2019 PITCH DECK

SophisticatedChic Brand LLC.

Work hard. Dress Light.

SOPHISTICATEDCHICBRAND.COM

Sophisticated
Chic
Work hard,
dress light.

Why is your appearance important?

Your appearance is what attracts your target audience and potential clients without you having to speak.

The Problem

You're constantly connecting and interacting with new people through speaking engagements, networking opportunities and business meetings. But you still lack the confidence of owning the room and demanding the attention that you deserve. You yearn for a signature style that speaks for you and embraces your individuality.

Our Solution

We take pride in educating our clients on the importance of understanding their unique body shape and what is needed to properly dress for it. We gradually push them out of their comfort zones while still remaining true to their brand personality.

With the right level of attention and support, we help our clients to elevate their businesses to a higher level of power and confidence.

Strategy Session → **Pick your Package** → **Stay Connected**

96%

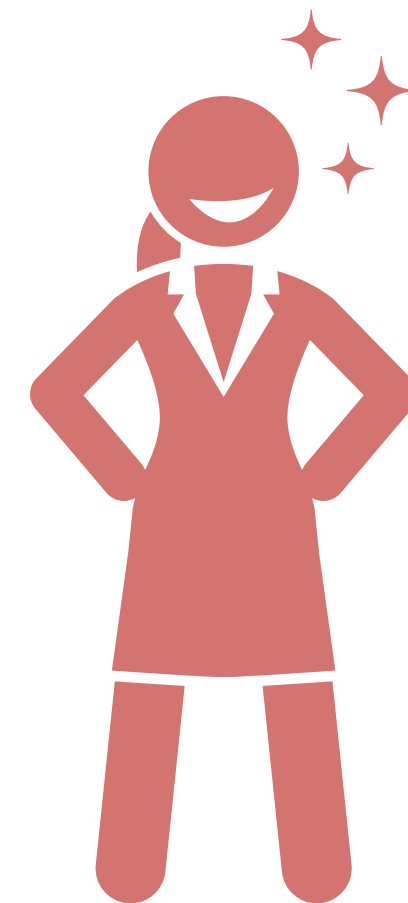of our clients have been able to increase up to 30% of their business sales

87%

of our clients have secured at least two speaking engagements

100%

of our clients confidence level boosts to a new level

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Our Founder

CHRISTEN JOHNSON

Christen is the definition of a style and branding expert. With her keen eye for detail and savvy shopping tricks, she curates looks that will have you feeling and looking like the professional, that you are.

While taking on the role of a Personal Stylist since 2014, her signature style and brand image is defined as classic and sophisticated. Her love for styling and personal branding has allowed her to gain experience in editorial, e-commerce and visual styling along with digital brand development.

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Who We Are

Sophisticatedchic Brand LLC. is a personal styling and branding firm for influential women in business who are constantly making an impact in their communities through their voice, philanthropy and hard work.

We take pride in educating our clients on the importance of their unique body shape and overall appearance through **personal styling**, **branding** and our **signature service**. We specialize in styling curated branding and lifestyle photo shoots to create professional content for their websites, social media platforms and marketing materials.

What We Do

We help women to show up and show out in their industries by educating them on the importance of knowing their unique body shape and how to dress for it with confidence. We also help them to determine a signature style that aligns with their brand personality.

Our Purpose

Our purpose is to show women that they were uniquely created in the image of God and that they have a mission to fulfill. We want to help them to reflect on the outside how they were created on the inside.

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Our Clients

THE ENTREPRENEUR
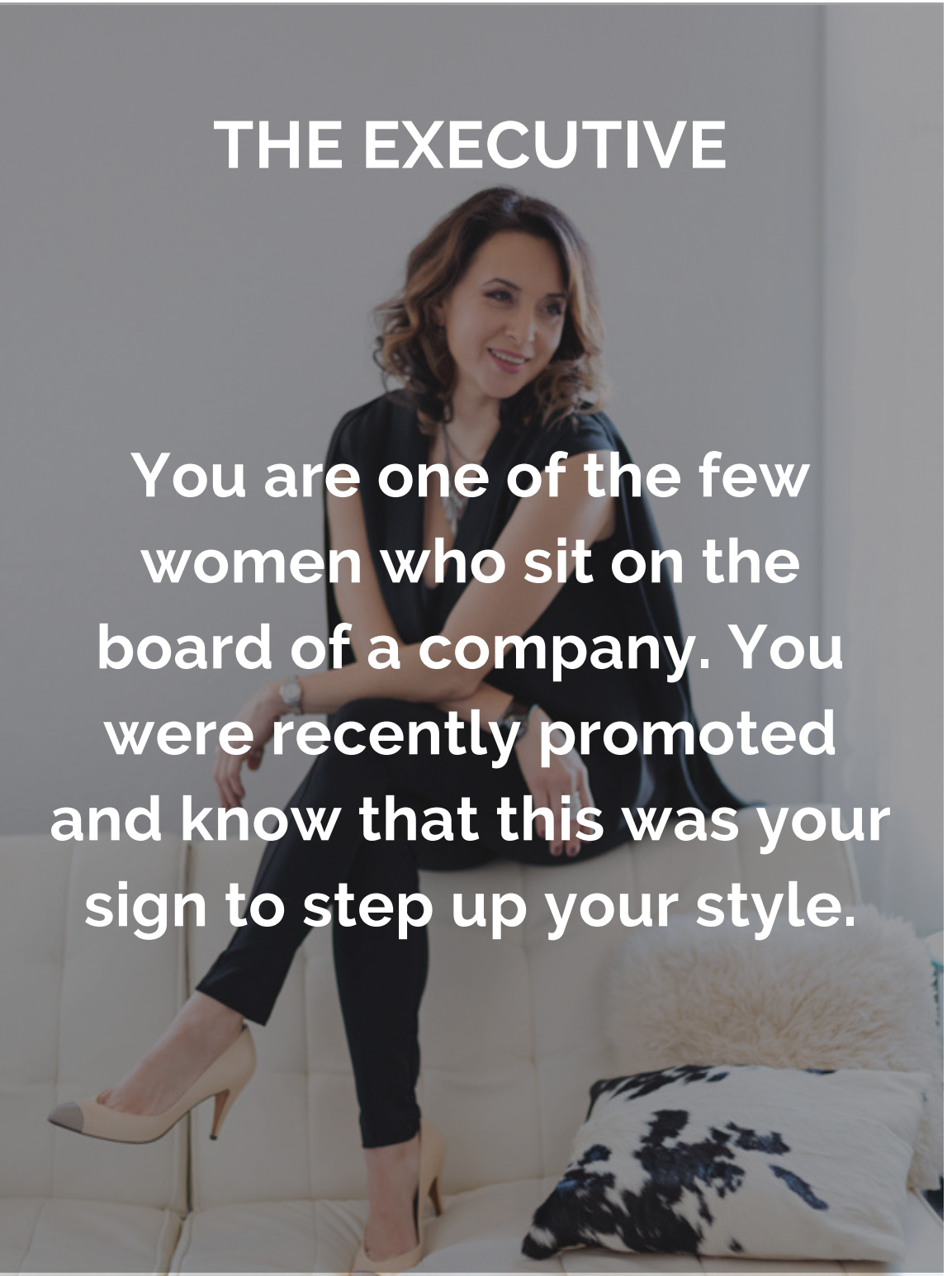
You're a business mogul and find it hard to keep up with the latest trends while sticking to your true self. You're ready to INVEST and understand the importance of your appearance.

THE INTRAPRENEUR

You've worked under another company for some time and have built a tremendous book of business. You love what you do but understand that an update in your appearance is well needed.

THE EXECUTIVE

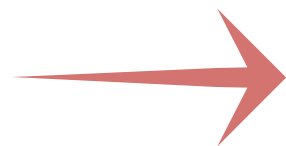You are one of the few women who sit on the board of a company. You were recently promoted and know that this was your sign to step up your style.

How it Works

CONSULTATION

This is our chance to learn more about you and how we can best serve you.

We'll also make some expert suggestions on what to do moving forward.

SCHEDULE YOUR STRATEGY SESSION

Style your Brand Strategy Session

60 minute video call

Style Strategy Session

45 minute video call

PICK YOUR PACKAGE

The Entreprenuer

The Intraprenuer

The Executive

Client Feedback

Star Hardison

"Had an amazing experience with Christen. She styled me for a branding photo shoot. She accurately captured my size, style and preferences to help make me/my brand shine through. She's thoughtful, conscientious and thorough. I've been working with Christen since 2016. She's magic!"

Precious Williams

"Christen is the bomb.com! I wanted to work with her for a while and when we started working on my pitch deck, I had all the confidence in the world in her skills and abilities. Not only was she always punctual, she offered great tips and concepts that surpassed my wildest dreams. The finished product made me cry and secured me two more speaking engagements".

WORK WITH US

Ready to show up and show out in your industry with style!

Schedule your consultation

info@sophisticatedchicbrand.com

Randallstown, MD 21133