



**Blueprint  
for Style**

# Pushing Past the Pandemic to Style

(209) STYLISH

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# About Me...

- **Started Blueprint for Style in 2008 (12+ years) and has grown into doing corporate training and an online style school too!**
- **Contributor to NBC News' Know Your Value initiative, Real Simple & more**
- **Published author with 2nd book due out in September (focused on Creatives)**

- **Worked with Georgetown University's Law and Business Schools, Comcast, Marriott International, Time Inc & more**
- **Part of Vogue's Influencer Network**
- **I love fashion & shopping but am equally passionate about helping people feel great about themselves!**



# Here's a Little of What I Know...



- Leggings sales only saw a decline of 14% while True Religion, Lucky Brand, and G-Star Raw filed of Chapter 11 bankruptcy with 62% revenue losses + 15% workforce cuts!
- Depression and low morale have nearly doubled since the start of the pandemic
- More than half of major employers have invested in online/virtual interviewing
- 68% of women are a D cup or higher (34E today vs. 34B 20 years ago)
- The single, biggest complaint of Black women has been the inability to get their hair done - they feel 'undone'!
- Nearly every client I've spoken with has shared at least ONE episode of panicked craziness getting ready for a Zoom call



# Today's Discussion

- **AGREE on the current state of affairs + COMMISERATE**
- **DEFINE self-care**
- **List CLOTHING essentials for being 'couch chic' but Zoom-ready**
- **Outline WORKSPACE/environment requirements**
- **Q&A**



# Self-Care

## IS NOT....

- Staying home + being a hermit
- Skipping your grooming routine
- Ordering in + vegetating on the couch

## IS....

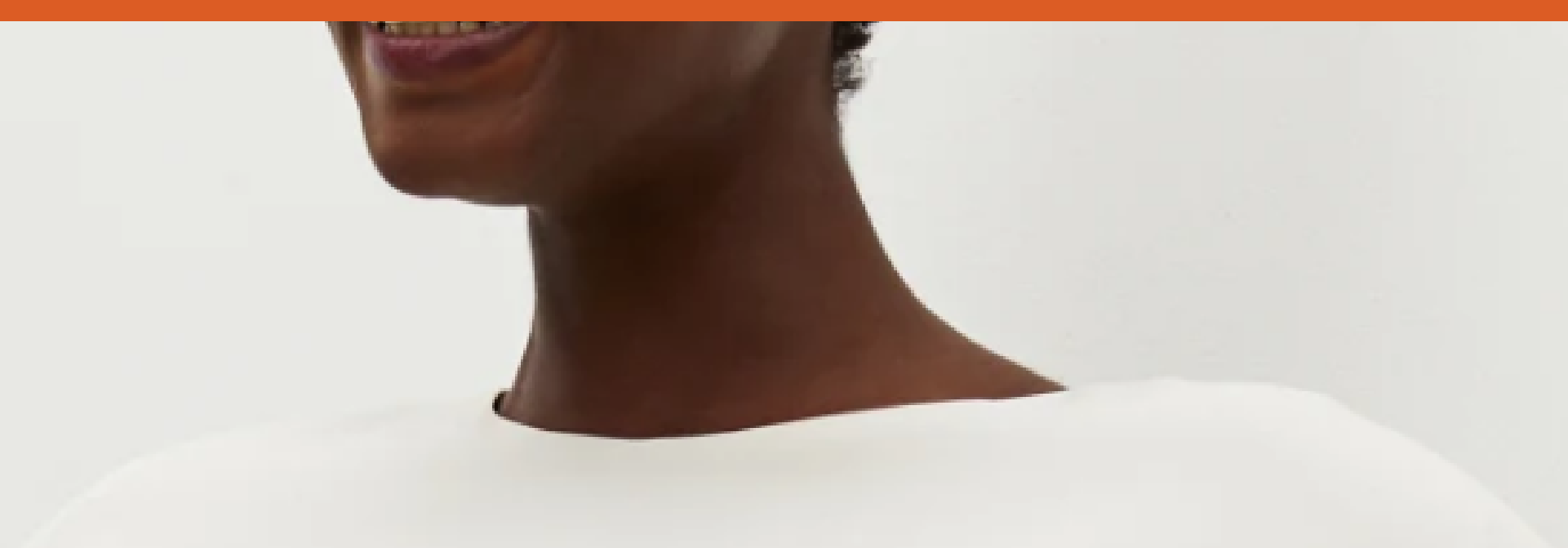
1. Giving yourself a facial
2. Creating a morning routine to get you started!
3. Getting dressed + looking good
4. Planning a local vacation or getaway
5. Structured downtime
6. Creating an oasis space in your home

# Clothing Must-Haves

## GOTTA HAVE...

- **A hair solution** (i.e., headband, turban, baseball cap, wig)
- **A makeup minimum:** mascara + lipstick
- **Fitted joggers or jeans**
- **Jewelry:** earrings + fun necklace
- **Two Zoom-ready uniforms**
- **Half-zip or v-neck top**
- **Well-fitting t-shirt bra**
- **Very cool/chic/fun mask**

# Extra Resources



<https://www.blueprintforstyle.com/blog>

<https://bit.ly/only4thestylish>

<https://bfs-the-style-school.teachable.com>



# Workspace Requirements...

- 1. Dedicated space**
- 2. Well-lit environment + lighting that hits your face**
- 3. Camera = eye level or slightly higher**
- 4. Chair height = feet lay flat on ground**
- 5. Fan or very cool place (temp)**
- 6. Wrists to be slightly above the bend in your elbow**



# All The Good Stuff...

**get guides + style info:**

<https://www.blueprintforstyle.com/blog>

**contact me:**

[monica@blueprintforstyle.com](mailto:monica@blueprintforstyle.com)

**get the newsletter:**

<https://bit.ly/only4thestylish>

**Questions?**

