

POLISHED

THE IMAGE & STYLE CONSULTANTS



MEDIA
KIT

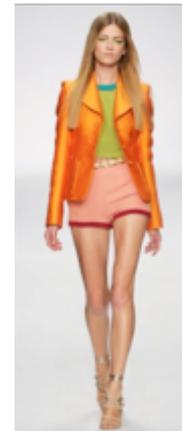
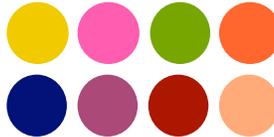
SPRING/SUMMER 2011 TRENDS FOR THE POLISHED WOMAN

POLISHED | THE IMAGE & STYLE CONSULTANTS

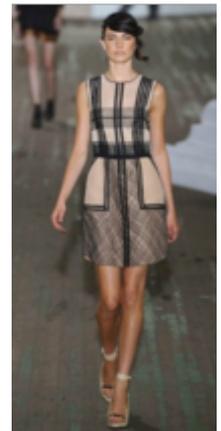
POLISHED "THIS SEASON IS ALL ABOUT BEING A LADY AND CELEBRATING OUR INDIVIDUAL BODIES" **TOP TRENDS**

- 1 Strong Color Combinations
- 2 Pale Pink and Brown Neutrals
- 3 Peasant Blouses
- 4 Wide Leg and Flared Pants
- 5 Cropped Tailored Pants
- 6 Tailored Jackets
- 7 Skirts
- 8 Nude Pumps
- 9 Multi Strap Sandals
- 10 Wedges

COLORS



EQUILANO E. RIMON



PHILLIP LIM



DEREK LAM



DKNY

TRENDS THAT CONTINUE FROM LAST SEASON

1. Statement Accessories (necklaces, rings, bracelets, earrings)
2. Layering Pieces
3. Dark Blue Trouser Jeans
4. Skinny Jeans and Leggings
5. Feminine Lace



ABOUT POLISHED

✧ POLISHED | THE IMAGE & STYLE CONSULTANTS



POLISHED is a full service personal styling and image consulting agency based in the Washington DC Metro and San Francisco Bay Area.

POLISHED is in the business of assisting our clients in becoming their absolute best by developing a personal style that is uniquely their own. We are not in the business of remaking our clients.

The **POLISHED** approach to personal style and image rests on **seven principles of design:** color, value, texture, shape, form, space and line.

Worked together and blended through time, these elements create an art form that is dramatic and timeless.

Each client has their own individual style. "There is only one you. Why not make it the best version of you possible?"

THE PRESIDENT **ROBIN FISHER**

Hi! I'm Robin Fisher and I've loved fashion, image, and style my entire life. I truly believe that any individual regardless of their size, shape or age can have a personal style that makes them feel confident and look fabulous! My philosophy is simple, "**Clothes talk even when you are silent, and style and fashion don't have to be expensive**".

I've worked in the fashion industry for over 15 years. My experience has spanned from a buyer for a major retail department store to an international production manager for a private designer label. Success in retail was all about projecting the style choices that retail shoppers would make. So, it should be no surprise that **my greatest joy during those years was assisting others in developing the individual style and image they wished to project to the world. My passion for fashion truly rests on seeing others look beautiful and confident while achieving their personal goals.**

I am a certified image and style consultant, having studied in London with the world renowned Carla Mathis of the Body Beautiful Institute. I also hold a B.S. in Industrial Technology from San Francisco State University, and a Masters in International Business from the University of Maryland. I currently serve as the Style Editor of *Eco-Beautiful Weddings* Magazine.

As an Image Consultant, I am committed and dedicated to giving you the attention and customer service needed to achieve one's unique individual style and image goals.

I currently split my time between the Washington DC Metro and the San Francisco Bay areas.

ROBIN FISHER



SERVICES

✦ POLISHED | THE IMAGE & STYLE CONSULTANTS

PERSONAL STYLE CONSULTATION

The Personal Style and Image Consultation is a 3-hour intensive personal analysis that assists clients in defining what makes their beauty unique to the world.

The consultation begins with a style personality assessment, followed by a detailed color analysis to determine the colors that enhance your body chemistry and personal color resonances. A compact custom color palette will be created exclusively for you.

The second part of the consultation will be used to analyze your body type, silhouette and scale. These elements will determine the appropriate fabrics and styles of clothing needed to make you look your personal best.

At the end of your consultation, you will be presented with a POLISHED premium personalized style report, developed to assist you during your style and image transition.

PERSONAL SHOPPING SERVICES

For the first shopping trip a minimum of 4 hours is needed. This initial meeting is required to identify your primary and secondary wardrobe needs and objectives.

You will have the option of shopping with the **POLISHED** stylist at designated stores based on your budget, style and body type, or your stylist will be happy to pre-shop for you. (Pre-shopping is included and is optional for the client.)

As you try on items, your **POLISHED** stylist will educate you on the appropriate silhouettes, fabrics, and brands to look for when shopping on your own.

Seasonal "update" shopping is also available to keep your working wardrobe up-to-date and to add unique and special pieces.

BRIDAL STYLING

It's all about you on your special day, one of the most memorable and exciting experiences of your life! Let an experienced **POLISHED** stylist take all the anxiety and overwhelming feelings out of the daunting task of choosing a dress. We are here to assist you in choosing that perfect, exquisitely beautiful wedding dress to express your personality and style, along with your coordinating bridesmaid dresses and dress accessories

SPECIAL OCCASION STYLING

Putting your best foot forward by capturing the style and image that you wish to exhibit on the red carpet or during a special occasion is very important. Let a **POLISHED** stylist assist you in creating your overall glamorous look. Regardless if it's a formal or casual event we will be more than happy to assist you in making sure your style choice is appropriate for the special occasion. We will make sure you look and feel fabulous.



WORKSHOPS AND SEMINARS

With over 15 years experience and an incessant love for assisting individuals develop their own personal style, we bring the knowledge and expertise needed to assist all in cultivating a polished and professional look that is uniquely their own.

We offer organization and company seminars, along with small group workshops on the following:

- Corporate Dress Code
- Personal Style and Image Development
- Power First Impressions
- Teen Image and Style Development

BEFORE & AFTER

✧ POLISHED | THE IMAGE & STYLE CONSULTANTS

DANIELLE

PROFESSION

Professional Paralegal

BODY TYPE

Petite Triangle

STYLE

20% Natural, 30% Classic
and 50% Updated

PERSONALITY

GOAL

Find a sexy wedding dress that fits her style and also update work outfits.



Photos courtesy of Sevan Photography

BEFORE & AFTER

✧ POLISHED | THE IMAGE & STYLE CONSULTANTS

CHEMIRE

- PROFESSION** Anthropologist
- BODY TYPE** Muscular/Rectangle
- STYLE** 60% Natural and 40% Updated
- PERSONALITY**
- GOAL** Develop a professional look, while still feeling comfortable in her clothes.



Photos courtesy of Sevan Photography

TYPICAL CLIENT DILEMMAS

✂ POLISHED | THE IMAGE & STYLE CONSULTANTS

CLIENT #1

High level executive who needs to distinguish herself from her staff.

BODY TYPE

Muscular/Hourglass/Petite

STYLE PERSONALITY

75% Natural Beauty

25% Updated City Chic

SOLUTION

Simplicity mixed with high quality garments and accessories is the answer for this executive. By ensuring that the foundation of her wardrobe is well tailored and the fabrics are appropriate and comfortable for her muscular body type, this natural beauty can take her look to the next level by mixing and matching basic suiting with her personalized color tops and accessories. Due to the fact that she is petite, all patterns,

handbags, shoes, and jewelry must be selected with care to ensure that they are of the correct scale. Anything too big will overwhelm her petite frame and make her appear imbalanced. Once the foundation of her wardrobe is strong, she can update seasonally with a couple of trend items that she loves! This practice will honor the 25% Updated City Chic Style Personality.

CLIENT #2

Young urban professional who wishes to exhibit a more polished and professional look without compromising who she is.

BODY TYPE

Molded/Rectangle

STYLE PERSONALITY

100% Natural Body

SOLUTION

The style personality is the #1 point to be respected for this young professional. She knows who she is, and where she is going! By looking at her favorite pieces in her current wardrobe, this natural beauty will need to be updated and **POLISHED** with individual pieces that are unique and well tailored. All suiting and tops should create the illusion of a waist since her body type is rectangle and she has little waist definition. Therefore, boxy shirts should be avoided and replaced with more feminine silhouettes. When possible, structured woven materials should be used in place of fluid knits to give her molded body type a more structured and pulled together look. Last but not least, favorite accessories and pieces that existed in her wardrobe prior to receiving styling services that are not appropriate for her new look should be upgraded and/or replaced.

CLIENT #3

Mature and creative middle age business owner who is bored with her everyday clothes and wants to appear more updated to boost self confidence and attract new clients.

BODY TYPE

Molded and Muscular/Hourglass/Plus Size

STYLE PERSONALITY

80% Classic/20% Romantic

SOLUTION

This classic beauty has all of the quality basic wardrobe pieces that a woman needs. To take her look to the next level, her wardrobe needs to be infused with fabulous accessories that are age appropriate and are selected based on her personalized color palette. Due to the fact that she has an hourglass body type and her style personality is 20% romantic, belts should be used to accentuate her waist and necklaces and bracelets with pretty details should be worn to honor her femininity. All accessories should be of medium to large scale. Anything too small will not make an impact because of her plus size. Fabric selection is also critical for this client since her upper body is molded and her lower body is muscular. Structured woven or heavy knit tops should be worn on top to give her definition and quality heavy stretchable fabrics should be worn below to ensure that the garments drape, not cling to her muscular parts.

TESTIMONIALS

✦ POLISHED | THE IMAGE & STYLE CONSULTANTS

“ I was both impressed by Robin's **professionalism, expertise, and enthusiasm** for making sure every piece of clothing I put on looked great. ”

I was both impressed and inspired by Robin's professionalism, expertise, and enthusiasm for making sure every piece of clothing I put on looked great. I especially appreciated how she really listened to what I was saying and incorporated my preferences and ideas into whatever she picked out. By the end of the day, **I was wearing outfits I loved and I was surprised at how much better I looked in them** -- even though it was still me and just a few hours later. She's a magician! And it was fun, too! Clothing can be so intimidating, but Robin's razor-sharp focus and commitment to finding the perfect outfits, made the day a huge success. Thank you, **POLISHED**. It really is amazing how a few strategic changes can make a world of difference!

- EDNA NIEVERT

Thank you Robin. I appreciate your spirit and I have much respect for what you do as a profession. **Your professionalism was outstanding and I sensed a real love and passion for what you do and what you bring to women.** You have given me a sense of what real beauty is within my own being as a woman. Yes, I must own who I am and what God has given me to work with. I am so grateful that our paths have crossed and I look forward to working with you.

- MARILYN SMITH

Robin, I can't say enough about you, as a friend, and an entrepreneur. Thank you so much for all of your professionalism, and hard work. **The closet sweep that you did for me was mind blowing! It really helped me to see what I really should and shouldn't be wearing!** I am so proud of my closet, because now it looks like a showroom!! It was also very helpful that you provided me a list of the basic things that I need to shop for. Again I want to say, THANK YOU!!!

- KENDRA HARRIS

I cannot thank you enough for such an awesome experience. It was by chance that I came across your site, and I am so glad I did. Your attention to detail, professionalism, knowledge, and obvious love for what you do is unparalleled. I never knew the potential which existed in clothing and accessories, and what a difference the right things could make. **In addition to being mindful of my budget, I truly appreciate your desire to educate your clients, which empowers us to make only the best wardrobe choices going forward.** I am truly thankful for the time spent with you. Your services were one of the best investments I've ever made.

- STEFANI MANNS

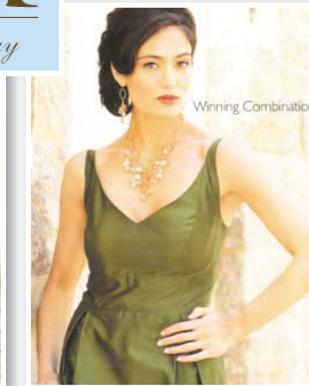


“It was a moving experience to have my colors done by Robin. From the moment she greeted me at the door I was impressed by her personal use of color in her clothing and warm manner. Robin proposed A Professional Consultation and showed me my unique body colors and how to achieve the polished look I desired. It was a magical experience and I have such clarity about what to wear to look chic and stylish in the workplace. Thank you Robin.”

- LISA PIPPUS

PRESS

✦ POLISHED | THE IMAGE & STYLE CONSULTANTS



The Washington Post



BISNOW
(almost) Never Boring



CONTACT INFORMATION

WEBSITE
www.polishedimageandstyle.com

EMAIL
Info@polishedimageandstyle.com

PHONE
(301) 859-4196

TWITTER
www.twitter.com/polishedimage