

Find, Define & Refine your Professional Style.

There is one simple way to convey credibility and relevance without saying a word: your professional style.

Research shows it takes mere seconds to form an impression. There are no second chances to convey credibility & relevance to pitch to clients, persuade decision-makers, or negotiate resolutions.

Whether your look suffers from a lack of time, skill, or interest, you have no more excuses! Participate in this interactive, live makeover, up-your-game workshop. This time, you are in control.



In this workshop, you'll learn:

- The Science of Executive Presence: Understand the psychological impact of your attire and discover why what you wear is crucial for earning respect and credibility in professional settings.
- Mastering the Four Pillars of Style: Learn how to effortlessly blend sophistication with authority, ensuring your presence resonates with clients and colleagues alike.
- Harnessing the Power of Color and Accessories: Unlock the secret to enhancing your wardrobe without breaking the bank. Discover how strategic use of color and accessories can breathe new life into your professional image, leaving a lasting impression in every interaction.
- Sustainable Shopping Strategies: Embrace ethical and sustainable fashion practices without compromising on style or quality. Learn practical tips to curate a wardrobe that reflects your values while meeting the demands of your dynamic professional career.

Susana Perczek
STYLING & IMAGE CONSULTING

WASHINGTON DC • NEW YORK • SAN FRANCISCO

e: susana@susanaperczekstyling.com | w: susanaperczekstyling.com | [Linkedin](#) | [Substack](#)



About Susana Perczek

I am a stylist and image consultant with a decade of successful experience working with executive women. My specialty is helping executive women leverage their professional style to drive their leadership forward and leave a lasting legacy.

Before diving into the world of styling, I had a career in advertising, specializing in brand building. Originally from Buenos Aires, Argentina, and raised in Lima, Peru, I immigrated to the USA in the 1990s. Throughout my journey, I've discovered firsthand the transformative power of style to enhance one's presence, foster connections & influence leadership.

Investment

One hour in house: \$4,500

One hour online: \$3,000

Participants Testimonials

"The style presentation was a gift of clarity for me. Susana's way of taking the guesswork out of dressing was impactful. She's smart, full of life and her positive outlook on life is contagious."

- M G

"Susana's presentations are insightful, clever, and fun from beginning to end. I have learned so many insights and I am inspired to work on my style."

- R S

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