

# Carrie LaShell

Carrie inspires audiences with her fun personality and easy to follow practical methods which helps participants start to transform from the outside in. Having a powerful presence is key in making a striking first impression and helping reach professional and personal goals. Through Carrie's teachings participants learn techniques that will help to create a credible image that uses both their personality and their style. Carrie's mission is to help refine and polish her client's image to express their best self, so that they can feel confident in every situation.

Carrie LaShell is a Certified Image & Style Expert and the author of the #1 International best selling book, **THE OUTSIDE/INSIDE MAGIC OF A GREAT IMAGE**. Carrie has spent the last 15 years helping women transform their lives. After years in the fashion industry and owning a Curves gym, in 2008 she became inspired to create **SUCH SAVVY STYLE**, which improves the lives of women and men by giving them the tools to look and feel their best. Carrie is past President of AICI (Association of Image Consultants International) and she is a Certified Image Consultant through the Stoltz Image Institute as well as Style for Hire with Stacy London. She has a refined eye for image with a focus on color, body shape, proportion, balance, scale and personal branding. Carrie helps professionals and high-level entrepreneurs improve and enhance their overall image and personal brand so they can achieve higher self-confidence, experience personal power, and reach their career dreams. Carrie is also a certified make-up artist with her line of cosmetics LaShell Cosmetics. And in 2015, Carrie appeared on numerous TV shows on NBC, ABC, CBS, FOX, and the CW to discuss style and image tips.



Thank you again for coming to San Jose to speak to our SVCA group last night. It was fun, informative, and inspiring. We really enjoyed it!!!

Debbie Blasquez – Sun Power

It was a pleasure working with Carrie as a speaker for my special event. She is 100% professional and pays attention to detail and plans logistics expertly. All our guests enjoyed Carrie's presentations and the information provided was pertinent. I would definitely reach out to Carrie LaShell for future speaking engagements.

Brian Lee – Bay Street

Carrie LaShell is the real deal! I was lucky to meet Carrie at a networking event and was impressed from the start. She spoke to our female financial advisors at Mass Mutual this week. Carrie talked about making a first impression with your appearance, and you only have seven seconds so you better make it count. She showed tips and tricks to the advisors that will help make that first impression as professional as possible. I would highly recommend Carrie and hope to work with her again.

Karen Steffy – Mass Mutual

# Partial Client List

Mass Mutual  
Mary Kay  
Sun Power  
Keller Williams  
LSI Corporation  
IAAP Chapters

Business Networking  
International  
Bay Street Mall  
Madison Marquette  
The Jr. League East Bay  
Foster a Dream  
Opportunity Junction

Curves  
Chic and Unique  
Summit  
IHMC  
Salon Cartier



## Signature Presentations & Workshops

### STYLE SECRETS: TIPS AND TRICKS TO LOOKING AMAZING AT ANY AGE

- » Learn easy ways to improve your image so you will instantly make a great first impression.
- » YOU are your own brand. Identify if your personal style and image match the brand you want to show the world.
- » Discover how to select clothing that complements your body shape.
- » Receive an introduction to color and how it plays an important part of creating your perfect image.
- » Learn all about accessorizing.



### DRESS TO IMPRESS -- FROM CORPORATE TO CASUAL

- » Understand the importance of first impressions.
- » Learn how your image reflects your personal and corporate brand.
- » Discover the meaning of colors and when to wear them.
- » Master the art of creating a versatile wardrobe with a clothing capsule.
- » Learn all the levels of dress, from business dress to business casual.

### YOUR STYLE, YOUR BRAND

- » Learn why personal brand is important to your professional growth.
- » Find out how others perceive you through your current personal style and brand.
- » Discover ideas to help you create a personal brand, so you show up as how you want to be seen.
- » Master simple techniques to ensure you are dressing in a way that projects your personal brand and your company's brand.

