



October 15, 2015 • 6 to 9 PM

**For Information Contact:**

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**Location:**

*The Aerie at Eagle Landing Golf Course*

10220 SE Causey Ave • Happy Valley, OR 97086

**2015 Fall Red Carpet Fashion Show Event**

## **Professional Image Development Builds *Your Personalized Signature Brand***

The days of submitting your resume with your application expecting to be hired by a Top 100 Corporation are quickly ceasing to exist. With hundreds of candidates applying for your position, your employment search process must follow specific criteria and protocol. Executive positions often now require the services of a professional stylist consultant.

The good ole days of planning to work at a dream company packed with perks and benefits while building your career until you retire have quickly faded into the past. Now you must sell your best assets and showcase your corporate advantage. As the laws of supply and demand begin to emerge, employers now have the advantage and take the option to select from multiple lists of worthy candidates.

You must be keenly aware and Signature Brand your business advantage. Businesses are now asking themselves...

*...“How can you help build my bottom line?”*

*...“What business advantages do you bring to the table to build my competitive edge?”*

*...“Does your image match our corporate image?”*

As committed entrepreneurs, your Signature Brand markets your mission, credibility, and business sustainability. This tripod of power attracts clients, customers, vertical market partners, investors and your executive advisory board. Therefore, your business image must showcase executives who dress for their audiences, deliver articulate dialog, and are cognizant of the real value of “curb appeal advertisements.”

***Our Fashion Expose'*** delivers the perfect blend of how to build your marketing message and develop your business image. To capture the attention of our attendees, there will be marketing and image strategies and tips presented throughout the event. The program design will feature a fashion show, marketing moments and live entertainment.

[www.FashionExpose.weebly.com](http://www.FashionExpose.weebly.com)

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**Note:** *Special attention will be directed to the Advertising Element of Marketing Mix. Because Marketing is the third largest division of your company and drives your profit center, this educational and entertaining program format will be setting the precedence for other topics of interest to follow.*

### ***More than a Fashion Show with Live Entertainment...***

...To all Employers and Entrepreneurs, we urge you to join us and invite your business partners and executives for smart marketing tips and image apparel protocol.

...To all Business Consultants, we invite you to attend as we refresh standard business processes with new marketing ideas and strategies to add to your professional portfolio.

...To graduates and anyone who is in the process of developing a professional career portfolio or may be initiating a career change, we call upon you to participate. Let us help you gain more knowledge and build your competitive advantage.

...To all attendees who desire help and guidance through your job search process, we are here to answer questions and share ideas to help prepare you for delivering your best competitive advantage image statement. Build your Signature Brand Advantages and develop your Professional Image starting with your total look and proper handshake protocol. We welcome you to be a part of our audience.

***Our pledge to all attendees is to share our knowledge and experience utilizing marketing and advertising principles and integrating these activities to help build Your Signature Brand Image.***