



HOW GETTING DRESSED BECOMES YOUR BOLDEST MOVE.

The Shift That Changes Everything.

**Stop waiting to be seen.
*Be unforgettable.***

C | H 2025



presence *is...*

the unspoken energy people feel when you walk into a room. The **lasting impression they carry when you leave**. It's how your essence shows up, through every detail: your posture, your voice, your wardrobe, your timing.

It's complete alignment.

True presence happens when your internal knowing matches your external expression. When what you wear, how you speak and the energy you bring are all rooted in who you *truly* are, not who you think you should be.

Presence isn't forced.

It's remembered.

And it starts the moment you decide to show up as your whole self.

CONTENTS

A woman is seated on a wooden chair, wearing a long, white, high-necked dress with short sleeves and a gathered waist. She is also wearing black, pointed-toe boots. The background is a plain, light-colored wall.

WHAT

What to do when you're ready to be seen for who you really are.

WHEN

Timing matters. Here's when this shift creates the most impact.

WHY

Because presence isn't just felt, it's remembered.

HOW

This is where my work begins. When you're ready, I'll walk you through it.

WHAT



Align Your Identity with Your Presence.

Take a pause and ask: *Does how I show up visually match who I've become internally?*

So many women lead with brilliance, but their wardrobe tells an outdated story. When your external presence isn't in sync with your current identity, it creates dissonance — for you and for the people you're trying to impact. Your presence should speak before you do.

This is about **claiming now**, not waiting until you hit some imaginary milestone.





WHAT

Create a Signature Style Anchor.

This is one intentional element that shows up again and again in your visual brand. Think: a specific color that exudes clarity and power, a silhouette that honors your shape or a bold accessory that becomes your visual shorthand.

A signature anchor **builds recognition** and reinforces consistency in how others perceive you.

It's all about recall.

People may not remember what you said, but they'll remember how you stood in your truth.





WHAT

Decide the Impression You Want to Leave Behind.

Start dressing for the ripple effect.

Before you walk into a room, ask yourself: *What do I want people to feel when I leave it?*

Your wardrobe is one of your strongest tools for signaling tone, values and confidence. Without saying a word.

When you get intentional here, you shift from wearing clothes to **wearing purpose.**





WHEN

Stop waiting for the *right moment* and start showing up fully aligned.

Before a career shift or promotion - so you're stepping into the next level ready, not reactive.

When you're feeling unseen or overlooked. This is your invitation to take the spotlight, intentionally.

Every time you prep for a high-stakes moment: presentations, panels, leadership retreats, investor meetings.



WHY IT CHANGES



Because presence isn't just how others see you, it's how they remember you.

Because style isn't fluff. **It's strategy. It's perception. It's power.**

Because when your image finally reflects your impact, the room shifts. And so does your confidence.

EVERYTHING.

HOW



Want to know how to *actually* do it?

That's where I come in. My clients don't just learn style, they live it. Strategically. Soulfully. Seamlessly.

This is personal. Let's begin with a conversation. Book your private consultation today.

C | H