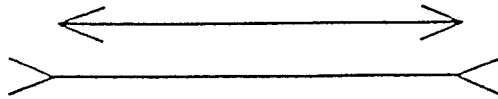


4 Basic Face Shapes

Which line is longer?



Actually they are the same.

Because of the adjoining lines, an illusion is created. The same illusion can be created with your jewelry because jewelry has lines, and your eyes follow lines. Horizontal lines (—) add width and shorten just as vertical lines (|) slenderize and elongate.

Round



Earrings: To appear more oval, choose earrings with vertical lines like drops or oblong—earrings that are longer than they are wide: Avoid circular earrings; they not only add width, but also emphasize the circular shape of your face.

Necklaces: The goal is to visually add length. Longer chains or strands of pearls

form strong vertical lines. Try wearing necklaces 30" or longer, perhaps knotted at the end or with a pendant attached. "V" type necklaces slenderize your face, but avoid chokers.

Pins: Center the pin rather than pinning it to the side. This will draw the eye in a vertical line.

Square



Earrings: Round, oval or soft-edged earrings will soften the squareness of your jaw line. Long or dangling earrings which emphasize vertical lines work well.

Necklaces: Use same as with Round face.

Pins: Use same as with Round face.

Heart



Earrings: Earrings that are wider at the bottom than they are at the top add width to the lower half of your face. Round hoops with curved edges can soften pointedness of your chin. Avoid long, narrow earrings.

Necklaces: Necklaces that end in a "V" don't flatter your heart-shaped face because the "V" repeats the lines of your

chin. A choker (14" to 16") or princess (18") length works well since their curved lines work to soften and widen the angularity of your chin.

Pins: Place to one side or the other, or at the shoulder with a scarf. This leads the eye in a horizontal line and tends to give the chin a wider appearance.

Oval



Earrings: Any shape earring works well—from button to hoops or dangling drops.

Necklaces: Your only limitations are those of proportion. It is important to scale the size of your jewelry to the size of your face and body.

Pins: You may wear them anywhere appropriate.

Note: If your oval face is slightly long, button-shaped earrings or round hoops can add width. Shorter necklaces and chokers will also give an illusion of width.

Your accessories should be in proportion to your size. Tiny jewelry makes large people look larger. Huge jewelry makes small people look smaller.