

theme

One theme everyday, for a year

THEME ME

INTRODUCTION

Theme Me is a daily blog documenting a personal challenge to dress up to a different theme every day for a whole year. Starting on my 26th birthday I decided to take this on for a couple of reasons, the main being that I love costumes. My friends have always dubbed me the costume queen for the amount of effort that I put into every outfit I've created over the years. This love even affected my everyday style so much so that a workmate once commented: "Mary, for you, it's like every day is costume day."

Even before I started this blog I wouldn't throw out an item of clothing or a prop if I thought I'd be able to use it for a costume. Basically, I've been preparing for this my entire life (watch this space...in five years I'll be on 'Hoarders').

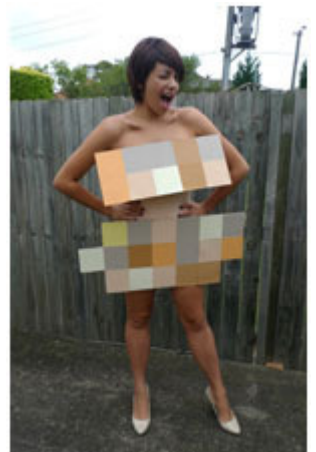
Most people have regular hobbies – reading, writing, dancing, playing sports – but I always received most enjoyment from creating a really funny costume. I get a sick satisfaction from a person approaching me to tell me how cool my costume is.

The idea originally came to me last Christmas. Every day for the last week of the work year, I decided to get into the festive spirit by dressing up in an array of green and red clothing. One day, I overheard a few colleagues discussing which of my outfits had been their favourite. It was the first time I realised how much my crazy antics (which bring me personal joy and help keep my creative juices flowing) also entertained the people around me. I then thought of [The Uniform Project](#), where a girl pledged to style a black dress differently every day for 365 days as an exercise in sustainable fashion, and it all just came together. When I joked to them that I was going to start a blog where I would dress up differently every day for a whole year, they thought it was hilarious. And just like that, a blog was born.

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Average Monthly Page Views: 32 000+

Average Monthly Unique Visitors: 6 000+



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BIO

Mary Helen Saba is a digital product manager that has a passion for all things themed. To her, every day is costume day...literally.

Born out of a love for costumes and too much time on her hands, she is in the midst of a year-long challenge to dress up to a different theme every day.

Themes taken on are a combination of special occasions and observances for that day and user suggestions.

She is available for interviews and appearances, to guest blog or other concepts that you may throw at her.



For more information:

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THEME ME

FAQ's

How do you plan out what you'll do every day?

On the weekends I plan out what themes and costumes I'll do for the next week. I like to know what's coming up to give me enough time to prepare. This is done through a combination of methods: Googling special occasions for that day, looking at celebrities born on that day, or taking on a user's suggestion. Sometimes if I can't think of something for a day during that week I'll let it sit with me and plan it out a couple of days before. Very rarely will I plan the day of; it's just too stressful when that happens.

Do you wear the costumes to work?

It depends how crazy it is. Most of the time I will wear the costume to work if I think I can get away with it. At the very least I'll wear elements of it and then add the last touches before taking the photo.

What do people at work think?

They've always known I was quirky. The creativity that helps me to come up with the costumes and commit to it daily is the same that goes into my work and makes me good at my job. They understand this and are supportive of my insanity. I have yet to have someone at work find out and not think it's a great idea.

How long do you wear the costumes for? All day?

It's a mixture, sometimes the costume is work appropriate so I will, or it's for a themed party I'm going to I would. I would say the split is probably about 70/30.

Isn't that cheating?

No, I've only ever promised to provide a theme a day, not to also wear them that day, all day. Momma needs to eat, and it's hard to buy food without a job.

How much money have you spent?

Much less than you'd expect. You can find a running tally of new costume props and costs [here](#).

Why are you doing this?

I thought it would be funny and I really love costumes. You can find a full explanation of why [here](#). Plus, how great of a story will it be to tell my kids? When I'm done it'll be quite the achievement.

Any other reasons?

I want to get on Ellen. I love Ellen, she is the greatest.

So it isn't for charity?

No.

So you're doing it for fun and not to help a cause?

Correct.

You're weird.

I know.

Do you regret it?

No, I'm just tired ALL the time. Ask me when I'm three-quarters through and it may be a different answer.

Do you think you'll complete the whole year?

Yes I'm too stubborn not to. Plus, it's on the internet now, and nothing is greater than internet shame.

Do you think you'll hate costumes at the end of the year?

No, I love them too much, like kids and candy. Sometimes they'll eat too much and feel a little sick, but give them a couple of hours and they'll be reaching for another piece.

What will you do when the year is over?

Rejoice at all the free time I will then have....but also I am open to suggestion. Please post a comment suggesting what you think I should do when the year is up.

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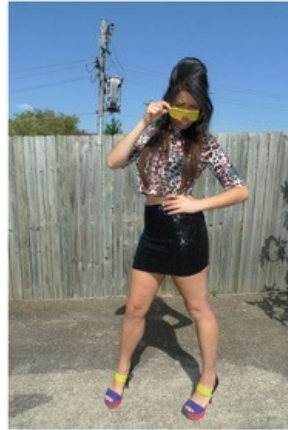
MY TOP 10... SO FAR



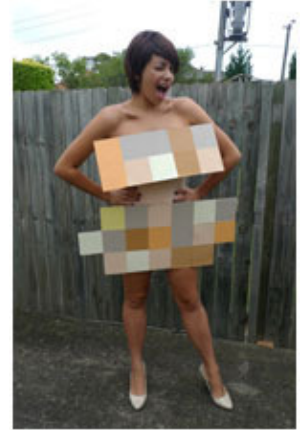
The Little Mermaid



The Grinch



Nicole Polizzi



Pixelated Nude



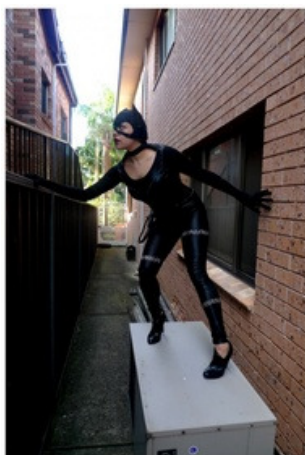
Snow White



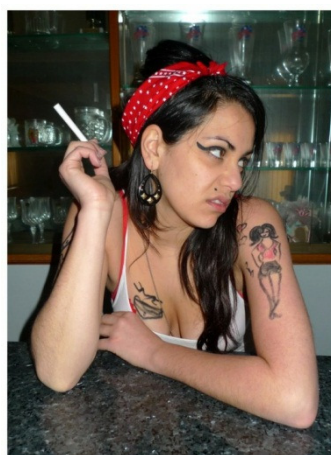
Hobo



Crazy Surgeon



Batman



Amy Winehouse



Tutankhamen