

ESSENTIAL TIPS FOR A RESET.



SOFT *identity* RESET
BY ZARI

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WELCOME

If you're here, there's a good chance you didn't lose your style; you outgrew the version of yourself it was built for. Life changes us quietly.

Motherhood. Burnout. Grief. Survival mode.

Sometimes it happens so slowly that one day you stand in front of your closet and feel... disconnected.

Not because you don't have clothes.

But because none of them feel like you anymore.

This guide is not here to fix you.

It's here to help you listen.

This is not a makeover.

It's a return.

Take this slowly.

There are no right answers, only honest ones.





WHY THIS HAPPENS

Before We Begin

Style doesn't disappear overnight.

It shifts when your identity does.

Many women enter seasons where getting dressed becomes purely functional:

- What fits
- What hides
- What's easy
- What gets you through the day

There is nothing wrong with this. Survival mode has its own uniform. But eventually, something inside you asks for more:

Not louder. Not trendier. Just truer. That question is what brought you here.

HOW TO USE THIS GUIDE

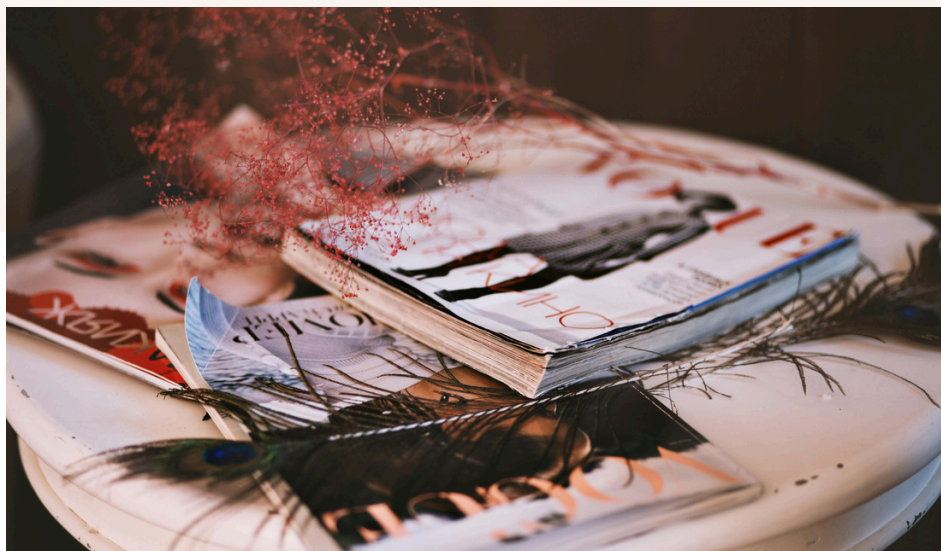
You don't need to answer everything at once.

You can journal, voice note, or simply reflect.

Read each question slowly.

Pause if something stirs.

This is about awareness not action yet.



ABOUT ME



I'm Zari, a fashion stylist passionate about curating looks that feel both elegant and deeply personal. To me, fashion is more than clothing—it's a powerful form of self-expression and a way to tell your story without saying a word.

With years of experience in styling, wardrobe curation, and identity-driven dressing, my work is rooted in helping women feel seen in what they wear. For a long time after having my children, I lost myself. I looked different. I felt different. And I couldn't understand why until I stopped chasing the woman I used to be and chose to get to know the woman I was becoming. After years of trying, failing, disappearing, and rebuilding, Selene & Amara was born for the woman rediscovering herself.

Not louder.

Not faster.

Just softer.

Welcome to the beginning. ❤️

"Selene & Amara was born the moment I stopped settling and chose to return to myself." ~ Zari

Selene & Amara

Email: Help@seleneandamara.com

How it began



Selene & Amara was not created from trend forecasts or perfect timing. It was born in the in-between.

In the years after becoming a mother, I slowly lost touch with myself. My body changed. My rhythm changed. The way I showed up in the world softened but my wardrobe didn't know how to follow. I kept reaching for the woman I used to be, hoping she would reappear if I dressed like her again.

She didn't.

What did appear instead was someone quieter. Wiser. More tired, but more honest. And for a long time, I didn't recognize her.

Selene & Amara began the moment I stopped trying to go back—and chose to move forward gently. When I realized that style isn't about reclaiming the past, but learning how to meet yourself where you are now.

This brand exists for women in that same season.

The ones who have given so much of themselves that they're ready to return.

The ones who are not becoming louder or bolder—but truer.

Selene represents intuition, reflection, and softness.

Amara represents strength, grace, and endurance.

Together, they are a reminder:

You are allowed to change.

You are allowed to rediscover yourself.

And you are allowed to do it softly.

Selene & Amara is more than clothing or styling—it's a place to come home to yourself.

Welcome back. ❤️

01

Questions



Question One: When Did Getting Dressed Start Feeling Heavy?

Not frustrating.

Not boring.

Heavy.

Was it after:

- A pregnancy?
- A loss?
- A season of burnout?
- A time when your body or life changed quickly?

Write about when the shift happened, not what you wore.

Style doesn't disconnect without reason



QUESTION TWO: WHAT VERSION OF YOU ARE YOUR CLOTHES STILL HOLDING ONTO?



For me, I was dressing my younger self before I had kids, before my body changed.

I wanted to go back to how I looked before life shifted me. So I started buying clothes that fit her – literally and figuratively. Smaller sizes. Old silhouettes. Familiar shapes. I thought it would motivate me. I thought it would bring confidence back.

It didn't.



Many closets are time capsules.

Some pieces belong to:

- A body you were told to get back to
- A season where you were praised more
- A version of yourself who had fewer responsibilities
- A fantasy future that hasn't arrived yet

Ask yourself gently:

Who was this outfit for and is she still here?

You don't need to let anything go yet.

Just notice.



It only reminded me, over and over, that I wasn't her anymore and that comparison quietly eroded my self-esteem instead of rebuilding it.

That's when I realized:

Dressing a past version of yourself doesn't create motivation. It creates distance.



QUESTION 3

HOW DO YOU WANT TO FEEL NOT LOOK, WHEN YOU GET DRESSED?

Forget aesthetics for a moment.
How do you want your body to feel?

- Safe?
- Soft?
- Held?
- Confident?
- Seen?
- At ease?

Most women chase confidence when what they really need is regulation.
Style starts in the nervous system.

WHAT IT MEANS WHEN WE SAY: “STYLE STARTS IN THE NERVOUS SYSTEM”

STYLE DOESN'T BEGIN IN THE MIRROR.
IT BEGINS IN THE BODY.

Your nervous system is the part of you that decides whether you feel:

- safe or exposed
- calm or on edge
- grounded or overstimulated

When your nervous system is regulated, getting dressed feels intuitive.
You choose clothes that support you — not perform for others.

Style + Nervous System

WHEN IT'S DYSREGULATED,
STYLE BECOMES SURVIVAL:

- You reach for what hides you
- You default to what's "acceptable"
- You wear things that look fine but feel wrong
- You chase confidence instead of comfort

This is why so many women say, "Nothing feels like me anymore."

It's not a style problem.

It's a safety problem.

After major life changes; motherhood, burnout, grief, identity shifts. Your nervous system learns new rules. What once felt exciting may now feel overwhelming. What once felt powerful may now feel constricting. Your body is not being difficult. It's being protective.

When we say style starts in the nervous system, we mean:

- Your clothes should help your body feel held, not judged
- Ease often comes before confidence
- Softness can be a form of stability
- Feeling safe in your clothes is the foundation for self-expression

Only after safety comes:

- creativity
- confidence
- experimentation
- visibility

This is why forcing yourself into old silhouettes, smaller sizes, or "flattering" pieces rarely works. You're asking your body to perform before it feels safe. True style isn't about pushing through discomfort.

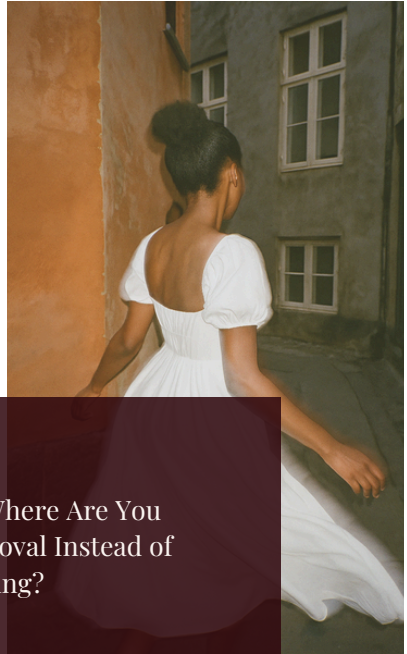
It's about listening to it. When your clothes support your nervous system, getting dressed stops feeling heavy. It becomes a quiet form of regulation.

A way to come back to yourself.



Approval dressing sounds like:

- "This is flattering, even if I hate it."
- "This is age-appropriate."
- "This is what I should wear now."



Question Four: Where Are You Dressing for Approval Instead of Belonging?

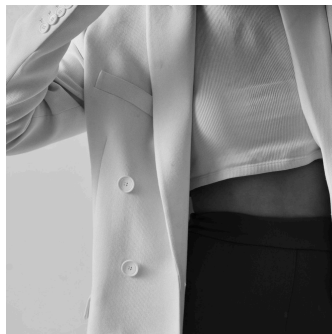


Belonging dressing sounds quieter:

- "This feels like relief."
- "I don't need to explain this."
- "I can breathe in this."

Notice where your closet speaks in "shoulds."

That's important information.



Question Five
WHAT DOES THE WOMAN
YOU'RE BECOMING NEED
FROM HER CLOTHES RIGHT
NOW?

Not the woman you were.
Not the woman you're trying to impress.
The woman you're becoming.

Does she need:

- Ease?
- Structure?
- Softness?
- Permission?
- Simplicity?

Style is not about arriving.
It's about supporting who you are while you're
becoming.

”
You don't need to
dress braver.
You need to dress
safer first.

This is not the end of the reset.
It's the beginning of your return.

A hand holding a wine glass filled with a light-colored liquid. The hand is wearing a gold bracelet and a ring. The background is a soft, warm-toned fabric, possibly a white shirt cuff. The overall mood is elegant and sophisticated.

THANK YOU

A Gentle Reminder Before You Go

You don't need to overhaul your closet.

You don't need to shop.

You don't need to decide anything today.

Awareness comes first.

Softness comes next.

Form comes later.

Selene & Amara is being built with this exact order in mind.

One day this will live in fabric and mirrors and physical space.

For now, it lives here – in listening.

Thank you for starting gently.

– Z

Founder, Selene & Amara