

NORTH & COZY · FREE GUIDE

5 Everyday Witch *Outfit Formulas*

Five repeatable outfits made from regular clothes and just a little magic.



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START HERE

Dress a little more *on purpose.*

You don't need a new wardrobe, a cape or a pointy hat. What makes an outfit feel everyday-witchy is usually small: a good proportion, one interesting texture and a single detail that looks like it has a story.

Each formula in this guide is four pieces. You probably own most of them already. Start there.

I

PICK ONE FORMULA

Choose the one that sounds most like a day you actually have this week.

2

SHOP YOUR CLOSET FIRST

Match each piece to something you own. Swap in the closest thing, since the formula matters more than the exact item.

3

CHANGE ONE THING NEXT TIME

Same formula, one new element. That's how it becomes your style instead of a one-off outfit.

THE FIVE FORMULAS

- 01 The Soft Scholar
- 02 The Woodland Minimalist
- 03 The Quiet Romantic
- 04 The Modern Alchemist
- 05 The Everyday Seer



FORMULA 01 — OF 05

The Soft Scholar

THE FORMULA

- ✦ Fluid blouse
- + Tailored trouser
- + Textured loafer
- + One antique-feeling detail

WHY IT WORKS

Soft on top, sharp on the bottom. The blouse keeps it easy, the tailoring keeps it grown-up, and a single old-looking detail gives it a little history.

COLORS

Cream, charcoal, chestnut brown, a touch of brass

EASY SWAPS

Try a vintage brooch, a velvet ribbon at the collar, or a pocket watch chain for the detail. Wide-leg or straight trousers both work.

WEAR IT FOR

Library days, office days, any errand where you want to feel put together without trying hard.



FORMULA 02 — OF 05

The Woodland Minimalist

THE FORMULA

- ✦ Fine knit
- + Long skirt
- + Structured boot
- + Deep green or earthy outer layer

WHY IT WORKS

Everything stays quiet except the coat. One rich layer in moss, olive or bark brown does all the talking, so the rest can be simple.

COLORS

Oatmeal, black, moss green, bark brown

EASY SWAPS

A column skirt in wool or corduroy, a barn jacket or a long cardigan for the outer layer, a leather boot with a low block heel.

WEAR IT FOR

Walks, weekend markets, cold mornings when you still want to look like yourself.

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FORMULA 03 — OF 05

The Quiet Romantic

THE FORMULA

- ✦ Column dress
- + Oversized cardigan
- + Delicate pendant
- + Practical ankle boot

WHY IT WORKS

A long, slim dress is dramatic on its own. The big cardigan and a sturdy boot make it livable, and a small pendant is the finishing touch.

COLORS

Dusty plum, cream, soft gold, warm brown

EASY SWAPS

A knit midi dress works in cooler weather. Swap the pendant for a thin chain with one small charm.

WEAR IT FOR

Cafes, gallery visits, long dinners, days you want to feel a bit dreamy.



FORMULA 04 — OF 05

The Modern Alchemist

THE FORMULA

- ✦ Black tank or tee
- + Wide-leg trouser
- + Longline layer
- + Sculptural silver jewelry

WHY IT WORKS

It's all dark, so shape and metal do the work. A long outer layer stretches the whole look, and one or two statement pieces of jewelry are plenty.

COLORS

Black, charcoal, silver, a flash of deep navy

EASY SWAPS

A long vest or duster for the layer. Pick chunky rings or one bold pendant, not all of it at once.

WEAR IT FOR

Evenings out, gallery nights, travel days, anything where you want an edge.



FORMULA 05 — OF 05

The Everyday Seer

THE FORMULA

- ✦ Dark straight-leg denim
- + Soft blouse
- + Worn leather belt
- + Pointed or almond-toe flat

WHY IT WORKS

The easiest one to start with. It's jeans and a nice top, and a pointed shoe plus a well-loved belt make it look intentional.

COLORS

Indigo or black denim, ivory, tan leather

EASY SWAPS

Black jeans for a moodier version, or a crisp cotton shirt with the collar open in place of the blouse.

WEAR IT FOR

Pretty much anywhere. This is your default.

YOUR CLOSET PROMPT

Choose one formula *for the week.*

Photograph the version you make, note what felt right, and change only one element next time. Print this page or just copy the questions into your notes app.

THIS WEEK'S FORMULA

WHAT I ALREADY OWN

WHAT I'M MISSING

WHAT FELT RIGHT

THE ONE THING I'LL CHANGE NEXT TIME

TAPE OR PASTE YOUR PHOTO HERE

WHAT'S NEXT

Keep the ritual *going.*

Once a formula feels easy, try the next one. By the time you've done all five you'll have a handful of outfits you can repeat on autopilot and a clearer sense of what you like wearing.

We share more outfit ideas, shop-the-look pages and cozy home picks on the site, with new ones added regularly.

EXPLORE MORE STYLE GUIDANCE