

THE

# Curated Closet

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TROUSSEAUSTYLE



PERSONAL  
STYLING



## You know the deal.

You face every morning with a closet full of nothing to wear. The blazer you wore on first job interview, your go-to date night dress from another lifetime, and the pile of clothes you impulse bought and never returned.

Your closet feels like a trip down memory lane, full of different sizes, buyer's remorse and perhaps some cargo pants (hey, I'm not here to judge!) - altogether, a different version of yourself.

## It's time to put the *personal* back in your style.

# Our services are designed to solve your wardrobe challenges once and for all.

We'll uncover the challenges you've faced and identify your goals moving forward. We define your personal style in a way that brings clarity and allows you to grow and evolve naturally.

We'll lean in and indulge in the process—shopping will be fun again!

At the end of the Curated Closet, you'll have a closet full of armour - clothing that fits you and your lifestyle. You'll have the knowledge to shop on your own. And, you'll have the confidence to be creative and express yourself through your wardrobe.

## Wondering if the Curated Closet is right for you??

Do you feel uninspired by your wardrobe?

Y/N

Do you have clothes in your closet that you haven't worn in 3 years? 5 years?

Y/N

Have you declined invitations because you have nothing to wear?

Y/N

Have you splurged on something you love, only to realize you hate it a few days later?

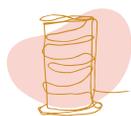
Y/N

If you answered yes, you're in the right place.

RIGHT THIS WAY →

HOW  
It Works

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STEP 1

DEFINE



STEP 2

EDIT



STEP 3

SHOP



STEP 4

STYLE

The Curated Closet isn't just a styling service - it's a process of self discovery with me, your trusted guide. It's where your individual style is discovered, defined and nurtured.

And where you'll find the confidence to know who you are and to wear it proudly. The Curated Closet is a complete transformation. With a focus on self discovery, timeless looks and modern sophistication, we'll create a wardrobe that allows for creativity and self expression.

THE  
CURATED  
CLOSET

\$5000

“

Since working with Lauren, getting dressed takes less time, I feel comfortable experimenting with different styles, I receive compliments on my outfits, and I know I have something to wear for any occasion.

LEAH C.

On a surface level, I get compliments on my outfits everyday. On a deeper level, I feel wonderful getting dressed in the morning, packing for trips, saying yes to new work opportunities, and getting invited on dates—I know that I have the right things to wear in order to show up fully as myself under any circumstance.

LEAH M.

[Lauren's] keen eye for fashion, combined with her sweet demeanor made the entire process a pure joy.

BRITTANY H.

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STEP 1

# DEFINE

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I strongly believe that style is much deeper than sweaters and jeans.

For this reason, we start the process outside of your wardrobe and focus on self discovery. We'll go deep and learn about the unique and sentimental connection between you and your personal style. We'll discuss the challenges you've faced, your lifestyle, career, needs and personal preferences. And as much as we consider where you've been, we'll focus on where you're going and create a set of wardrobe goals. Together, we'll build your wardrobe with care and intention.

## WHAT ELSE:

The consultation takes about one hour and takes place in person or via video chat.

## HOW TO PREPARE:

There's no need to prepare anything, just come with an open mind!

## TIME: 1 HOUR

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"Style is something each of us already has,  
all we need to do is find it."

— DIANE VON FURSTENBERG

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## TRANSLATION

Your best self is already living inside of you. And through a little work and a lot of fun, we're going to create a wardrobe of your dreams.



STEP 2

## EDIT

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# The edit takes place in your home, you guessed it, in your closet!

Our goal is to determine what you like and dislike and most importantly why. We'll discuss fit, color, print, fabric and brands to learn what's best for your body type and personal style. We'll also discuss when and why you purchased each piece so I can guide you towards better shopping habits in the future. We'll finish by getting rid of clothing that no longer suits you and making a list of items that will complete your wardrobe, reflect your personal style and make getting dressed easy.

### WHAT ELSE:

We'll discuss what's worth keeping, tailoring, consigning and donating. I'll take any unwanted clothing to dispose of responsibly.

### HOW TO PREPARE:

Make sure all your clothing, shoes, accessories, coats, jackets, handbags are accessible (i.e. out of storage, laundry, dry cleaning). You'll be trying on most of the items in your wardrobe, so crank up the heat (or AC!) and wear comfortable undergarments.

### RESIST THE TEMPTATION:

While it's great to do a pre-screening and get rid of old socks and tee shirts, don't get rid of everything! I want to see things you once loved (even if they don't fit or have moth holes). I also want to see things you don't love but have been holding onto for years. This will give me insight about your shopping habits and personal preferences!

TIME: 4 HOURS



EXTRA CREDIT

Check out *"The Life-Changing Magic of Tidying Up: The Japanese Art of Decluttering and Organizing"* by Marie Kondo.



STEP 3

SHOP

With a strong understanding of your personal style, preferences, and budget, I will pre-shop for you and pull all the necessary items to build your wardrobe.

You'll arrive to a fully-stocked and organized fitting room, so you won't be overwhelmed by choices and distractions. Our goal is to make confident purchases. Before you swipe that card, we'll carefully consider each garment and make sure it earns a place in your wardrobe. Once you've tried on all the items, we'll take a break to discuss what you've seen. We'll discuss quality, value and fit so you know what to look for in the future. Once we're properly caffeinated and have a clear mind, we'll return to make confident purchases.

#### WHAT ELSE:

This is your day! Snacks and lunch are your choice, my treat.

#### HOW TO PREPARE:

Pull out those comfy undergarments from the edit, you'll be trying on lots of clothes again! Wear comfortable shoes and go light on makeup for the sake of your future garments. It doesn't hurt to let your credit card know that you'll be shopping more than usual. Beyond comfy undies and shoes, prepare to have lots of fun and enjoy the day!

#### TIME: 4 HOURS

#### CLIENT LOVE

"Lauren is like your stylist BFF who keeps the process fun and friendly while still giving it to you straight." Lauren P.





STEP 4

## STYLE

Last, but not least!  
We'll breathe life into your wardrobe by mixing your new and old pieces to create countless outfits.

Our goal is to create a fluid wardrobe, meaning most tops, go with most bottoms and most shoes. I'll teach you the fundamentals of building an outfit and how to balance different elements to change your looks for different occasions. We'll document each outfit with a photo.

**WHAT ELSE:**

I'll leave you with detailed notes on how to tailor each garment. And stay tuned for your Style Profile.

**TIME: 3 HOURS**

“We styled all of my new and old pieces together and separately so I could plan some go to outfits for mornings when I didn't have the time or energy to figure it out.”

- ROBYN P.

“We went through every piece of clothing in my closet (old and new) and discussed all the different ways I could style them. She took pictures of all of these looks and sent me my very own "look book." This is perfect to scroll through in bed at night so I can decide what to wear the next day.”

- LEAH C.





## STYLE PROFILE

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We'll finish our work together with a personal plan of action to keep you on track.

### A WHOLE NEW WARDROBE

By now you and your wardrobe have experienced a complete transformation. Getting dressed is easy and (dare I say) fun! You have a wardrobe full of clothing that makes you feel beautiful, confident and fierce. And most importantly, you know how to wear it, how to mix and match and how to stay organized.

### STYLE PROFILE

In the two weeks following our work together, you'll receive your Style Profile including your personal style definition, custom color palette, mood board, wardrobe essentials, and outfit photos to keep you on track as you grow and evolve your personal Style.

### CONCIERGE

For the 3 weeks immediately following your styling session, you can schedule up to two 30 minute video calls to ask questions as you refine your personal style.



## Need more?

There are plenty of ways to get even more from our time together.

Beyond our signature styling services, you can add any of the options below to elevate your Trousseau Style experience.

### CLOSET ORGANIZATION

Basic closet organization, including organizing garments by season, style and color, folding, straightening, etc. is included in the cost of the Curated Closet. We offer additional services to source and install organizational and storage solutions.

STARTING AT \$550

### HOURLY ADD ON

If you need a little extra time to make the most of our work together, you can add time to any session

YOU WILL BE BILLED SEPARATELY AT \$125 / HOUR.

Ready to get started?  
EMAIL ME TO ADD TO YOUR EXPERIENCE.

# Just for You

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As the seasons pass and your personal style continues to evolve, the following services are available exclusively to Curated Closet clients.

Lucky you!



## SEASONAL REFRESH

A seasonal refresh is a fun way to update your wardrobe with intention at the beginning of the season. We'll discuss what events you have coming up and what you've purchased since our last styling session before getting started. See more details on the following page.



## PERSONAL SHOPPING

Personal shopping is perfect when you have specific events, occasions or vacations coming up. I'll pull outfit options and either bring them to your house, or meet at a store.



## PACKING

Always over packing? We'll discuss your itinerary and I'll create a wardrobe guide (and pack for you!) so all you have to do is enjoy yourself!



## VIRTUAL SHOPPING

Virtual shopping is perfect when you're having the urge to shop but are overwhelmed looking through all the options. I'll send you several items that fit within your personal style and budget to choose from.



## PHOTOSHOOT STYLING

This is perfect for family photos, head shots, etc. I can help style your look and be with you the day of the photo shoot to make sure everything comes out picture perfect.

[EMAIL ME TO LEARN MORE ABOUT THESE SERVICES!](#)

# Seasonal Refresh

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# Seasonal Refresh

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Once we have completed the Curated Closet and I have a solid understanding of your personal style and shopping habits, we have more flexibility as we address your season needs. You can choose one of the following options.

## EDIT / SHOP / STYLE | \$4000

# 1

The full seasonal refresh is almost identical to the Curated Closet. It is ideal for clients who still have a significant amount of clothing that we did not address in the past sessions.

## SHOP / STYLE | \$3000

# 2

The Shop and Style combo is ideal for clients who have already completed the Edit for all seasons of their wardrobe. We will have a quick call to discuss what you have and need for the upcoming season.

## SHOP | \$2000

# 3

The singular shopping trip is ideal for clients who feel very confident styling their own looks and managing their wardrobe. I will update your Style Profile with pictures we take while shopping.

## VIRTUAL SHOP | \$750

# 4

Virtual shopping is ideal for clients who have completed a full year of style with me. You can expect to supplement your wardrobe with 15-20 pieces across 3-5 product categories.

# What To Expect

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You can expect the same comprehensive service you received during the Curated Closet. We will carefully review your seasonal needs and continue to build your wardrobe with care and intention.



## EDIT / 3 HOURS

We will review your clothing for the upcoming season and decide what items to keep, tailor, donate or consign. The Edit is not necessary if we addressed your entire wardrobe during the Curated Closet.

## STYLE / 3 HOURS

We will style several outfits with your new and existing clothing. Our goal is to create a wardrobe where most tops, go with most bottoms, jackets, shoes and accessories. I will take photos and update your Style Profile for the upcoming season.



## SHOP / 4 HOURS

With your personal style, seasonal needs and budget in mind, I will pre-shop for you so you arrive to a fully stocked fitting room. To supplement what we found during the shopping trip, I will send you links to make online purchases and bring additional pieces with me to the Style Session if necessary.

STILL HAVE SOME  
Questions?  
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# Lauren Hartman

OWNER & STYLIST

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# FAQs

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## Is the cost of clothing included?

No. I'll follow your defined budget and you'll purchase all the clothing. Under some circumstances, I'll purchase items with the client's consent to be reimbursed via invoice.

## How much do people typically spend?

That's totally up to you! Clients typically spend \$3000+ on their wardrobe while working together on the Curated Closet. It's best to start the process when you're ready to invest time and money in your wardrobe. We will find wardrobe staples that will last a lifetime, so it's important to be financially prepared.

## Where will we shop?

During our initial shopping trip, we will shop at the King of Prussia Mall. The mall has a great selection and variety of stores to accommodate most tastes and preferences. You'll also enjoy free shipping for unavailable sizes and free alterations at some stores. The boutique shopping experience is great for a second shopping trip when we've covered the basics and are evolving your personal style..

## How long does it take?

We'll meet on 4 different occasions. Day 1, the consultation, takes about an hour and is done virtually. Day 2, the edit, takes about 4 hours. Day 3, shopping, takes about 4 hours. And day 4, styling, takes about 3 hours. We have a hard stop at the maximum allotted time, because, quite honestly, it can be very exhausting and we want you to be fresh and focused. If you request or require additional time, we'll schedule another day and invoice for the extra time.

# FAQs

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## Can I bring my friend? Mom? Partner?

This process is all about you and your personal style. As your stylist I'm your advocate - my goal is to curate a closet that reflects your personality and makes sense for your lifestyle. My opinions and feedback are unbiased, professional and not personal. Rather than encouraging you to purchase things I like, I encourage you to learn and articulate what you like and don't like. It's important to use this time to voice your personal opinions, dependent of your loved ones. I'm more than willing and able to support you in your needs during the process. If you feel additional support would be helpful to the process, by all means, bring them!

## Will we review multiple seasons during the edit?

We'll do our best to address more than the current season during the Edit and Shopping trip. However, time does not often allow for full attention of more than one season, nor does seasonality in stores. Most clients opt to do a seasonal refresh at the beginning of a new season (fall / winter or spring / summer) to complete the process.

It's time to put the *personal* back in your style.

CONNECT WITH ME AND LEARN  
HOW I CAN HELP YOU CURATE  
YOUR CLOSET.



LOVE FROM

Happy Clients

# Client Love

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I've helped so many women love their closets again, enjoy shopping for themselves, and refresh their confidence through their clothing.

“After the closet edit, we went shopping and it was so much more fun.”

JILL A. | MALVERN, PA

I loved working with Lauren at Trousseau. I'd been neglecting my wardrobe for a few years after having my kids, and she helped me go through my closet and purge the outdated/poorly fitting, replacing them with clothes that fit my style so much better. I wanted to feel more polished and she was great providing guidance on what actually fit and would be easy to put together. At first, I wasn't interested in doing the wardrobe edit (I thought I could go through everything in my closet myself), but I'm so glad I did. It was the most helpful part of the process because it gave me a clean slate to see what I really had to work with. I had been hanging onto some clothes for lots of reasons, and so much of my wardrobe just didn't fit my lifestyle (or my style). Lauren took care of donating the items I didn't want and had a great system for going through my closet. After the closet edit, we went shopping and it was so much more fun. She narrowed the options by pulling items in advance, so it didn't feel overwhelming. I felt like she had a good sense of my style and what looks good on me, not just what is trendy. I am so grateful for Lauren's help. **Figuring out what to wear is so much easier and I feel like I saved so much time and money with her help!**



“Working with Lauren was such a positive experience!”

LEAH G. | PHILADELPHIA, PA

I was nervous to make this investment and to be vulnerable with a stranger around my feelings about money, fashion, limiting beliefs, and personal growth. However, from the moment I began working with Lauren, I felt completely comfortable, listened to, and in the hands of a complete professional. Since completing our work together, my confidence, comfort, and style have all improved markedly. On a surface level, I get compliments on my outfits everyday. On a deeper level, I feel wonderful getting dressed in the morning, packing for trips, saying yes to new work opportunities, and getting invited on dates -- I know that I have the right things to wear in order to show up fully as myself under any circumstance. I'd recommend working with Lauren to anyone who is ready to move her life forward. I'm so grateful for this investment. **Thank you Lauren!**

“I felt immediately at ease and comfortable with the advice that I was given.”

ROBYN P.

My goal was to update my look and learn how to dress more appropriate for my age and business level. For someone who doesn't get out much beyond work, I'd been wearing the same clothes I've had since college. Describing how I wanted to feel and look was a really helpful step in the process. I felt immediately at ease and comfortable with the advice that I was given. I never felt pressured to spend money or not say my true feelings about something. The shopping trips felt like chatting with a girlfriend I've had for years! The timing was also very flexible which made things a lot easier for me. I didn't think this was something but having advice on a full look down to how my bras fit and how I wear my hair was extremely helpful. **Even tips like how to wear certain shirts (to tuck or not tuck, or half tuck ha!) were things I would have never thought about on my own.**