



INDIVIDUAL CLIENT SERVICES MENU

Wardrobe Consultancy, Personal Styling + Personal Shopping
with Laura K. Sawyer

I work one-on-one with diverse individuals.
Together, we're investing in you.

I help you *put yourself first* and discover, regain,
and level up what you wear so you can *feel confident*
and like your best self no matter the occasion.

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Everyone's personal style, like their personality and lifestyle, is inherently authentic and dynamic.

Therefore, my approach, when working with you, is highly custom, built upon a structured foundation that helps you elevate your style and streamline how you get dressed. Ultimately making getting dressed each day efficient, free of stress, and full of confidence.

Our lives are moving in a direction where the multi-faceted is celebrated, and our personal and professional worlds are becoming more integrated. Your closet should reflect this.

When we work together, I'll provide you with the tools, resources, and knowledge of your wardrobe and lifestyle to get dressed easily and conveniently.

I look forward to helping you achieve your style goals! - Laura



Style is personal; let's talk about it.

Set up your 20-minute complementary styling call to discuss your goals and how we may best work together.

FOR NEW CLIENTS

CLOSET STYLING ENTRY PACKAGE | 2 hours in-closet — STEP 1 \$975

A welcome wardrobe edit for a new perspective on approaching your closet and personal style.

- Styling Questionnaire & Initial Goals Review
- Closet Edit — scan and assess your closet (review critical pieces on how to wear, condition, and fit) - focus on seasonal clothing/accessories in which the session is taking place or immediately upcoming.
- Style an assortment of complete outfits with photos captured (the start of a personalized outfit mini lookbook ~ approx. 4-7 looks to be added to your "Closet in the Cloud" / lookbook).
- Establish your "Closet in the Cloud" — begin to photograph your collection of clothing, shoes, accessories, etc., to be added to your virtual closet (platform hosted by LKS). Virtual clients will be given best practices on uploading.
- Discuss possible alterations and learn the why and the how behind proper fit to your physique.
- Your lifestyle, upcoming travel, and events will inevitably come up in this closet session. We may target this session also to kick off specific styling requests.
- A follow-up email with 'Care Contents' information, alterations recommendations, and a short description of items that could round out your closet/styling needs (not actual shopping links).
- Option to shop for specifically curated pieces with **Shopping Online** services (below).
- Option to add **Consignment Services** (see last page) to handle resale on behalf of the client.

DISCLOSURE - Not every closet is the same size. This entry package is intended to begin the review of your collection. We may or may not cover the entirety of your seasonal wardrobe during the initial 2-hour session.

Additional hours for reviewing your wardrobe collection will be billed at \$400/hour. If this session takes less than 2 hours, the remaining time will be applied to future sessions/styling work in 15-minute increments.

Continue reading for more support to clients that exist beyond this initial package. This styling relationship is a support partnership where LKS will be available to you on an as-need basis for future wardrobe styling needs.

SHOPPING ONLINE | 5 hours, shopping + try-on — STEP 2 \$1,975

Shop for intentional pieces that complement your existing collection.

- Provide specific online shopping links tailored to your budget, with personalized styling descriptions of how to wear items with your existing wardrobe — approx. 40-50 new shopping suggestions with visual outfit ideas on *how to* incorporate into wardrobe collection.
- The client will purchase the items directly from the virtual platform — option to have LKS handle transactions & tracking on your behalf at request (additional billing at \$400/hour).
- Typically, shopping lists arrive within 1-2 weeks (via the "Closet in the Cloud" platform) of the client's closet styling session or request for shopping recommendations via trusted retailer/brand websites.
- A follow-up 1-hour try-on session (for both in-person and virtual clients) is included in this package once the new purchases arrive at your home. Support over 1 hour will move into overtime billing.
- Option to add a **Digital Lookbook** (below/next page) of fully styled outfits of your existing/new pieces to help you get dressed each day and for specific engagements on your calendar. The Digital Lookbook is not included in this package.

DISCLOSURE - Depending on how much new clothing is purchased and additional support, including tailoring recommendations, fit, styling advice, etc., the follow-up session may take more than 1 hour. Additional hours for reviewing/advising try-on of your new purchases are billed at \$400/hour, billed in 15-minute increments.

FOR NEW CLIENTS, CONTINUED

SEASONAL STYLE RE-INVENTION | 16 hours, Hybrid + multi-week \$6,400

A comprehensive evaluation of your collection. Utilize what you own and introduce new pieces that complement your style and create efficiency when getting dressed. Maximize your collection!

- Styling Questionnaire + Initial Goals Review
- Closet Edit — scan and assess your closet either in-person or virtually (review critical pieces on how to wear, condition, and fit) - focus on seasonal clothing/accessories in which the session is taking place or immediately upcoming.
- Outfit creation — over the course of the closet edit, shopping, and try-on sessions, a fully curated digital cookbook will be created for your “Closet in the Cloud” (approx. 60 fully styled looks created for the season ranging in areas of your lifestyle including workwear, social, elevated casual).
- Follow up email with Care Contents information, alterations recommendations (if applicable)
- Shopping — Provide specific online shopping links tailored to your budget, with personalized styling descriptions of how to wear items with your existing wardrobe — approx. 40-50 new shopping suggestions with visual outfit ideas on how to incorporate into wardrobe collection. Two rounds of shopping after edits/try-ons and additions.
- Styling — Two follow-up try-on and styling sessions (1 hour each session / in-person and virtual) to happen over the course of the shopping portion.
- Regular text support throughout this season's re-invention experience
- Option to add **Consignment Services** (see last page) to handle resale on behalf of the client.

DISCLOSURE - Additional hours beyond the package (16 hours) will be billed at \$400/hour, billed in 15-minutes increments.

Continue reading for more support to clients that exist beyond this initial package. This styling relationship is a support partnership where LKS will be available to you on an as-needed basis for future wardrobe styling needs.

TRANSACTION/PURCHASING SERVICES

LKS Styling & Consulting may manage transactions and purchasing tracking at your request. This is a common service we offer as purchasing/ordering can be a time-consuming experience, and we aim to make your styling experiences high-touch and as frictionless as possible. We will send you a credit card authorization form to keep your card securely on file and only transact at your written discretion. This service is billed at \$400 per hour.

OVERTIME

Additional time in-closet (in real life and virtual) and support services will be billed at \$400 per hour, billed in 15-minute increments. We will inform you when the time is close to the initial agreed-upon time/package before moving into overtime hours.

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CONTINUE FOR EXISTING CLIENT SERVICES

FOR EXISTING CLIENTS

À la carte services are offered once we've completed an initial closet edit and I have a sense of your existing wardrobe and lifestyle. These services may be requested one-off at your convenience.

À LA CARTE SERVICES | AFTER YOUR INITIAL CLOSET EDIT

SHOPPING | In-Person/Virtual \$400 per hour

Let's be intentional with what you introduce back into your collection! Save time and money on your shopping with target suggestions to incorporate into your existing wardrobe and within your budget.

- Shop in-person or online and provide you with the best options of physical products or links from stores/brands for you to choose from, whether you're adding to your seasonal wardrobe, want a refresh on specific pieces, or shopping for a special event or travel, etc.
- LKS has relationships with retailers and brands across the spectrum of fashion — some items can be pulled on request from various retailers & brands and brought directly into your home for try-ons.
- LKS may handle transactions and purchasing tracking at your request.
- We streamline the process by shopping in-store together, online (I provide you with links + informative styling notes), or by bringing items to you for an in-home fitting session.
- Integrate new purchases into digital lookbook in your "Closet in the Cloud"

TRAVEL STYLING + PACKING | In-Person/Virtual \$400 per hour

Reduce the stress of packing and planning what to wear for an upcoming trip, business and personal alike.

- I use your travel itinerary as a guide to help style outfits for each day with either existing clothing or new shopping pieces incorporated into your wardrobe that's appropriate for the locale/climate/experiences - we'll also accommodate the best size luggage to support seamless travel
- Create an outfit/styling itinerary for your trip with packing lists and a visual travel lookbook designed in your "Closet in the Cloud"
- Pack for you (upon request)

SPECIAL EVENTS STYLING | In-Person/Virtual \$400 per hour

Do you have an upcoming gala, job interview, wedding, black-tie fundraiser, public speaking engagement, television appearance, work cocktails, or other special events and are not sure you've got the right outfit?

- I help you select what works in a variety of settings that are an extension of you - we'll have you looking and feeling confident and receiving compliments (styling from existing items in your closet and/or new purchases).
- Photo capture of look(s) for dressing reference and concise outfit planning — added to your "Closet in the Cloud"
- We may also plan a series of looks for the upcoming season of events so you're prepared for each occasion

EXISTING CLIENTS, CONTINUED

CLOSET STYLING / SEASONAL REFRESH | In-Person/Virtual \$400 per hour

Let's step back into your closet together...

- Review seasonal items, edit, and assess for appropriate alterations
- Build potential new shopping strategy for items to incorporate into your collection
- Get ideas about creatively remixing pieces and integrate seasonal pieces or new purchases
- New outfit creation: add fully styled outfits to your digital look book folder

CONSIGNMENT SERVICES

\$20 flat rate for up to 10 items, plus 20% commission per item sold

- Determine which of your items have resale/consignment value potential (I do not dictate actual/final retail or commission estimates)
- Deliver/ship to interested resale/consignment shops, follow up regarding items, tracking sales and returns, receive payment, and give to client (after LKS commission payout)
- If items aren't to be sold or accepted for consignment/resale, they can be returned to you, or I can donate to charitable partners on your behalf (finalized non-profit recipient w/ you prior to donation) with a receipt obtained
- Flat rate pricing for more than 10 items TBD upon reviewing items for resale/consignment
- Consignment Agreement is sent separately if I'm handling this service on your behalf

TEXT SUPPORT

I love having an ongoing styling relationship with my clients! I'm happy to help and nurture your growth by offering support via text but hope that after working with me, you also have increased confidence in your own knowledge and decision-making and feel empowered.

If you do have occasional questions or want feedback about something, I'm always glad to help, but please understand that I may not be able to reply right away.

Style is personal; let's talk about it.

Set up your 20-minute complimentary style consultation call
with Laura K. Sawyer now.

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914.374.0520



ABOUT LAURA K. SAWYIER

Laura K. Sawyer is a wardrobe stylist and confidence expert who works with Fortune 500 companies, non-profits, and individuals, using evidence-based research within the Applied Psychology of Fashion. A style expert for various media outlets, her work has been featured in MSNBC, Fast Company, Travel + Leisure, Elle India, and The Zoe Report, among others.

In addition to 1:1 personal styling, Laura speaks and consults with companies and non-profits about personal style, bringing authentic individualism and confidence. Clients and audiences include Edward Jones, Summersalt, Washington University in Saint Louis, Sarah Flint, Angad Arts Hotel, Focus St. Louis, Goebel & Co., and AUDRA, among others.

**“I help people invest in themselves to reach their fullest potential and goals.
And we have fun along the way!”**

