

# BE BEAUTEOUS

Dress ... for Dopamine? Elevating your fashion can be the key towards improving your mood.

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In the age of COVID, it has become almost effortless to stay in your PJs throughout the day, on Zoom calls, in car pick-up lines, and even on your weekly trips to Publix. While the cozy allure of sweats and a t-shirt may be strong, recent studies conducted by the Hult International Business School have found that 'dopamine dressing' may hold the key to more positive, dopamine-delivering thinking.

Categorized by unlikely patterns and bright colors, the #dopaminedressing trend has flooded social media platforms with users of all ages showcasing their unique styles and personalities. While these have been more common, dopamine dressing can also look different for a mom-on-the-go or retiree.

Dopamine dressing has been linked to the stimulation of dopamine brain receptors (the 'feel good' hormone), which helps foster a positive self-image and increase a sense of self-worth. Much of the science associated with dopamine dressing is focused on the process of acquiring new clothing – trying new stores and boutiques can open a plethora of new possibilities to engage with a style that



fits your mindset. To try #dopaminedressing for yourself, here are some friendly tips to get you started:

Pick something that is uniquely you. Anything can be 'style,' so enjoy the process of finding pieces that match your attitude and personality.

Take note of how you feel. Trying a new style can be a daunting task. Utilizing a journal or conversing with a friend can be helpful ways to express how your new clothing makes you feel, and you can even share tips to elevate your fashion further.

Add bolder colors. Each color can be associated with a different look and the energy you feel. Don't hesitate to try a new brighter color.

Time to hit reset and get out of your comfort zone. Adding different styles, textures and shopping experiences can create new memories.

Mindset is everything. Without a positive mindset from the get-go, it may be hard to allow your dress to reflect your best self. Meditation and mindfulness exercises can go a long way toward helping you reach your goals.

Dopamine dressing can be a valuable tool that you can use starting today. By 'dressing for success,' you can look and feel like your best self (even though PJ's are okay sometimes too).

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She has been a resident of the Eagles for 20 years and enjoys the outdoors with her husband and two boys. They love to play basketball and fish.

