of black
Can only show intensity to create shades.



COLOR MEANINGS

- RED** PASSION, LOVE, BLOOD, DANGER, STRANGTH
- PINK** ROMANTIC, FEMINE, LOVE, SENSITIVITY, EXCITING
- YELLOW** OPTIMISM, SUNSHINE, CONFIDENCE, ATTENTION, SUCCESS
- GREEN** HEALTH, GROWTH, PEACE, VITALITY, WEALTH
- ORANGE** ENERGY, HAPPINES, SUCCESS, WARMTH, CREATIVITY
- BLUE** TRUST, SERENITY, PEACE, COMMUNICATION, SADNESS
- PURPLE** ROYALTY, MAJESTY, MYSTERY, SPIRITUALITY, LUXURY
- BROWN** ORGANIC, HONEST, NATURAL, SIMPLE, WHOLESOME
- GRAY** COMPROMISE, NEUTRAL, BALANCE, CONSERVATIVE, FRUSTRATION
- BLACK** ELEGANCE, POWER, LUXURY, MYSTERY, SORROW
- WHITE** PURE, SIMPLE, INNOCENCE, VIRGINITY, MINIMALISM



COLOR PROPERTIES



WARM



COOL



SATURATED



DESATURATED



BRIGHT



DARK



MONOCHROME

COLOR HARMONIES



ANALOGOUS



COMPLEMENTARY



TRIAD



SPLIT COMPLEMENTARY



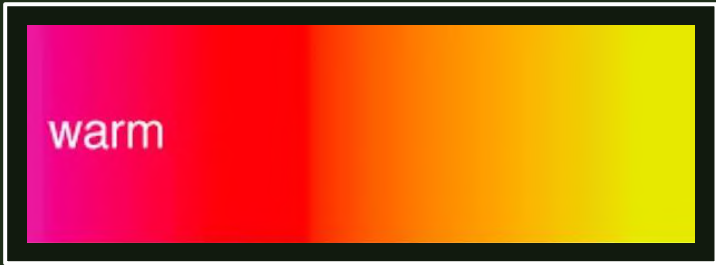
TETRAD



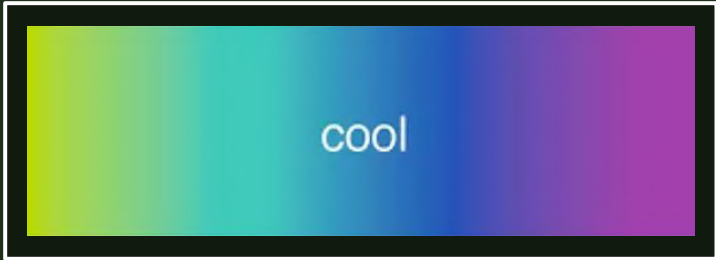
MONOCHROMATIC



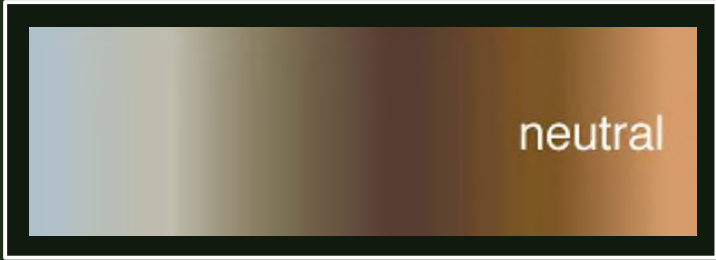
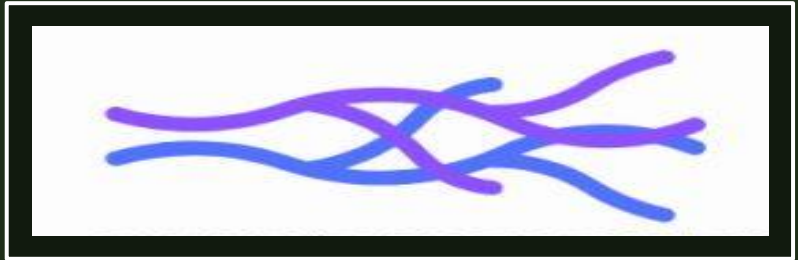
SQUARE



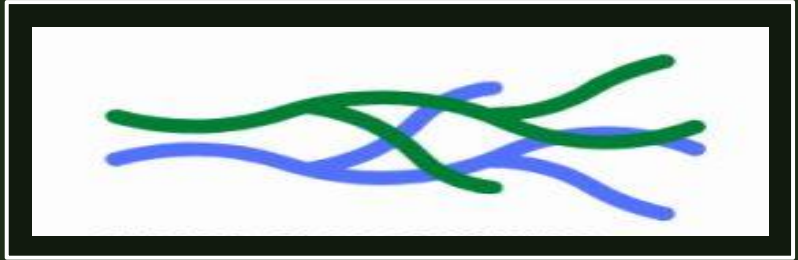
WARM
TONES



COOL
TONES



NEUTRAL
TONES



MONOCHROMATIC COLOUR

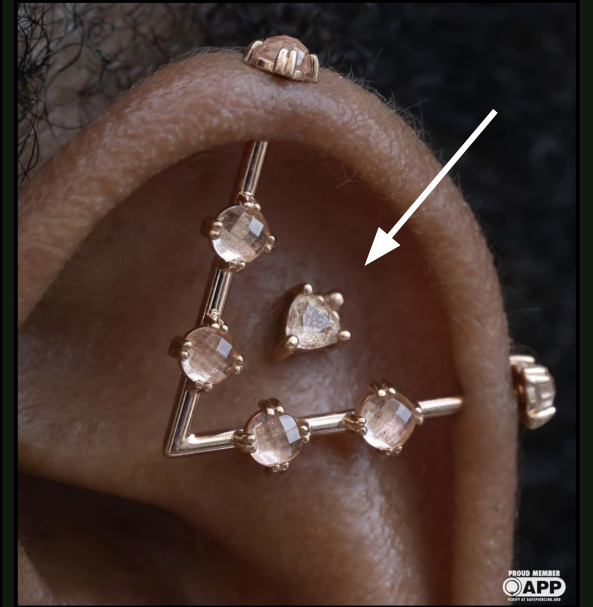
ALL THE SAME COLOUR/DIFFERENT SHADES OF THE SAME COLOUR



@noahhutti piercer - Bicycle Tattoo and Piercing



@_piercercaitlin - Flesh Impressions Body Piercing



@johnnypearce - Nine Moons Piercing

ANALOGOUS COLOURS

COLOURS THAT SIT BESIDE EACH OTHER ON THE COLOUR WHEEL



@johnnypearce - Nine Moons
Piercing



@edelbugs - Absolution Body
Piercing



@piercingsbylarry - Industrial
Strength Australia

COMPLIMENTARY COLOURS

COLOURS THAT ARE OPPOSITE TO EACH OTHER ON THE COLOUR WHEEL



@marilynmenascott - Paloma Piercing



@marilynmenascott - Paloma Piercing



@joeltrondotcom - Stone Heart and Opal Heart

STONE HEART .COM.AU
Opal Heart .COM.AU
SAFEPIERCING.ORG - PROUD APP & AUPP MEMBER - SAFEPIERCING.ORG.AU

THEMED COLOURS

COLOURS THAT TELL A STORY OR GO WITH A THEME



Forest Fairy Theme

@niamhsneedles - Flesh Impressions



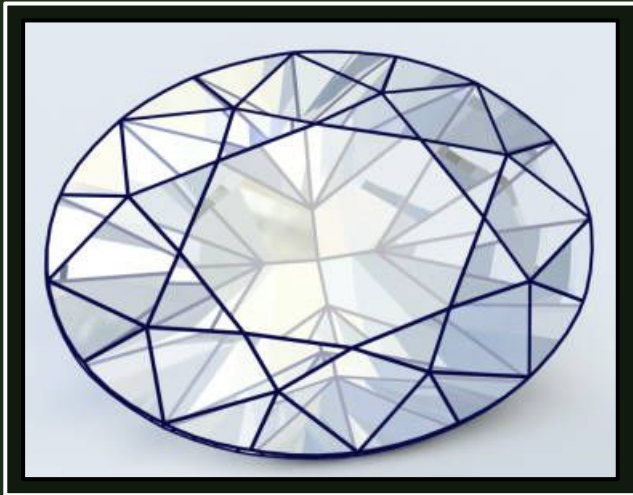
Midnight Sky Theme

@pixelpiercing - Pixel Piercing



Padme "Star Wars" Theme

@theexoticbody - The Exotic Body



Classic, timeless.
Any colour will look
amazing!



Makes a statement,
cheaper overall



Makes pale colours
the main character



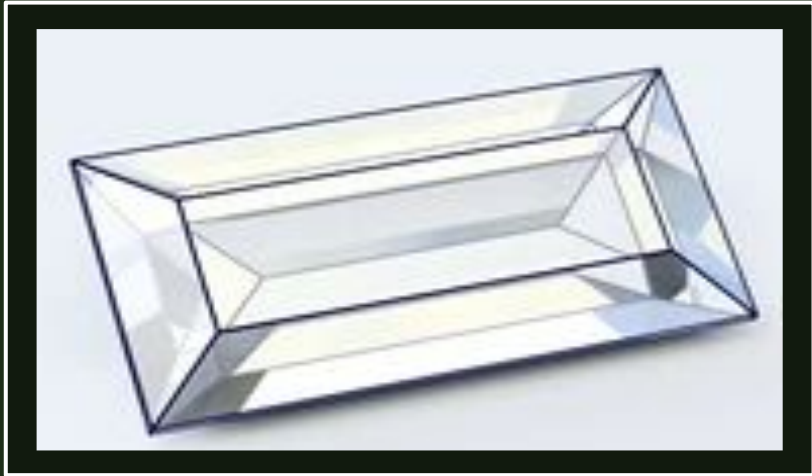
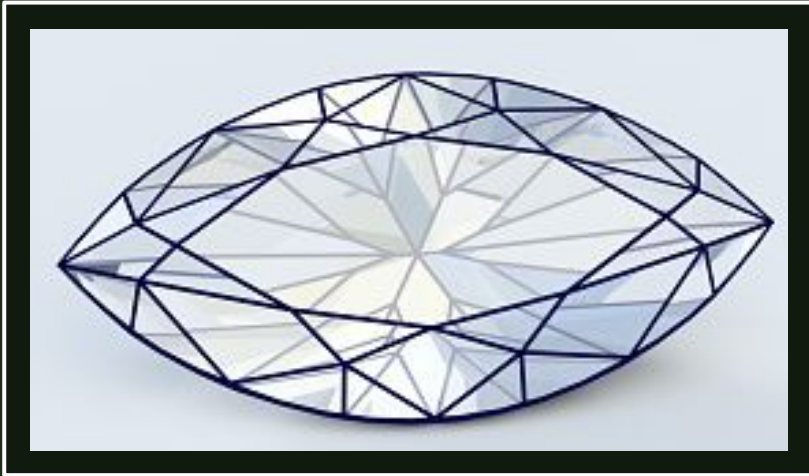
Too perfect!





Main character energy





Doesn't like to
play well with
other shapes

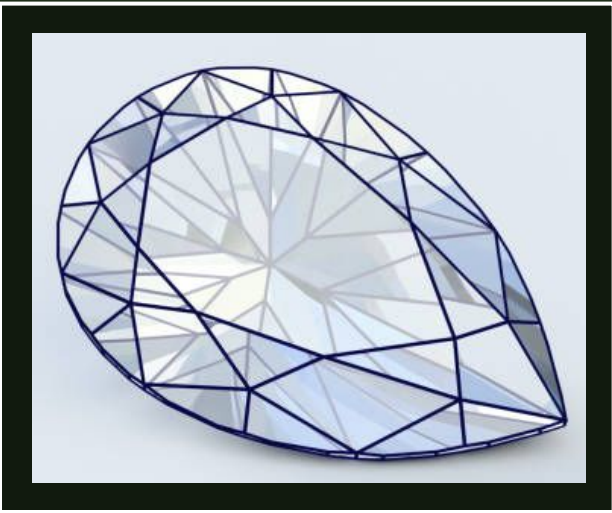


 Unique, makes richer colours glow, flows with anatomy beautifully

 Sophisticated, timeless. Great for rich/vibrant colours

 Will make you obsessed with her

 Not super sparkly (silly name)



Old school elegance (like, really old), highlights multi-coloured stones.



Takes up lots of room!



Team player, great at highlighting deeper undertones



Diminishes vibrant colours, makes them look muted

SHAPES & TEXTURES

ADDING PIZZAZZ



@chloethepiercer

TEXTURES FOR STONES



@chloethepiercer - Flesh Impressions



@cherrycore.com.au - Cherrycore

TEXTURES FOR METALS



@fer.piercer - Millennium Piercing



@piercersuzanne - The Piercing Urge

TEXTURES FOR METALS



@chloethepiercer - Flesh Impressions



@remedybodypiercing - Remedy Body Piercing

SHAPES FOR STYLE



@_piercercaitlin - Flesh Impressions



@stabrat - Stone Heart

Flying bats
on flat,
making use
of spacious
area.

Chain
separates two
halves

Singular
moon as an
accent piece



Hanging bat,
filling empty
space

Stars of
different sizes
mimicking
night sky

Even balance
of piercings
from top to
bottom

CURATION EMBELLISHMENTS

Accentuating Your Setup
with..

CHAINS



CHAINS & CHARMS



After the hard
work of healing
the piercings and
choosing
complimentary
jewellery.

You get to add
MORE!



CREATING STYLE - CHAINS



Minimal Chains

Both fill space
Both look neat
Both close gaps



Maximal Chains

CREATING STYLE - CHARMS



Minimal Charms



Maximal Charms

TO DRAPE OR NOT TO DRAPE

Tighty whitey vs loosey goosey



CREATING STYLE - DRAPING VS FITTED



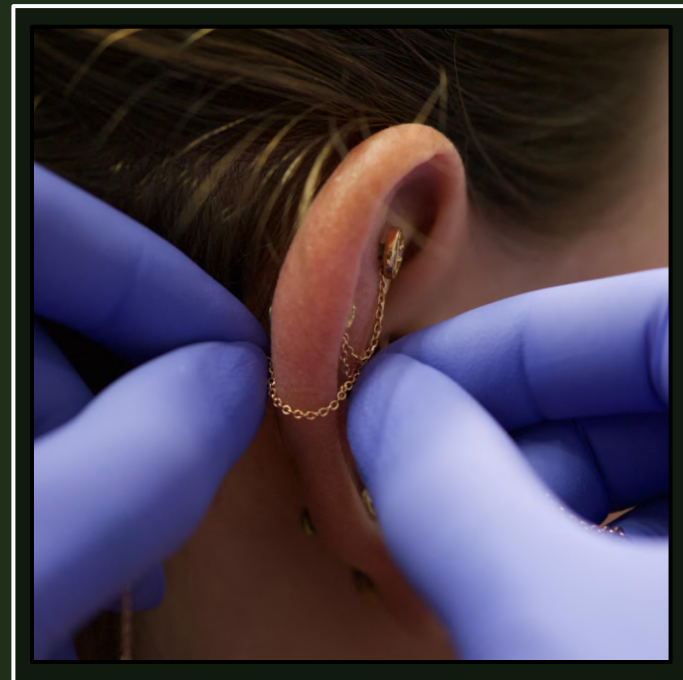
HOW TO MEASURE FOR CHAINS



Measuring Set

Measuring for chains doesn't always have to be stressful.

(only most of the time always usually sometimes)



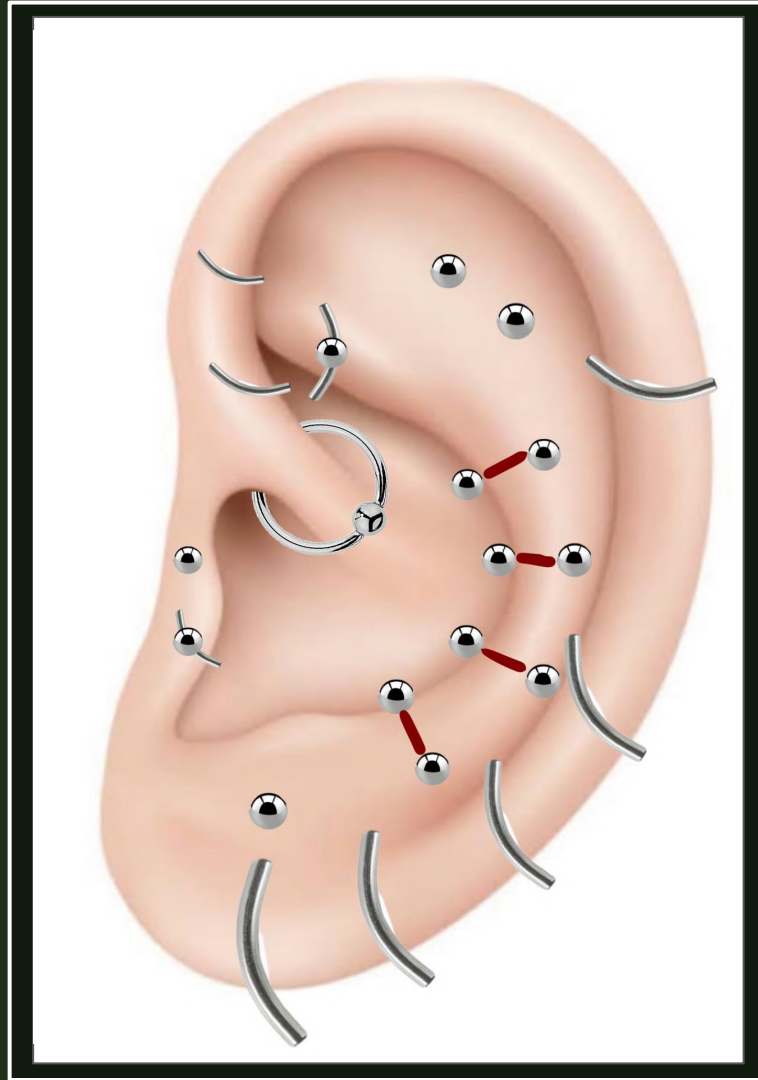
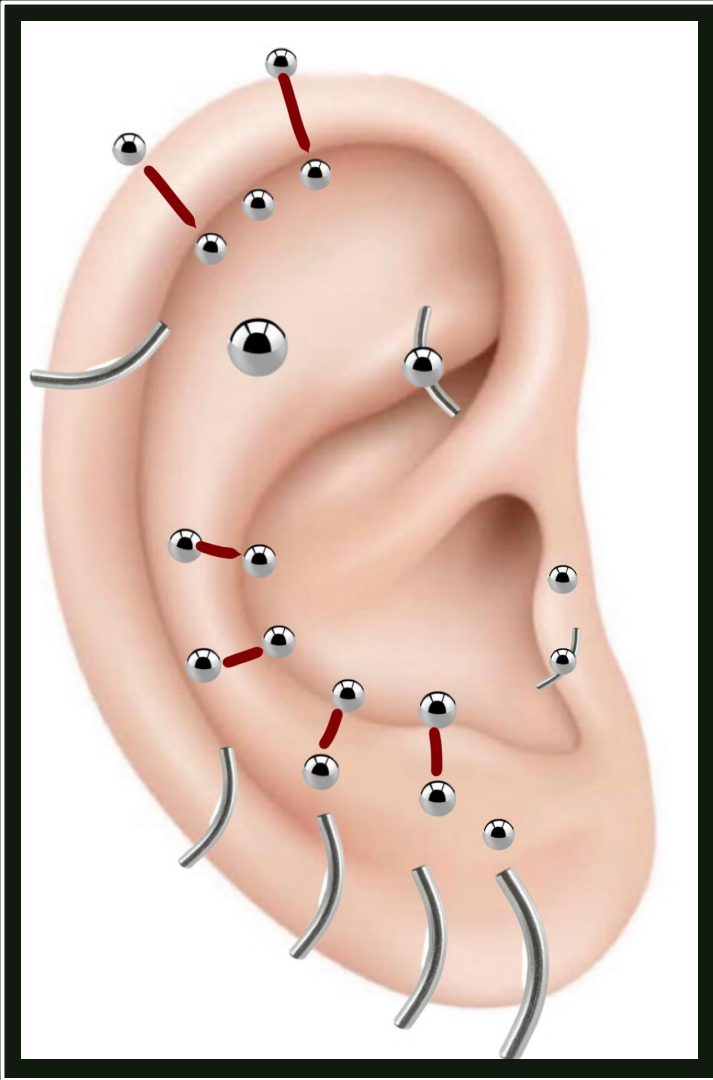
Cost Effective Chain / Floss

CREATING FLOW

MAKING IT MAKE SENSE









CLOSING THE SALE

GETTING THAT COIN



WHY DO CLIENTS HESITATE?

REASON

No sense of urgency,
happy to plan forever

Doesn't understand value
of product/service

Price is too out of reach

Chatty Kathy

LOOPHOLE

What can they get done
RIGHT NOW?

!DETAILS!

Payment plans,
Afterpay, break it down!

Keep them on track!

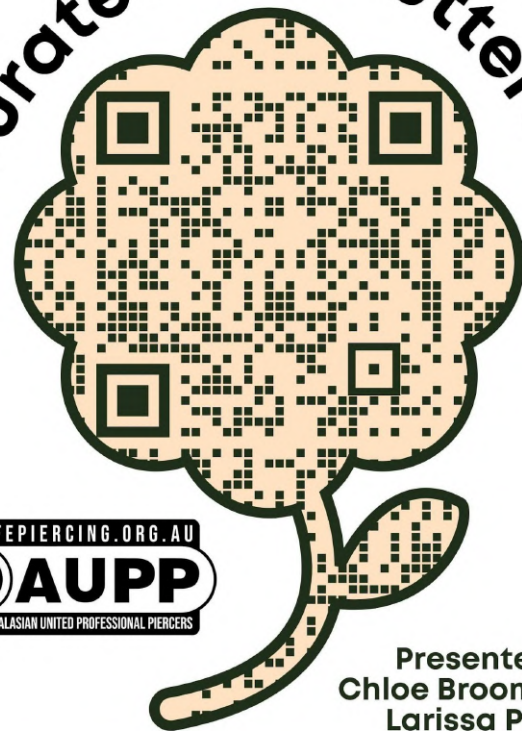
FIN

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