



BRAND STYLE
BLOOM

BY ELIZABETH DANIELLE

VOLUME 1

DRESS TO BE UNFORGETTABLE ON STAGE

By Elizabeth Lewis



OWN THE STAGE BEFORE YOU SAY A WORD

WWW.BRANDSTYLEBLOOM.COM

OWN THE STAGE BEFORE YOU SAY A WORD

Congratulations! You've landed your first big speech. You've mastered your material, practiced your delivery, and refined your slides. But there is one crucial element left: what are you going to wear?!

At Brand, Style and Bloom, a personal branding and styling company, we believe that style is a powerful tool for communication. When you step onto that stage, the audience makes a decision about you within the first seven seconds—long before you get to your brilliant opening hook.

Why these 5 looks? I have selected them because they will all help you leave a lasting impression for your audience and help them remember you and your impact long after you have exited stage left.

In short, they help you to:

BE BELIEVED: By projecting an image of thought leadership.

BE LIFTED: With clothes that empower you and help you walk tall.

BE SEEN: In looks that help you own the entire stage.

Read on to discover outfit concepts that will help you shine brighter on stage and beyond.



Elizabeth

Founder and CEO
Brand, Style & Bloom

THE STATEMENT SUIT

This isn't just any old suit. It is one of the strongest "statements" a speaker can make because you have two powerful primary pieces, the blazer and bottoms, working in concert to announce you.



Monochromatic



Patterned

What kind of statement suits are out there?

- Monochromatic (blazer and bottoms are the same color or are different shades of the same color family)
- Bold pattern (think floral, plaid and beyond)

Wear it with: Pair with minimalist pointed-toe pumps or nice flats. For a less formal event, pair it with crisp white leather sneakers

Where to buy: Argent, Wildfang, Zara

THE ASYMMETRIC SHEATH

A sheath dress is a classic shape that means business, yet the asymmetric element, often in the neckline or hemline, keeps it (and you!) from being anything but ordinary.



Asymmetric neckline



Asymmetric hemline

What asymmetries we talking about?

- **Asymmetric Necklines:** A structured one-shoulder or an architectural cutout.
- **Asymmetric Hemlines:** A subtle diagonal cut at the knee adds movement as you walk across the stage.

The Fabric: This is key for the stage. Look for heavier-weight fabrics such as crepe or wool-blend. You want the garment to hold its structure, not cling to you under hot lights. Also ensure it has some stretch for movement.

Wear it with: A coordinating blazer (draped over shoulders for a power look) or a leather motorcycle jacket for an edgier, creative vibe. Finish with sleek slingback heels or ankle boots.

Where to buy: Nordstrom, Black Halo, ASOS

THE TAILORED JUMPSUIT

A one-and-done, effortless outfit that helps you look instantly chic and polished. A tailored jumpsuit creates a sleek, unbroken column of color, also helping you look taller and more commanding.



- **What makes it look tailored?** Look for a close-fitting bodice that defines your waist and/or close-fitting trouser legs (think a sleek cigarette style or a straight fit).
- **Turn it up a notch:** Elevate it a striking belt or even a duster.
- **Where to Buy:** Reiss, Aritzia, or Mango

OPPOSITES ATTRACT SEPARATES

For the woman who loves to mix it up. Opposites attract on stage because they create dimension, helping you look dynamic and interesting.



Hard + soft



Masculine + Feminine



High + low

What opposites are we talking about?

- *Hard & Soft:* Think structured leather bottoms paired with a soft, voluminous silk blouse.
- *Masculine & Feminine:* Think an oversized blazer over a delicate slip dress (ensure the slip is substantial enough for stage).
- *High & Low:* Think a bargain sequined midi skirt paired with a crisp white tee and a more expensive structured blazer.

Where to Buy: The Frankie Shop, The Pixie Market, Nordstrom , COS

A SIGNATURE PIECE

A piece you wear intentionally and frequently becomes YOUR signature.



A bold necklace



Distinctive eyewear



Vibrant lipstick

What are some good signature pieces? They can include (but are certainly not limited to):

- A bold necklace.
- Distinctive, distinctively shaped or colored eyewear.
- A specific, vibrant lipstick color (e.g. a matte red).

These also work well for virtual speaking engagements!

Where to Buy: Look for unique local artisans, vintage shops, or brands like Zenni (for funky eyeglasses) and NYX (for vibrant lipsticks).

CLOSING: THE PRACTICAL STUFF

Okay, you have an outfit in mind! Now don't forget to...

1. **Do the Sit Test:** Sit down in front of a mirror in your outfit. Does the hem ride up too high? Does the top gape? Do the pants pinch? Although you may be standing when you give your speech, you will likely need to sit at some point during the day and should make sure you're comfortable.
2. **Check Your Fabrics:** Avoid materials that wrinkle easily (pure linen is a no-go). Hot stage lights will make wrinkles look twice as bad by creating shadows.
3. **Wear Comfortable Shoes:** You don't want to be worried about falling as you share your beautiful story. Trust me--there are plenty of comfortable AND stylish shoes--chunky loafers, block heels and sleek flats to name a few.

LET'S MAKE YOU UNFORGETTABLE.

Whether you are founder looking to grow your brand or a professional looking to grow to your next role, your style is your silent pitch and I am here to help you dress to reflect the fabulously gifted person you are inside.

Let's connect and create your signature look.

Elizabeth Lewis

Founder and CEO, Brand, Style & Bloom

Elizabeth@brandstylebloom.com



BRAND STYLE BLOOM

BY ELIZABETH DANIELLE