

U*styled Presentation Topics

*Every U*styled presentation is tailored to the needs of the group and can, as appropriate, include some interactive exercises to get the creative style juices flowing. A dynamic and inspiring speaker, Catherine will be sure to have your group empowered to live a life in STYLE!*

Building a Wardrobe you Love™

As busy professional women, we don't have much time or energy to put towards what to wear each morning, yet for the sake of our careers (and our confidence), we must! Learn how building a wardrobe you love can actually become a fun game, what it means for you and how it makes your morning routine easy and effortless with your outfits consistently turning heads.

Power of your Personal Brand

In a crowded marketplace or a busy corporate office, how do you stand out? As Warren Buffet aptly states: "Your premium brand had better been delivering something special, or it's not going to get the business." Learn the 5 elements of a successful brand, how to define your brand so it's authentic to YOU and the 3 branding mistakes costing professionals business.

The Power of Style™

With the constant stream of information, it's easy for content and message to be missed. So, how do you stand out? How do you ensure your message gets heard? Surprisingly, it can start with your personal style. Yes, defining your personal style and building a wardrobe you love is so powerful, it influences your career and personal success in more ways than we admit.

Success and your Style

Do you want to be seen as the expert in your field? You're not going to get there in drab, ill-fitting clothes! This goes beyond the basics of 'Dress for Success'. By defining your style, understanding how to dress for your body type and knowing your audience, you will make leaps and bounds in your personal and professional success!

Fashion Night Out

The ultimate girl's night! Perfect for Professional women with an interest in Style. Discover both the power of your Personal Brand in an abridged format and dive into Building a Wardrobe you Love.™ Each woman is encouraged to bring a few items to get on the spot styling guidance for how to wear. It's an evening of Fashion and FUN!

Elements of Style

Understanding that your style is constantly evolving gives you the freedom to try new things your fashion and style and forgive yourself for anything you wore in the 80's. Learn how create your own 'uniform' for those days you need to run out the door and the 'elements of an outfit' to be able to quickly pull together new outfits. You'll understand the importance of trends in your own evolution as well as the basic elements of style so you can confidently create your own.



Catherine's Bio

Catherine Cassidy founded U*styled in 2008 to support busy women everywhere. YOU are our mission. U*styled is dedicated to empowering women and giving you the tools to discover the lifestyle you deserve through personal style.

A graduate of USC with a degree in Business, Catherine flirted with the idea of a career in Real Estate, Finance or Consulting. However, it was her experience at Nordstrom over her summer breaks that made the decision – FASHION was it! This led to a job at Robinsons May before being acquired by Macy's and then a founding member of the BCBG Merchandising team. These positions in the Fashion Industry had Catherine behind the scenes at New York Fashion Week, working one-on-one with the creative director, designers, owner and buyers of a major label, and constantly tracking trends. As a merchandiser, her responsibility was to ensure the stores had the best assortments always considering the color, trends, inspiration and what the customers wanted.

Now, as a personal stylist, she applies these skills to YOUR closet. The perfect assortment isn't about following the trends, it's about creating YOUR best style.

Of course, living in style isn't just about Fashion. It's about doing little things that add up to a fabulous lifestyle.

The bottom line is that we all strive to be healthy, look great and celebrate our successes (and all the beauty) in our lives. U*styled's mission to support you in these needs and to make balancing it all easier for amazing women everywhere. That way, you all can be sure you're spending our valuable time doing the things that matter most.

Since founding U*styled, her unique approach to Personal Styling and Brand Image has had her work across a broad range of industries and career stages including Real Estate, Finance, Consulting, Marketing, Advertising, Entertainment, Entrepreneurs and Celebrity Entrepreneurs. These time-starved professional women understand the importance of brand image and the value of a streamlined wardrobe, their own personal style statement, and no longer wasting time figuring out what to wear each morning (much less shopping for it all!).

Catherine is available for one-on-one consultations as well as workshops and group presentations. She also offers her proprietary program, 21 Days of Style, to guide women who are still building their successful careers and want the experience of working with a personal stylist without the significant investment.