

Often times your employees are the first impression a client gets of your brand...

One of the most important and notable assets of a company is their brand and what that brand means when people hear or see that brand name. Countless numbers of businesses invest thousands to hundreds of thousands on marketing materials, events, websites, etc, to build this all-important brand.

Unfortunately, many companies miss the “boat” when it comes to ensuring that the employees represent their brand well. It is not uncommon for a client to change their way of thinking be it positive or negative after meeting an employee of that company. **That is why it is important to offer your employees the best tools to not only, understand proper business dress but also, how to wear it for themselves.**



What Makes a First Impression?

A first impression is made in just two seconds. Therefore, if you have employees who work as “the face of your company” your clients are making snap judgments about your brand, office, etc. in just two minutes of meeting your employee.

These snap judgments are based 65% on their appearance, 30% on their voice tone, and 5% on what they say. That being said, your company may invest thousands in training employees on how to speak with clients and present the brand in an enticing way however, if their dress does not match their words you are missing 65% of your desired message.

Trel created the “Professional Image Series” to address the other 95% of a First Impression.



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Professional Image Series

Unlocking the secrets behind a credible professional image

Selection of Topics

The best aspect of the “Professional Image Series” is the customization. Listed below are numerous topics for your company to select from to best suit your needs. The topics include, but are not limited to:

- Credibility
- Consistency
- Building a Wardrobe
- Coordination
- Basics
- Color
- Business Casual
- Accessories
- Camouflage for body types
- Appropriateness
- Proper fit
- Tips for a high quality item
- Office to Out on the Town
- Details (grooming)



About Heather

Owner Heather Allen created Trel Style Consulting as a solution for those who find themselves confused by all the rules of our image conscious society. Not only are people asked to dress in garments to fit their shape, natural coloring, and flatter their face but they are also asked to present themselves professionally while projecting personality. This leaves many people confused and discouraged, That is why Heather took the time to educate herself in both the business and fashion worlds to offer a customized service to assist businesses in aligning their employees with their unique brand.

Heather was trained at some of the top schools in the country regarding Image Consulting, Fashion Design and business. Her image training includes The Fashion Institute of Technology, Parsons, and she is a recent graduate of the London Image Institute. Coupled with years in the fashion industry she has achieved a level of expert in the style world.

Additionally, Heather has worked in a sales capacity for many years. At one company she started as a business development representative and moved on to manage the sales, marketing, and customer service team within just one year. Having managed these groups and attending numerous business functions Heather learned the importance of projecting a professional image to best represent a brand.

These experiences have allowed Heather to take elements from the style and business world to assist companies in training employees to achieve a professional look. Put Heather's knowledge to use to develop your best style.

The Next Step

Ready to take make the full commitment to develop a reputable brand starting with your staff?

Contact Trel for a quote.

A student from our last presentation wrote:

“I now understand how to purchase work appropriate clothes”

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