

# PROJECT *Boe*

WARDROBE CONSULTING



# Business Proposal – ProjectBee Wardrobe Consulting

## “Investing in your employees’ personal image”

*Achieving the executive appearance, the effect it has on employees’ productivity and the importance on how it reflects on the company as a brand.*



WHEN EVERY EMPLOYEE IS A REPRESENTATION OF THE COMPANY...

★ *Dress With Confidence*

★ *Style With Confidence*

★ *Wear With Confidence*

*“Enclothed cognition means that if we place values on our clothing it can impact on how we perform”*

– Dr. Ally Cinhicks

*We’re trying to put emphasis where it matters, by creating wardrobe essentials for women to dress in a manner that reflects their boundless potential where women can focus on world changing work”*

– Sarah LaFleur, MM.LaFleur Clothing

*“Fashion is fun and inspiring – and more than that, fashion can help advance progress in the workplace”* – Arancha González, Executive Director of the International Trade Centre (ITC)

*“As a woman in the workplace, I know that what I decide to wear every morning affects my mood for the day. If I arrive into the conference room dressed with style as well as appropriately, I automatically feel more confident starting off the work day”*

– Isabelle Hung, Human Resources, Sage

Whether you like it or not, your clothing communicates – and it can have a serious effect on your ability to achieve success. Research has proved that your appearance greatly influences other people's perception of your financial success, authority, trustworthiness, intelligence, and suitability for hire or promotion. What you wear not only communicates who you are in the minds of others, but also influences your level of career advancement – **Business Insider, Here's How Your Clothing Affects Your Success**

Choosing an outfit for the day is similar to choosing your social armor for the day. What you wear affects your confidence as well as the way people perceive you. Your brain links pieces of clothing with particular attributes and will make you feel a particular way. Take for instance if you dress like a lawyer or doctor you are more likely to feel more powerful or intelligent over wearing other garments associated with different attributes – **Journal of Experimental Social Psychology**

A study undertaken in 2014 at Yale used 128 subjects between the ages of 18 and 32. Researchers had participants partake in mock negotiations of buying and selling. Those dressed poorly (in sweatpants) averaged theoretical profit of \$680,000, while the groups dress in appropriate work wear made average profits of \$2.1 million.

# 02 PROJECTBEE WARDROBE CONSULTING

# WHEN YOU LOOK GOOD, YOU FEEL GOOD!



Project Bee is your ultimate destination for everything about style. The company services are uniquely designed to build your image, in addition to expanding your wardrobe and developing your personal style. The services are tailored and designed around the essential needs of the busy day to day business professional, mom/dad and individuals looking to elevate, change or enhance their personal image to get them to the next level.



Native NYC Fashion Stylist BeverlyO is best known for her trendy, innovative and bold style decisions. She was introduced to the fashion industry as a teen model and since then has passionately cultivated her style and fashion sense, while also making waves throughout the industry. Coming from a public relations background, she has worked with iconic fashion brands such as Lanvin and Christian Louboutin. Shortly after her transition from public relations to styling her editorials have been featured in international fashion publications like Vogue Italia, Made in Brazil, Jones Magazine, Elle Vietnam, and Fault UK. Her celebrity client list includes Rosa Salazar, Matt Passmore, Stephanie Szostak, Eleanor Lambert and Victoria Secret model, Barbara Fialho. Working as the Head Wardrobe Stylist on her first film has led her to received her first IMDB credit for the movie "Underground Cops".

During her launch of ProjectBee, BeverlyO has taken part in many charitable organizations such as Bottomless Closet (organization that helps disadvantage NYC women get back into the workforce), and Project HEAL (a non-profit organization that raises funds for eating disorders treatment of girls around the U.S.). She has also joined UWIB (United Women In Business) group that collaborates events and workshops to empower women. BeverlyO has been featured in many online magazines and blogs, making waves in the industry and establishing herself as a Fashion/Wardrobe Stylist in high demand.

### THE WARDROBE FACELIFT

Your wardrobe facelift begins with a closet evaluation. During this process I'll edit out the pieces in your closet that are dated, unflattering and not needed. I will then work on putting looks together with the pieces we decide to keep.

Your wardrobe will be reorganized by color and section. Afterwards, you'll be photographed in complete ensembles for you to reference on days when you have nothing to wear! At the end of the service a personalized shopping list will be made and a shopping strategy will be set in place.

### TRAVEL IN STYLE

Look your best while on vacation without spending countless amount of hours trying to figure out what to wear. Whether it's a weekend trip to Monaco or a business trip to London, I've created this service for that individual to take the stress off of looking your best! Creating effortlessly chic ensembles prior to your trip and photographing you in finished looks for you to reference. I pack your bags with the right looks for all occasions.

### QUARTERLY WARDROBE & STYLE EDIT

As the seasons change, so does your wardrobe. Don't worry I got you covered! A service designed to keep you ahead of the game with the latest style and trends. I will create an effortlessly chic wardrobe every season, where getting dressed every morning is as simple as 1, 2, 3.

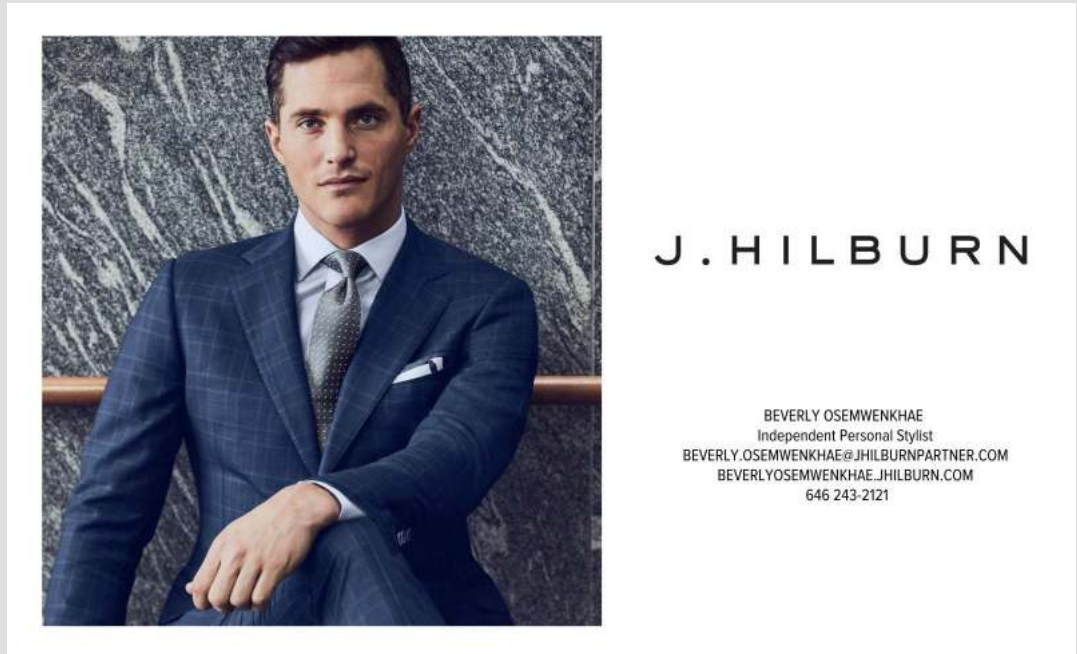
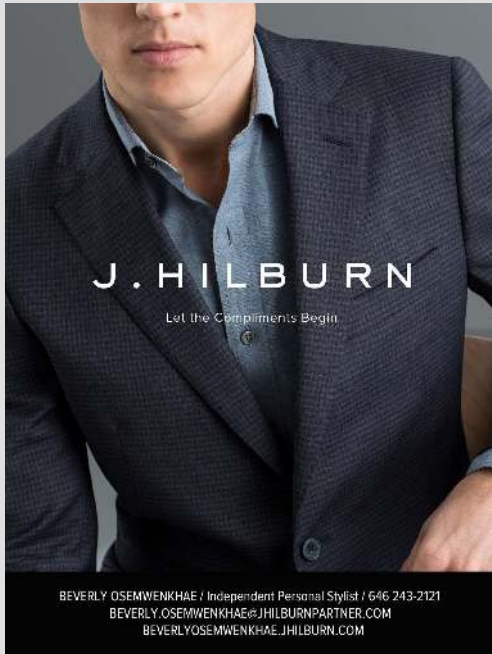
- free 30-minute consultation
- 4hr wardrobe edit and organization
- 2hr personal shopping trip
- 1hr fitting

### PERSONAL SHOPPING

This trip is customized based on your style and budget. The selected boutiques have all been scoped out prior to your appointment, making for a smooth and relaxing shopping experience as we peruse around the hottest specialty boutiques. During the fitting, I will pull together full ensembles while consulting you on the pieces I have chosen; eyeing in on each outfit cut, shape and fit for your personal aesthetic. Creating for you the ultimate shopping experience.

## J.HILBURN

I've team up with J.Hilburn, a brand that's revolutionizing the way men shop. Saving time, improving fit, invest in quality clothing and receiving personal 1-2-1 service. Offering garments that are made with fabrics from the most well respected mills in the world, and are crafted using the same standards demanded by top designers.



# Finding the right balance with clothing and accessories



# 03

## COMPANY BENEFITS

# CORPORATE PACKAGE 1

Company Size: 1-30 employees

Package Estimate Per Quarter (max # of employees) : \$7500

Rate: \$125/hr for each employee (2-hrs per quarter)

## **In-house Wardrobe Consultant 3-hrs a month**

For corporate styling, personal shopping, consignment services, corporate events and wardrobe editing

Access to stylist discounts and appointments at (Veronica Beard, Nora Gardner, Alice&Olivia, Schutz, Senza Tempo, Alexandre De Curtis, Alice De Italia, Moschino, Meg Shop, IRO, Karen Millen, Maje & Sandro, Macys, Christian Dior, Bloomingdales, J.Hilburn, The RealReal, Lexie, J.Hilburn, Worth W by Worth and private showrooms)

*\*All packages quote subject to change depending on company size*

# CORPORATE PACKAGE 2

Company Size: 1-30 employees

15% off all wardrobe services/personal shopping/packages

Rate: \$125/hr

**Employees will have a special discount rate for all services at ProjectBee  
Wardrobe Consulting**

Access to stylist discounts and appointments at (Veronica Beard, Nora Gardner, Alice&Olivia, Schutz, Senza Tempo, Alexandre De Curtis, Alice De Italia, Moschino, Meg Shop, IRO, Karen Millen, Maje & Sandro, Macys, Christian Dior, Bloomingdales, J.Hilburn, The RealReal, Lexie, J.Hilburn, Worth W by Worth and private showrooms)

*\*All packages quote subject to change depending on company size*

# 06 TESTIMONIALS x PRESS

*Beverly was a pleasure to work with! She first did an assessment of my closet to get a sense of my style. She then put together a series of outfits from my existing wardrobe that were creative, interesting & lovely! We then identified my current wardrobe needs and she went to several stores to put aside outfits she thought I would like. I met up with her to try on all the outfits and ended up with a bunch of neat new things in about a quarter of the time it would have taken me to do this on my own. Beverly offers a wonderful service for the busy professional who loves both fashion and efficiency! She has a warm and professional disposition and I would gladly work with her again. Most highly recommend!*

**-Dr. Anna Y.**

*When I was in need of some new business attire I turned to Beverly and Project Bee. Beverly helped me save time and money and come away looking very sharp. I still receive many compliments whenever I wear the clothing we picked out together. She has excellent tastes. Like many people, I get impatient pretty easily while shopping. Beverly's process is painless - even fun. Most importantly, the clothing fit perfectly and helps me represent myself and my business in a professional, and dare I say, stylish manner. Beverly is great and I look forward to turning to her for future wardrobe needs.*

**-David M.**

*Beverly worked with me last summer to overhaul my wardrobe. First she went through every piece in my closet to weed out items that no longer worked, fit or were out of style. Then she began re-imagining outfits from my remaining wardrobe. She put together a series of outfits for both work and going out that combined my existing pieces with a new, fresh perspective. She also took advantage of my accessories and showed me ways to use scarves, belts and layering necklaces that I could use across my wardrobe to create a variety of new looks. She photographed all the new outfits and provided me with a look book so whenever I was pressed for time I could quickly pull up a "go-to" look, including the shoes and jewelry, and get out the door. Overall, working with Beverly was a pleasure. She listened to my goals and needs and was able to create combinations that reflected my personal style... but a much better version of it!*

**-Elaine P.**

*Beverly was extremely helpful with putting my looks together for my European vacation. At first, it was a challenge for me because I was traveling to several countries in Europe via yacht, train and plane. Also most countries had different climates, so I needed to put together looks for different weather conditions and occasions. Thanks to Beverly, I looked fabulous everyday! She managed to help me put looks together that I never even thought of! Will definitely use her services again!*

**-Lucy H.**

Ask any woman what she looks for in a pair of jeans and she'll probably list "that they make my butt look great" right up there with comfort. While you might assume that this holy grail quality is achieved through a flattering cut or figure-hugging fabric, it actually comes down to a much smaller detail. [Beverly Osemwenkhai](#), the CEO and founder of [ProjectBee](#) wardrobe consulting in New York City, explains what to look for when shopping for derriere-enhancing denim.



“When shopping for a new pair of jeans, you need to keep the pocket size in mind. Smaller back pockets automatically change the size of your bum while no pockets at all give the illusion of a bigger size

HOP!



## BUNDLE UP

Once temps drop, you'd better believe it's what's on the outside that counts. Lucky for you, statement coats are having a major moment



USE THE [ELLEMAN](#) APP TO SHOP THIS PAGE!

OCT. 29 2015 10:30 AM

## Long-Sleeved Shirts Are Pretending to Be Shorter-Sleeved Shirts

A shocking exposé.

By *Heather Schwedel*



You are here: [Home](#) / [Cover](#) / A New York Fashion Stylist Takes a Leap of Faith in Business

## A New York Fashion Stylist Takes a Leap of Faith in Business

• Posted by *Bauce* on July 17, 2015







# CNN x PROJECTBEE EVENT

*“Corporate Shopping Event”*

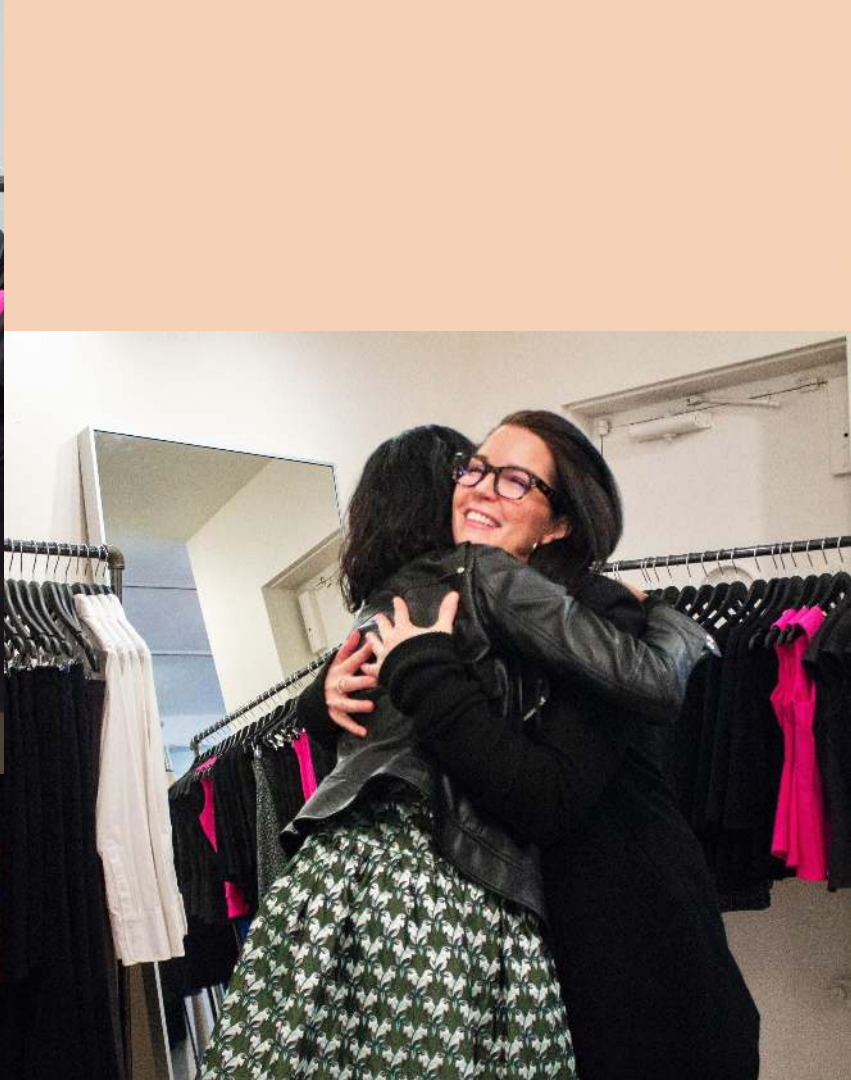
*Hosted by: Laurie Segall & Beverly O*

*Location: Veronica Beard*









# 08 **BRANDS & PARTNERSHIP**

J. HILBURN

I R O

 macy's

 Alice  
d'Italia

**W**  
W BY WORTH

NORDSTROM

BOTTOMLESS CLOSET  
CONNECTING WOMEN AND WORK



KAREN MILLEN

*Senza Tempo*

s a n d r o

NORA · GARDNER  
new york

maje



UNITED WOMEN  
IN BUSINESS  
FOUNDATION

# CONTACT

E: [Beverly@projectbeenyc.com](mailto:Beverly@projectbeenyc.com)

W: [www.projectbeenyc.com](http://www.projectbeenyc.com)

PH: (212) 920. 5908



@projectbeenyc



@projectbeenyc