



Clothing Guidelines

Pure Fashion models are more than just fashion models; they are ROLE MODELS!

Our goal is to show the public that it is possible to be stylish, cute, and MODEST!
All styles should flatter the figure, but not draw extreme attention to any certain area.

Shirts:

- ♥ The neckline should not be lower than four fingers below the collarbone.
- ♥ The material should not be sheer, very thin, or spandex.
- ♥ Shirts should not be tight across the bust.
- ♥ The shape of the bra should not be seen in the back (if visible, the shirt on top is too tight).
- ♥ The backs should be modest. For example, no strappy backs, halter, or backless garments.
- ♥ Tank tops should be modeled only with a shirt, jacket, or sweater over them.

Pants:

- ♥ Should not be too tight, especially in the seat or thigh area.
- ♥ Should fit well, but not be skin-tight. One should be able to pull them away from the leg.
- ♥ Shorts should be modest. They should not be very short and/or tight. When the arms are straight down at the side, the bottom of the shorts should be below the longest finger. Remember, clothing worn by models on an elevated runway appears shorter to the audience.
- ♥ Make sure that “panty lines” are not visible on stage. If necessary, wear pantyhose or a “thigh shaper” to create a smooth appearance in the clothing.

Skirts:

- ♥ Should not be very tight fitting.
- ♥ Should not be constructed of a material that is too thin. If necessary, wear a slip.
- ♥ Should not be shorter than four fingers above the top of the kneecap.

Dresses:

- ♥ Should follow the shirt guidelines.
- ♥ No sleeveless, strapless, or spaghetti (or other thin strapped) dresses, even if worn with a wrap.
- ♥ Dresses should have sleeves or be worn with a shrug.

Final notes:

Undergarments should never become outer garments. Bra straps should not be exposed, etc.

More Pure Fashion Guidelines:

1. When buying clothes and dressing to express your personal dignity as a young lady: Remember that first impressions are important. People who never have the opportunity to speak to you can still see you. How do you want them to remember you?
2. Remember that individuals live in many different positions. People sit, stand, lean over, climb up stairs with others behind them, and sit at tables facing speakers, bosses, or teachers. How do your clothes or lack of clothes appear to someone seated alongside, above, and below you in all of your daily positions?
3. Blouses and shirts that are too loose can be as immodest as tight ones. If the neckline droops from the body when a woman bends over, everyone can see the body parts the blouse was designed to cover. If the armpit is too loose, think about the view of the person standing alongside.
4. Blouses that button sometimes have see through gaps between the buttons, so if there is a side view to the inside, this may not be the blouse to buy or wear. Is the blouse too tight and comes unbuttoned easily? A full slip or tank top may need to be worn underneath.
5. With arms lifted overhead when looking in the mirror, does the back or belly show? If so, a longer look or a layer underneath is necessary.
6. When going upstairs at work or school, a short skirt will show the upper thigh to those below you. This is not a body part for a dignified woman to openly expose in public.
7. Many of today's V-necks have plunged to all new "lows." They can even become more revealing when worn by young women of short or medium height. Layering one's tops ensures that your private parts remain private.
8. Make sure that undergarments are doing their job protecting modesty during the warm summer months. Try an extra lined bra for the months that it is too warm to dress in layers. If wearing light colored pants, ask yourself, how thick is the fabric and how loose are the pants? Also, choose a bra that has a little padding in the event of a chill.



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9. Let the clothing be an advertisement of your dignity as a young lady. Be careful about dressing “grungy” even if it is modest. Typically, how you dress and how you behave will correspond. If dressed sloppily, one’s actions are more likely to be sloppy. If dressed like a young lady, you are more likely to behave like a young lady.
10. Finally, walk, stand, and sit with dignity. Think of yourself as a person who deserves respect. Ask for it by dressing in a dignified manner.