



Examples of How the Style Muse Subscription Can Help You

Example 1: Susie emails Pat with questions on what eyeglass frames would be flattering for her face shape and includes a picture of herself in her current eyewear. Pat reviews Susie's questionnaire and client photos for color suggestions and face shape. Pat emails Susie suggestions (style pictures from local eyewear vendors) for her to review. Susie goes to the eyewear store and takes photos wearing several of the suggested styles. Pat reviews the photos and makes her recommendations (month 1). Susie may also decide to hire Pat to shop with her in person or add additional virtual style time if she wanted to now update her wardrobe as well. Susie would now like to update her hairstyle and uses her next month's virtual style time to talk to Pat and get recommendations and pictures of new style ideas and shopping links for a new fall coat and boots.

Example 2: Amanda purchases the Style Muse subscription as she has been feeling frumpy and in a bit of a style rut. She gets some great tips on how to update her wardrobe for the season for the first month and decides she wants more-a total image makeover! Amanda purchases the Total Image Makeover package and updates her hairstyle and color and now wears only the best colors and styles that flatter her most. Her friends say that she just glows and looks 20 years younger. She decides to continue her Style Muse subscription for ongoing training from Pat on how best to use her color fan and personalized style website, as well as for special occasion and seasonal wardrobe updates.

Example 3: Jenny is a busy business woman who needs help with her image and travel wardrobe. She asks Pat for style advice (Style Muse subscription) on her professional look and travel wardrobe. Jenny sends Pat photos of her current travel garments. Pat sends Jenny a travel capsule wardrobe plan that fits her budget and needs (month 1). Jenny discovers that she has a few key pieces but has some "holes" in her business wardrobe. She uses her second month of virtual style time to get shopping links from Pat to update her travel wardrobe. Jenny decides to purchase the Color and Style Maven package so that she can successfully shop and learn how to put together outfits for herself. A few months later she decides to have Pat do a closet audit to rid herself of all of her tired and out of date garments and learn more from Pat on how to coordinate new and interesting outfits. She continues her Style Muse subscription to keep up with the current styles and receive personalized advice from Pat on seasonal wardrobe updates and receive shopping research from Pat to save her time and money.