



### Alison Gary

**Blouse: 14**  
**Trousers: 14**  
**Dress: 14**  
**Denim : 14**  
**Shoe Size: 7.5 W for sandals, 8M for pumps and booties**

Rosana Vollmerhausen  
302-793-1075  
info@dcstylefactory.com

### Event Summary

Alison Gary is local style blogger with a national and international following. Her reader is the average woman looking to up her style game in an accessible, affordable way. She provides expert fashion and wardrobe tips, capsule wardrobe suggestions, and style inspiration in her trademark no-BS, often humorous, and always honest posts.

Alison is going to the rewardStyle's "rStheCon" Conference in Dallas April 20th-23rd. She wants to ramp up her personal style for this see-and-be-seen event while still remaining true to who she is. She wants to "look the part" of the on-trend blogger, but not like she is TRYING to look the part. There will be a lot of brands there during the conference, so Alison wants to "dress to impress" while networking. Each event is a mini fashion show!

### Style Summary: Body Type, Color, Personal Style

Alison's style is Urban Funky, Boho and Bombshell. As a side note, Alison gravitates more towards Classic style for her work as a government contractor. Her style icons are Solange, Tracee Ellis Ross, Kate Moss and DVF.

Alison is petite and has an hourglass shape. She is "cusp-size." When she shops plus-size, she often finds the fit up top and around the middle to be too too roomy.

### Schedule of Events

- Thursday Rooftop Pool Party - Urban Funky Jumpsuit "Solange inspired"
- Friday Day Meeting - Pineapple Dress, Denim Jacket, Silver Booties, Cuff and Silver Statement Earrings (see if earrings are too much with collar of jacket).
- Friday Cocktail Party - Dress
- Saturday Day Meetings - Matte Leather Front Pants, deep-scoop tee (try Bombelle Tee), "A" Pendant Necklace, White Halogen Blazer, Shoes (maybe silver booties again or something along the same lines)
- Saturday Finale Party (\*Attire: Black Tie Optional) - two-piece top/long skirt look. \*\*Outfit inspiration is Nic and Zoe two piece (which will be back-up option). \*Comfortable block heel or flats for this look!

TOTAL: Five events, eight (8) looks total (backup for the three evening events), estimated 20 pieces.

DEADLINE to COMPLETE/FINALIZE LOOKS: April 14, 2017 (includes any tailoring, etc.)



### Style Specifics

- Keep in mind ankle and calves for ankle boots, booties
- She prefers jumpsuits and maxi dresses
- Likes heels, but prefers comfort so a block heel is best and super on-trend.
- Lately she prefers soft knits over structured blazers. Soft knit layering pieces can easily look sloppy in pictures, though, so we need to keep that in mind. Moto Jackets are a no-go for pictures.

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### Recommendations and Next Steps

We completed a Special Event Styling appointment, which included a closet review. During this appointment, we completed one possible option her "Friday Day Meetings" outfit and have a back-up for her "Saturday Finale" outfit. We are going to send Alison online recommendations for the remaining looks by Monday, March 13. We have also scheduled another Special Event Styling appointment on March 23rd to make outfits from the pieces Alison selected from our online recommendations. The recommendations we are sending will really ramp up Alison's already amazing style and help remain authentic but make her stand out at this conference.

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# Style Memo

## Spring 2017



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| Item   | Price | Quantity | Total          | Notes |
|--|-------|----------|----------------|-------|
| Matte leather pants                                      | \$80  | 1        | \$80           |       |
| Black Tie Two-piece dress/gown look                      | \$300 | 1        | \$300          |       |
| Solange-Inspired Jumpsuit                                | \$200 | 1        | \$200          |       |
| deep scoop tee (maybe Bombelle tshirt hairdryer)         | \$98  | 1        | \$98           |       |
| Fun sandal heels for cocktail look (to go with jumpsuit) | \$150 | 1        | \$150          |       |
| Fun collarless jacket (backup)                           | \$200 | 1        | \$200          |       |
| Maxi gown/dress  | \$200 | 2        | \$400          |       |
| Evening clutch   | \$150 | 1        | \$150          |       |
| Friday Cocktail Envelope Clutch                          | \$150 | 1        | \$150          |       |
| Jewelry (general)  | \$200 | 1        | \$200          |       |
| blouse   | \$100 | 2        | \$200          |       |
| Day purse  | \$300 | 1        | \$300          |       |
| <b>TOTAL</b>   |       |          | <b>\$2,428</b> |       |

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### PROCESS/ESTIMATE\*

**STEP ONE** – Consult. We meet at home, discuss needs, define style, look at potential options. Look at shoes and accessories to see if anything can be used for potential event look. Total 1 hour.

**STEP TWO** - Shopping. We will provide online recommendations for all pieces in your shopping list. You will order. Total three (3) hours.

**STEP THREE** – We will meet at your home for fitting and outfit creation. Two (2) hours.

**STEP FOUR** – We will send you a wardrobe itinerary of all your looks, fully accessorized.

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