

Program Framework:

The Iconic Wardrobe Blueprint™ – Define → Refine → Elevate

This is a 12-week, guided wardrobe transformation experience designed for high-achieving women who want their style to align with their leadership, lifestyle, and legacy.

PHASE 1: DEFINE (WEEKS 1–4)

Laying the Foundation for Strategic Style

- **Style Identity Deep Dive:** Clarify who you are, how you want to show up, and what your wardrobe must reflect.
- **Personal Brand Alignment:** Connect your style to your professional and personal goals.
- **Wardrobe Reality Check:** Audit what's working, what's not, and what's missing—without overwhelm.
- **Signature Style Words + Visual Identity:** Craft a focused, powerful style blueprint that will guide every decision.



REFINE (WEEKS 5–8)

Structuring and Streamlining Your Wardrobe

- **The Strategic Closet Edit:** Learn how to assess, edit, and keep only what serves your future.
- **Outfit Architecture:** Create high-functioning outfit formulas that simplify getting dressed.
- **Intentional Shopping Strategy:** Identify wardrobe gaps and make aligned, strategic purchases (without waste).
- **Seasonal Style Planning:** Map out your wardrobe's evolution by season to stay proactive, not reactive.

PHASE 3: ELEVATE (WEEKS 9–12)

Bringing Your Iconic Style to Life

- **Wardrobe Integration:** Style and combine pieces to build a powerful, flexible, everyday wardrobe.
- **Event & Lifestyle Dressing:** Plan for high-visibility moments—speaking, networking, leadership events, media.
- **Style Sustainability Systems:** Learn how to maintain your wardrobe and style clarity over time.
- **Next Chapter Strategy:** Prepare for what's ahead—whether it's a career leap, brand pivot, or personal milestone.



ONGOING SUPPORT THROUGHOUT THE PROGRAM:

- Live Group or VIP Coaching Calls (depending on tier)
- Ongoing Email Support and Check-Ins
- Strategic Tools, Templates, and Lookbook Examples
- Personalized Feedback and Recommendations