

AUTHENTIC CONFIDENCE

styled by
KATE

The **Science of Style™** is an exclusive color, style and wardrobing experience with Kate Leser, a professional corporate and entertainment industry image expert with more than 25 years of experience. Comprising three tiers, the **Science of Style™** experience guides you through a scientific process in which you will discover your unique image and style essentials. Kate's system delivers the most comprehensive approach to cultivating your **Personalized Style** – the authentic and confident you.

So, this is how the **Science of Style™** experience works ... The first tier allows Kate to identify your unique colors, with accuracy and precision using scientific measurements, so you can easily incorporate your most flattering colors into your wardrobe and makeup* for every day confidence. The second tier is where the results of your face shape, body type and personality analyses begin to cultivate your authentic style. This tier is where we also dive into your closet to understand what types of clothes you already have and what you'll need to add in Tier Three. The third tier begins with the personal shopping experience and ends with Kate putting together outfits that infuse your authentic personalized style into your formal, business casual and/or casual looks.

The completion of each Tier unlocks a suite of a la carte services to help you **continue** to enjoy life's simple pleasures in authentic, confident style. You will feel like you have a personal style expert with you whenever you need it.

Please allow for (2) ½ day sessions to complete each Tier.

► Tier 1: Essential Elements

- Examining your skin, hair and eye components
- Developing your customized color analysis
- Conducting your color cosmetic makeover*
- Reviewing your customized color analysis results
- Developing your Psychology of Color strategy
- Formulating your Wardrobe Capsuling strategy
- Preparing your Personal Style Expression assessment

**Alternative style service provided for male clients*

► Tier 2: Style Smart Essentials

- Reviewing your Tier 1, Essential Elements, components
- Performing your facial dimension assessment
- Performing your body dimension assessment
- Discovering your personality style traits
- Developing your custom Personal Style Expression **Science of Style™** strategy
- Conducting your half-day wardrobe analysis [closet audit]* (for the current or upcoming season)
- Implementing your Personal Style Expression **Science of Style™** strategy

**Includes complimentary wardrobe discard donation service*

► Tier 3: Shop Smart Essentials

- Facilitating your half-day Science of Style™ shopping experience
- Cataloging your Personal Style Expression purchases
- Developing your Personal Style Expression **Science of Style™** "cheat sheet"
- Performing Personal Style Expression wardrobe integration
- Developing Personal Style Expression digital **Science of Style™** "look book"

Payment options available.

