



Julie Kaufman knows how to advise men and women to dress well for any situation. Basing her counsel on both her image training and her many years of experience in the business world, Julie teaches the principles that help each person to project the right image. With her tactful yet direct speaking style, Julie spreads her enthusiasm about dressing well to inspire confidence in those she counsels.

In the belief that appearance is directly related to success, Julie is committed to helping her clients learn how to dress appropriately and beautifully, helping them to keep looking polished all day long.

Most recently, Julie has co-authored the book, "Executive Image Power: *Top Image Experts Share What to Know to Advance Your Career*".

Julie is certified by the Association of Image Consultants International. She draws on her image training as well as her 20+ years in advertising and market research. With a Stanford MBA and degrees in Psychology from Wellesley College and the University of Pennsylvania, she has a unique, corporate-based perspective to bring to her clients.

Julie has recently delivered presentations to:

- Stanford University Graduate School of Business
- QRCA (Qualitative Research Consultants Association)
- Women Health Care Executives
- IAAP (International Association of Administrative Professionals)
- West Bay Wellesley Club

Clothe Yourself with Confidence To Look Your Best

Julie's Most Popular Presentations:

Clothe Yourself With Confidence - To Look Your Best Every Day

This image foundation program is designed to set the groundwork for knowing how to look your best, always

- Learn the characteristics of your unique body and how that relates to choosing the right clothes
- Understand how to emphasize your body's strengths and minimize its challenges
- Discover techniques to help you shop efficiently and effectively

Accessories Secrets Revealed - Workshop on Learning to Finish Your Look

This personalized workshop allows each attendee to identify the best ways to enhance body shape and individual style

- Learn how certain aspects of the body influence choice of accessories
- Measure your body's features to learn which accessories will look best on you
- Practice the art of tying scarves and choosing jewelry to suit your look

Travel Smart – Staying Well Dressed From Your Carry-On

Learn to choose a travel wardrobe that is functional and flexible

- Discover the secrets of putting together a great travel wardrobe
- Learn how to pack all of your travel needs in carry-on luggage
- Tips for maintaining your appearance while on the road

Let Julie help you. Julie co-authored the recently published *Executive Image Power*. Her chapter, "The Perfect Pack", is full of advice about choosing an efficient travel wardrobe and packing it in carry-on luggage.

"What (Not) to Wear" Workshop

Participants bring their own outfits to this workshop for discussion.

- Explanation of how the characteristics of your body relate to appropriate choice of clothes
- Personal critique to each attendee (tactful, of course), illustrating how the principles of body knowledge relate to the outfit.
- Group learning opportunity due to the different body characteristics of each participant.
- Each attendee may bring several outfits for critique.

Contact Julie to Schedule a Great Speaker for Your Next Event.

Call Julie NOW! 650-323-3970

"Loved the seminar. You have a thorough command of your subject matter and present it in an organized and easy to follow and understandable manner. You have a great ability to accept questions and give answers on the fly."

Audrey - Sunnyvale, CA