

The uncomfortable reality is that there are going to be a lot of people who miss out on opportunities because they can't be bothered to make an effort.

Whether you like it or not – it pays to look the part.

AMELIA SORDELL

**STYLE
COUNSEL**

Hi! I'm Megan.

Makeup artist 10 yrs. / Blue Mercury, Paul Mitchell, The Studio Collective, Commercial Productions, and **Passion Projects**

Studied Fashion Merchandising, Marketing, + Studio Art

Wardrobe Stylist - my entire life :)

Capricorn rising + sun, Scorpio moon

Married to David, home, cooking, movement, reading, podcasts, music, art, fashion, my family, + YouTube everything.



So what do I do?

Create the wardrobe, makeup, and set dressing for commercial productions. ***We're the Style Squad!***

I work with agencies, producers, and directors.

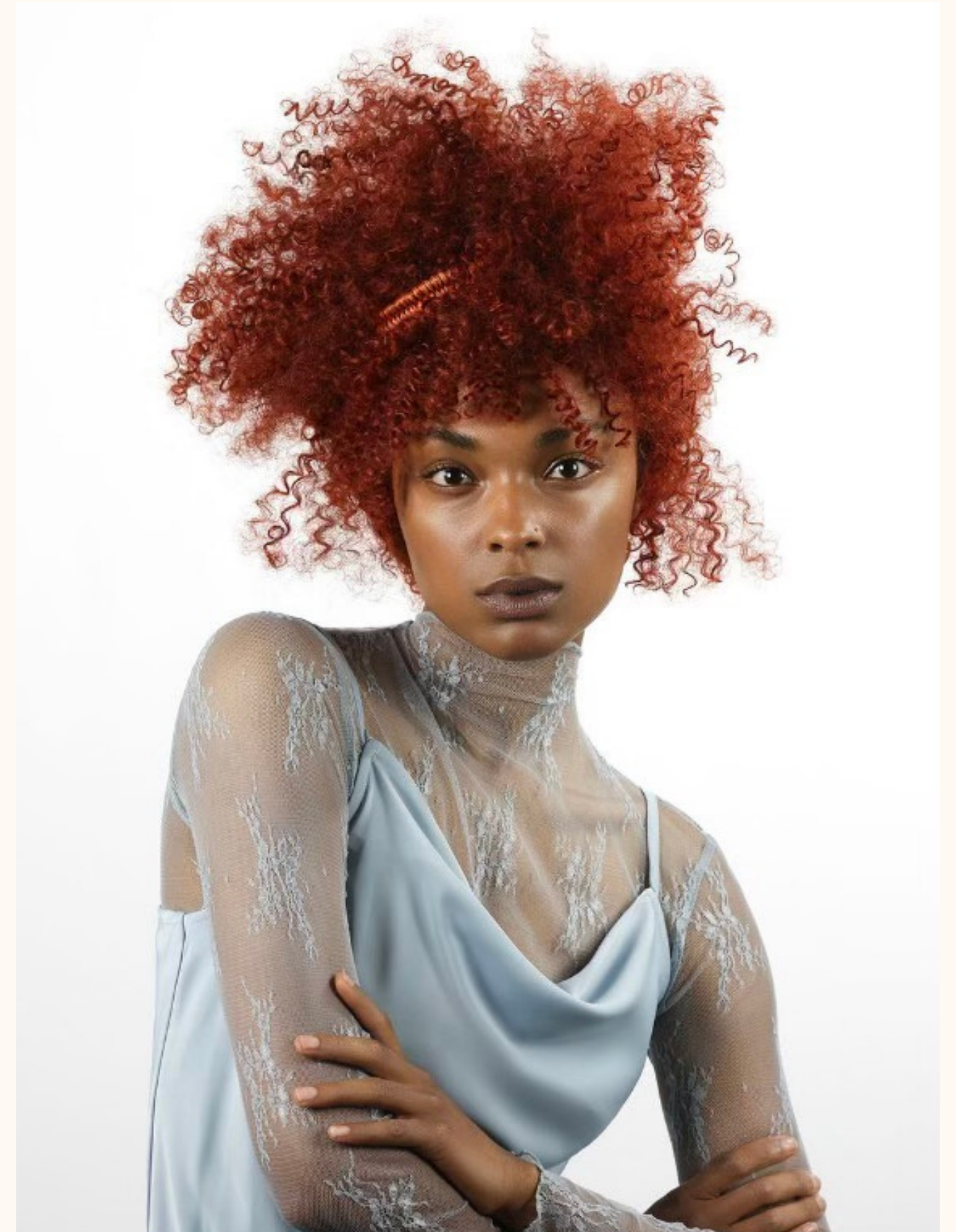
Additional projects / work includes:

Styling Fine Art Portraiture

Wedding + Special Event Makeup

Headshots

*Corporate + Personal Consulting



What is Style?

A physical and energetic expression of who you are, what you stand for, and your values

What you present + how you show up!

How others receive the information you're providing

What you present creates value and trust in others

People want to do business with people that have their sh*t together

Show them you do!

**This does not mean abandoning who you are - it means it's time for an upgrade*



***Pay no attention to trends,
but pay attention.***

Don't neglect your gifts and interests. *Turn them into expression*

a color

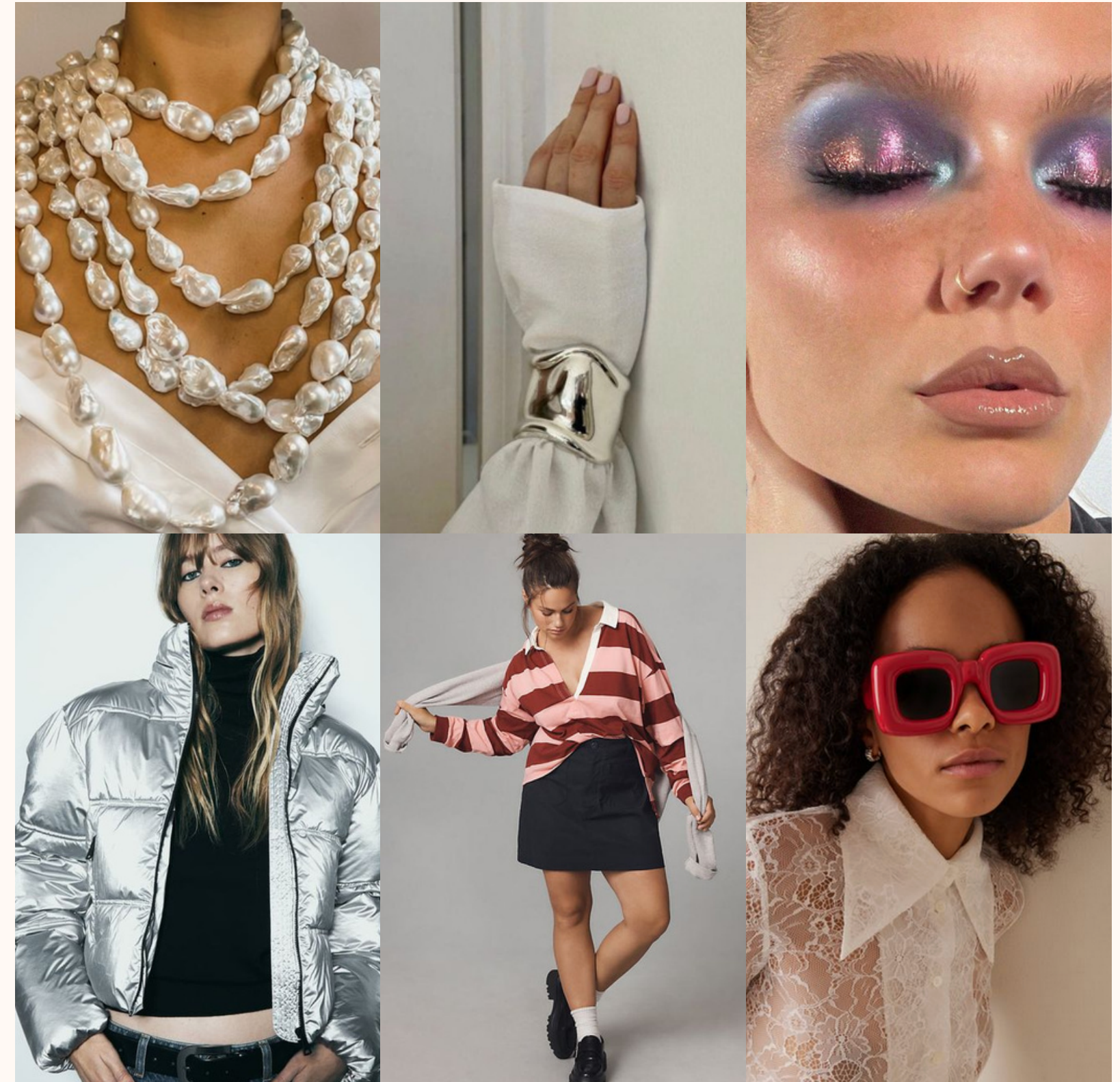
a brand you admire

an era

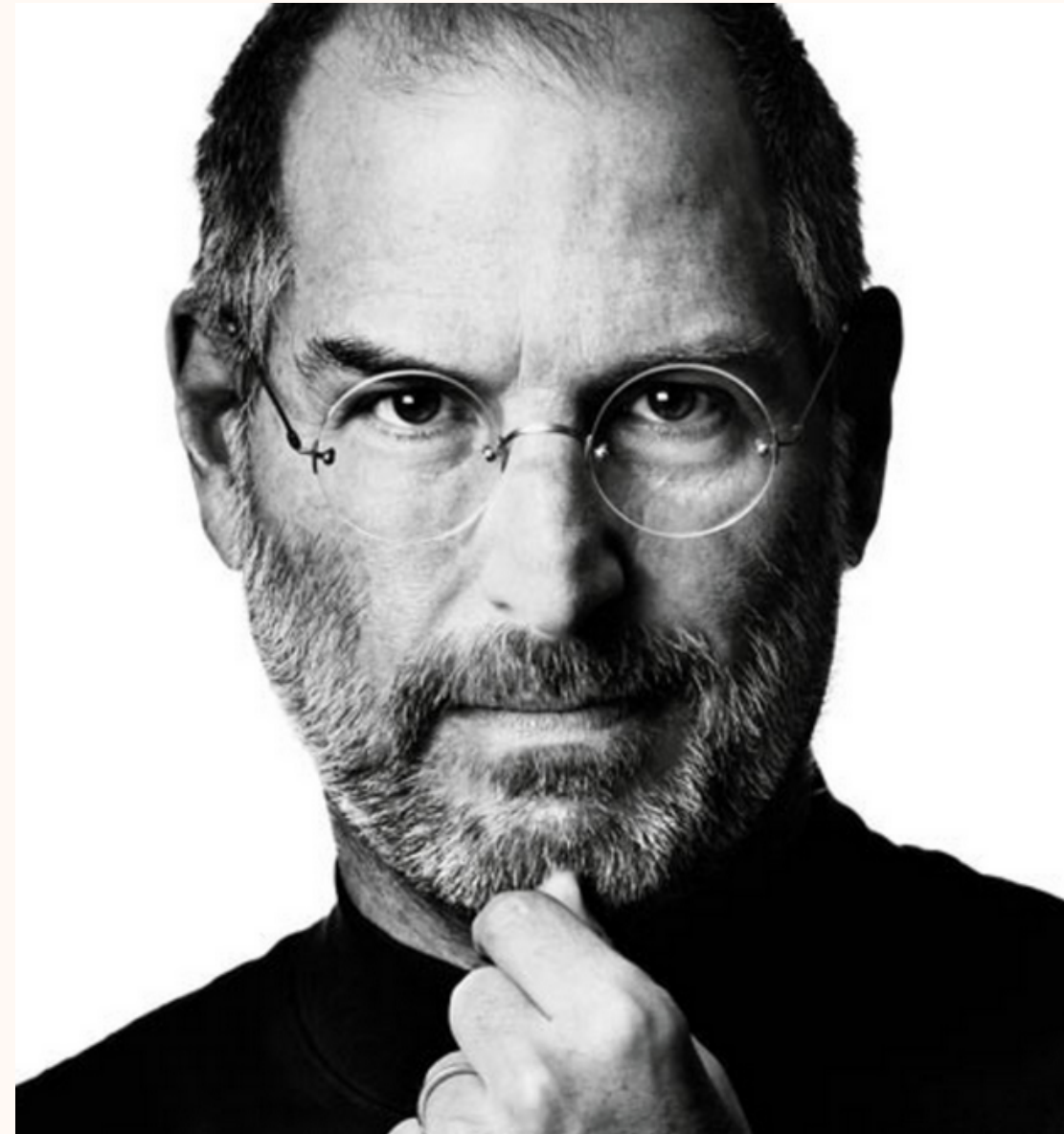
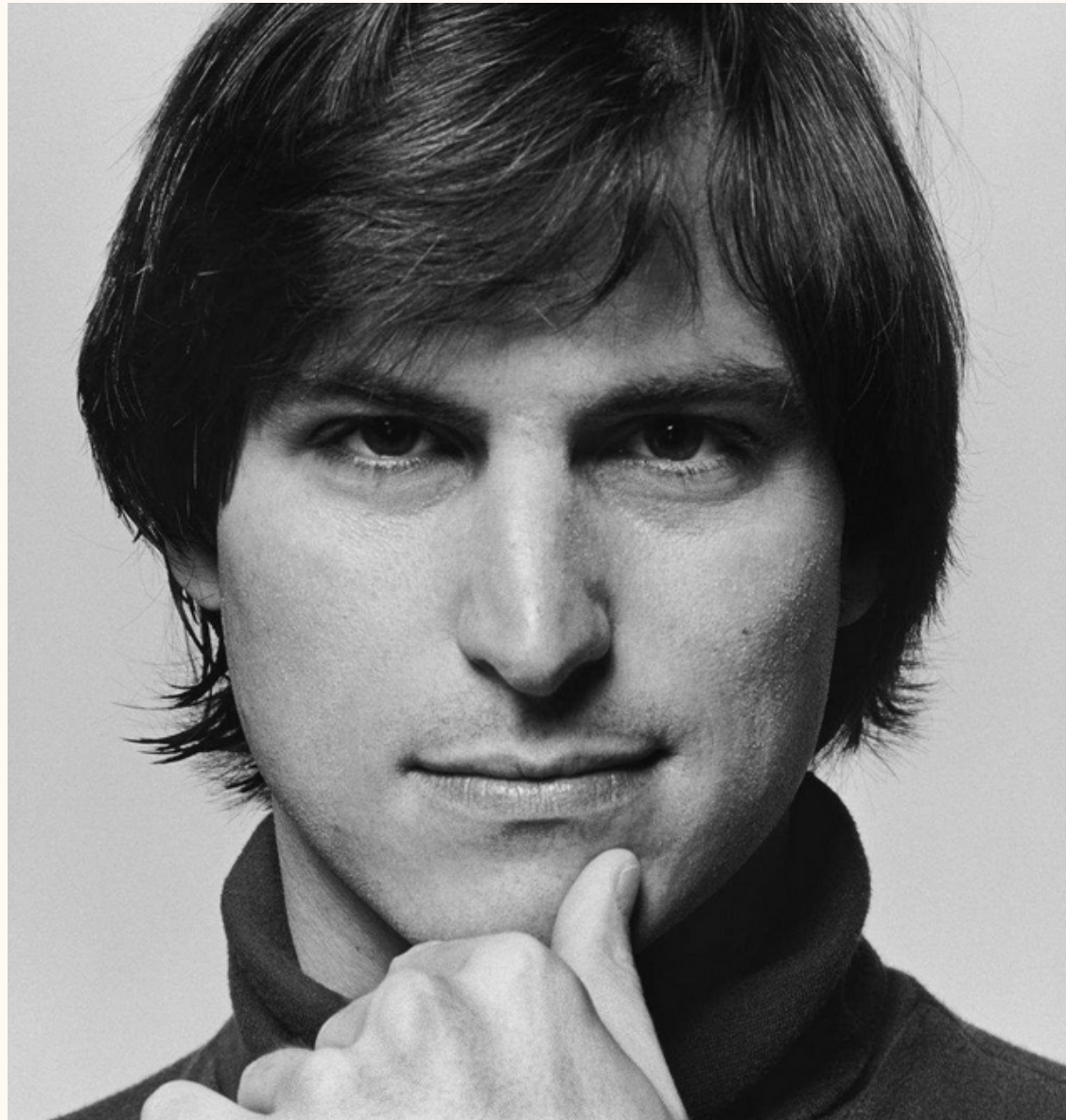
what is your signature.....?

dig your heels into something - even just for a
month or two... try.

nothing is more boring than obvious style

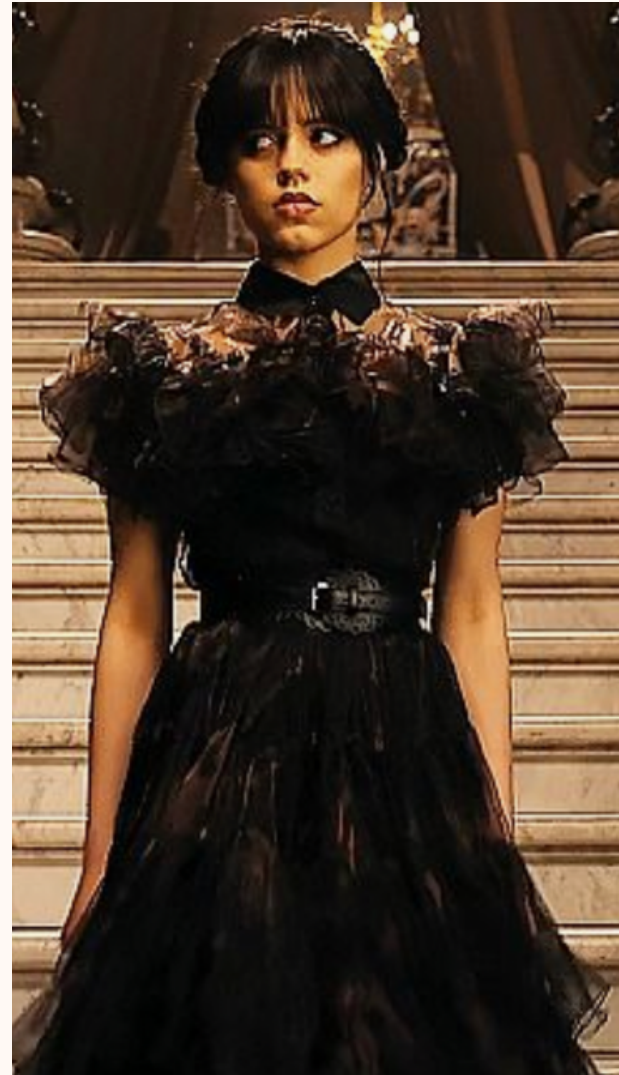


Who / what is your avatar?



style inspiration
style icon

this is not about being someone else....



it's about developing a reference point + creating!

Start simple for the biggest impact.



Simple. Classic. Timeless

Do this not that.

MANNEQUIN

what to buy

- Neutral color tops, pants, skirts, and jackets
- \$ quality shoes
- Feel your fabrics
- Minimize fast-fashion purchases
- Accessorize for a statement!
- Edit - and then edit again....**ruthless editing**

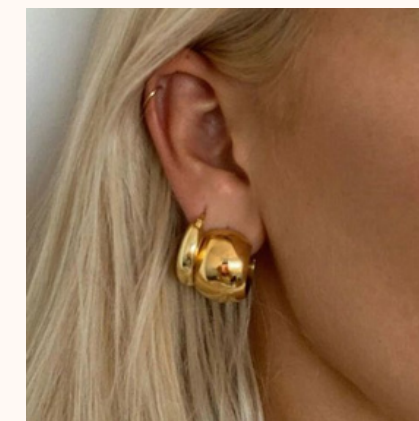
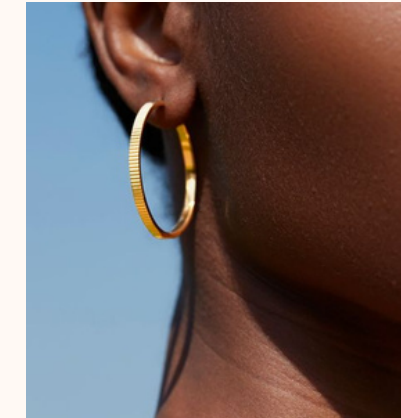
more is not more, it's just more....

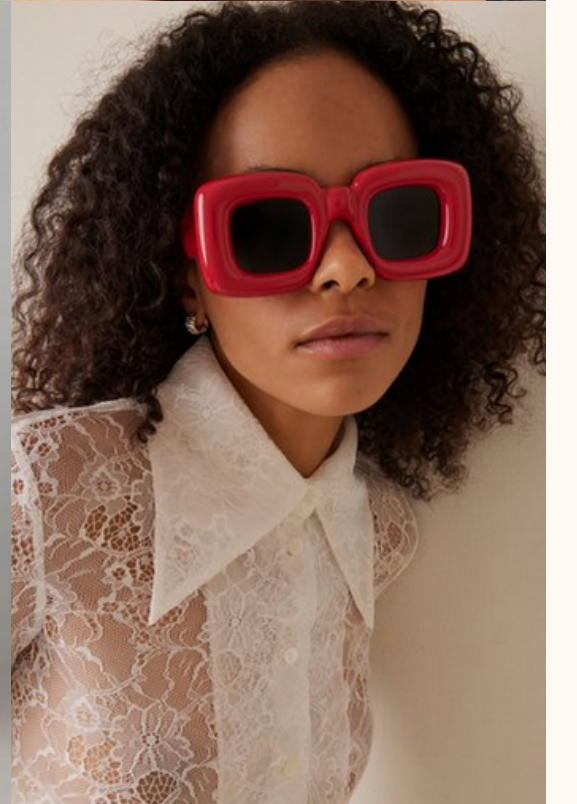
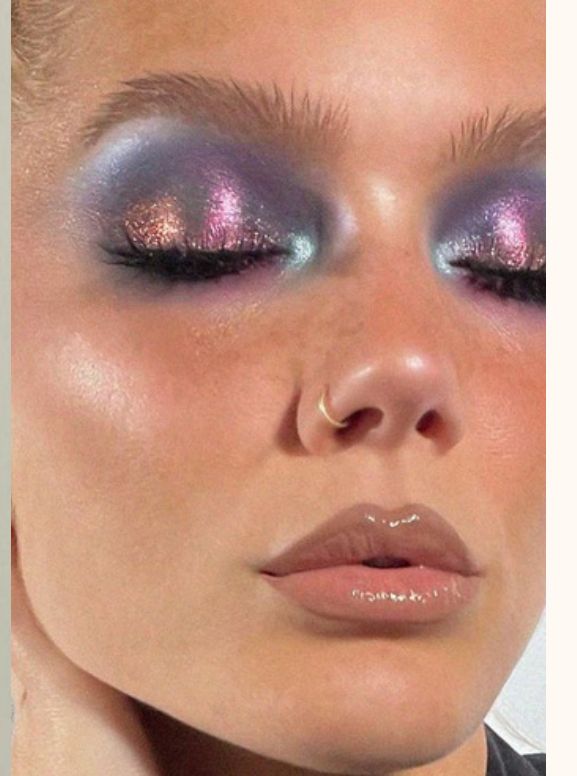
where to shop

- Consignment stores
- Thrift stores
- Vintage stores
- Express, Dillard's, Bannanna R., ,
Clothes Mentor, J. Crew
- ThredUp, Poshmark....
- and on + on...

Style Guides

women - well fitted and proportional, jewel tones or neutral colors, minimize patterns, minimal accessories / or choose one statement piece,





Training your eye...

Quality

Fit

Proportion

Comfort + Class

and HIGH FASHION!



Beauty Break



Beauty Brands to consider:

Basics to own. Shop with intention and usability. Keep a bag close by.



SCOTT BARNES

what's in my bag

Shades + Looks



The Checklist

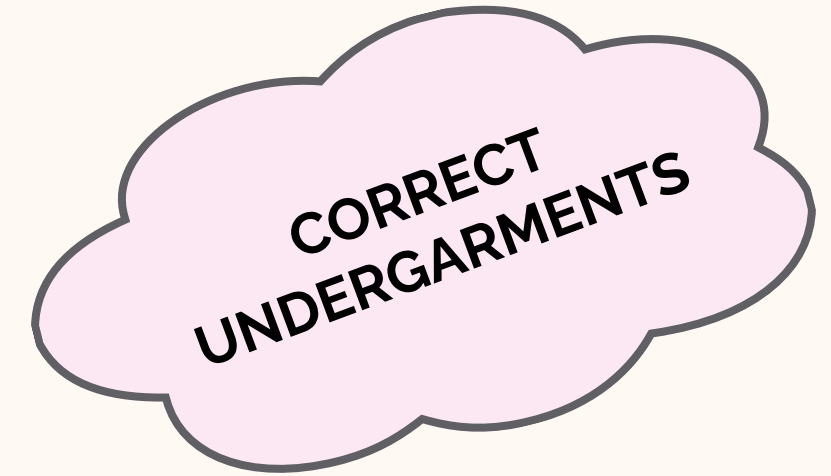
style the "next level" You! The basics.....

WARDROBE

- Jeans - no holes in black, dark wash, and light wash in 3 different cuts
- Button up tops - white, blue, and black
- Blazers - black, grey, camel, and a color
- Shoes - flats, midrise heels, boots, and fashion sneakers (for example: Nike Dunks, Adidas Sambas)
- Skirts - above the knee (flats), knee length (heels + boots), long (any shoe)

BEAUTY

- 3 hero products for skin
- 2 hero products to conceal / correct
- 3 hero products for color (eyes, lips, cheeks)
- Good tools + good lighting! (makeup mirror with lighting)



Sometimes the purpose of a seed is to propel us in a completely new direction. Along the way, it may morph into something hardly resembling it's original form and become our finest work yet.

-Rick Rubin, The Creative Act: A Way of Being

**STYLE
COUNSEL**

*thank you for your time + for attending ;)
follow me @_stylecounsel*