

Kay Consults | *@Run Way With Kay*

What is a stylist and image consultant?

Professional stylists, also referred to as image consultants, help clients craft their image for any walk of life. Through this collaborative process, the client will discover their authentic style and develop heightened confidence. It is true—when you look good, you feel good!

What can a stylist and image consultant do for me?

A stylist can guide you in developing and expressing your unique sense of style whether it's for work or play. The good thing about style is you can rock whatever makes YOU feel amazing and incredible. Kay is an advocate for helping others exit their comfort zones. It is important to realize that you don't always have to follow "the rules". She will help you discover this truth so that we can put an end to that seesaw process where you second guess how amazing your personal style really is. When you know you look your best, you make a strong impression and your inner confidence starts to radiate on the outside.

What is it like Styling with Kay?

Kay is more than a stylist, she's your friend (and unofficial/unlicensed therapist if you need it)! Consultations are personalized experiences and she begins by listening carefully to your needs to learn exactly what you'd like to accomplish. Styling is incredibly valuable at transition times, such as embarking on a new career, seeking a promotion, dating, graduating college, entering or re-entering the workforce, preparing for a special occasion, or simply becoming a new and improved YOU. After discussing your goals, Kay then takes into account your physical attributes, lifestyle, and personal fashion preferences in order to help you develop your signature look(s). Your next steps may include a home visit and/or one-on-one styling sessions (detailed later).

How about a snapshot of the process?

As your fashion stylist, here's a list of the steps Kay will guide you through:

- FREE 30 minute phone consultation
 - Receive guidance on defining your styling goals.
 - Capture your lifestyle, body type, budget, and style preferences.
- Assess your current wardrobe, if requested.*
- Develop your optimal wardrobe – one that is highly flattering and fashionable.*
- Provide guidance and style swatches through Polyvore and/or Pintertest.*
- Provide personal shopping, if requested.*

**=denotes paid service*

What comes next?

After you've worked with Kay to develop your optimal wardrobe, she is available for ongoing consultation and personal shopping services, as well as assisting you with special occasion dressing or travel wardrobe planning, either for business or vacation.

What are the costs associated with Kay Consults?

You will discover that Kay's image and styling service pays for itself by creating a new level of self-confidence which invites greater personal and professional success. Gone are the days where you purchase a closet full of clothes you'll probably never wear. Allow Kay to help you tailor an updated wardrobe for a reasonable out-of-pocket expense.

Kay Consult's Price Points

Initial consultation: 30 minutes FREE

\$25 for a full hour—RunWay with Kay has a liberal policy for this service with a "5 minute wrap-up clause". As previously indicated, the first 30 minutes are free and Kay will use an additional 5 minutes to summarize your needs in preparation for your next step. You will be billed for \$25 only if the consultation goes beyond 35 minutes with an absolute cut-off time of 1 hour. We know there is much to talk about, but your time and resources are extremely valuable. Kay is committed to your styling success and vows to do so in an efficient manner.

Basic Service

Extended Consultation | Image and Style Development: \$100 flat rate

*includes up to 10 style swatches provided via Polyvore and a list of retail recommendations for optimizing and revamping your wardrobe. This service includes 1 and a half hour of personal shopping with client at one store to be agreed upon by client.

Premium Services

Closet check: \$55 per hour

- **Home visit:** You may request that Kay visit your home to evaluate your current wardrobe. This helps determine what clothes are a bit dated or ill-fitting and whether some garments can be strategically updated for the style or season.

Personal shopping for client: \$50 per hour

Personal shopping with client: \$75 per hour

- **Personal styling/shopping with you or for you:** If you are a new client (fewer than 5 consultations with Kay), she recommends a session of shopping together. Hiring a stylist never means you lack style. It simply means you've most likely grown tired of the process of crafting fetching looks, become disengaged with fashion trends, or you just don't know where to begin as you recreate your image. But no worries, Kay is here to help facilitate the process.

Who doesn't want an extra set of eyes while shopping, a personal photographer AND a runner to get things from the floor while you're in the fitting room getting your life?!

Dressing for special occasions, events: \$100 per hour

Payment

- Flat rate services due up front
- For hourly services, payment for the first hour must be remitted 48 hours prior to scheduled appointment. Client will be billed for remaining balance at the conclusion of elected service.

****All payments must be made via [PayPal's secure payment services](#)**

Kay works with ladies AND gentlemen on the "everyday runway." Regardless of your budget, she can help you develop several interchangeable and lasting looks you'll love. On top of that, she's loads of fun, very patient, engaging, and kind hearted.