Melissa CHATAIGNE

STYLE STUDIO

MEDIA KIT 2017

MEET MELISSA

Melissa Chataigne is a Los Angeles-based stylist, speaker and content creator. Melissa has an engaging way of connecting with people to inspire them to improve their lives and confidence through style. In addition to running her own personal styling company and style blog, Chataigne Style Studio, Melissa presents on topics ranging from dressing for the workplace to body positivity and stylish living. Her mission is to empower women through style and entrepreneurship as she speaks and leads workshops around the country. In 2017, she founded a game-changing community network, philanthropy group and weekly Facebook Live show, *Style with Purpose*, connecting and inspiring creatives and entrepreneurs to live lives with style and substance.

"Working with Melissa is truly a dream. I'm a curvy girl and it's hard to find things that fit well. Melissa blew me away with how well she understood my body type and how to flatter it. Her top priority was that I felt beautiful and confident. And damn, I sure did!"

–DANIKA BRYSHA, IMG CURVE MODEL & FOUNDER, MODEL MEALS

AS SEEN IN ESSENCE THE HUFFINGTON POST SPLASH Los Angeles Times CLEVVER CBS INSTANT

Her Story

Melissa was living the life she dreamed of. After successfully transitioning from a job in healthcare marketing to working as a fashion producer and style expert in LA, she had a roster of high-profile clients and a career on the rise.

Then her younger sister committed suicide. Her life was forever changed. Melissa struggled to find her focus in a world that seem focused on image without intention. Keeping up the facade and catering to Hollywood's obsession with remaining unnaturally thin became increasingly difficult. After all, she herself was born of Haitian descent and certainly wasn't the industry-prescribed size two...she craved something more.

Longing for a balance between style and substance, and lighted by her sister's memory, Melissa launched Chataigne Style Studio. With a renewed focus on self-love and confidence, she is a magnet for body positivity.

TODAY, MELISSA IS COMMITTED TO HELPING CLIENTS OF ALL SIZES LIVE FULLER, MORE AUTHENTIC LIVES.

Her Manifesto

Melissa is dedicated to helping you discover your authentic style in order to up-level your life and empower you with confidence.

- *She breaks open the limiting beliefs you have about yourself so you can identify your true brand and goals, and style yourself with purpose.*
- *She thrives on the entrepreneurial spirit and champions your aspirations for your career.*
- *She finds joy in embracing the imperfect perfection of your insecurities, and loving your body by your standards.*
- *She knows the importance of using our creative talents to give back, and creates opportunities to positively influence each other and our community through the Style with Purpose collective.*
- *She believes that your voice matters, and that you belong here.*

VIVACIOUS RELATABLE INSPIRING

STYLING

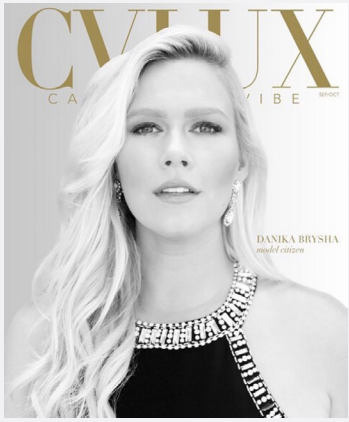
Melissa has a realness to her that is incredibly appealing and inspiring. She works one-on-one with a diverse range of clients—from red carpet celebrities to powerhouse CEOs to everyday women—to help them look and feel their best.

MELISSA EMPOWERS ALL CLIENTS TO BUILD CONFIDENCE IN ORDER TO ATTRACT THE LIFESTYLE AND SUCCESS THEY DESIRE.

Her ability to intuitively and creatively bridge the gap between high-end luxury and real-world accessibility, plus her understanding of corporate culture, is what sets her apart. She styles with purpose to help everyone feel powerful.

"Melissa's styling helped me step up my fashion game significantly so I walk into pitch meetings with confidence!"

–CHUCK, HOLLYWOOD SCREENWRITER



For her full portfolio, please visit:
MELISSACHATAIGNE.COM/PORTFOLIO

SPEAKING

In addition to working privately with clients and the more mass-scale sharing of her styling via print, television and social media channels, Melissa is available to connect directly with your audience through keynotes that inform, inspire and empower.

THE POWER OF YOUR PERSONAL BRAND

Achieve career goals and connect with your ideal clients by first tapping into the power of your personal brand. Entrepreneurs and high-powered executives alike learn how to dress and prepare for success.

USING YOUR PAIN AS FUEL

From her own experience of losing her sister to suicide, Melissa shares a deeply personal story with an inspirational message of how to turn adversity into advantage.

"Melissa is warm, empathetic and sincere. Her storytelling abilities are heartwarming and uplifting, and her presence alone makes you feel instantly comfortable. Her positive, upbeat attitude and energy is infectious to be around."

– AMY ZHANG, JUNIOR LEAGUE, LOS ANGELES

STYLE WORKSHOPS

Melissa often finds that personal style is more psychological than anything else. That's why her interactive workshops go way beyond what's currently hanging in your closet to explore and uncover ways to build confidence, express your authenticity, and enhance your personal branding power.

SORORITY STYLE

An empowering workshop centered on releasing body shaming insecurities, defining personal style, and providing recruitment support. Members learn how to dress with confidence and apply makeup to enhance their natural beauty. Expert advice, celebrity styling tricks, and a healthy dose of sisterhood bonding are thrown into the mix!

CORPORATE STYLE

An enlightening workshop designed to first uncover your style identity, and then help you strategically integrate it within a corporate environment.

#STYLEWITHPURPOSE

A transformative workshop to help release limiting beliefs, discover the most flattering styles for your body type, and hone your authentic self for the ultimate in body positive empowerment.

CUSTOM STYLE

Do you have a particular style topic you'd like addressed? Melissa can create a unique workshop or presentation for your audience. Examples include: *Dressing for Your Body Type*, *Style for Sales Growth*, and other topics tailored to a specific corporate culture. Melissa's warm energy and professionalism enables team building and helps to create unity within your business or organization.

CONTENT CREATOR

Through her blog, Melissa feeds her audience versatile style tips, makeup tricks, what's trending and more. The blog is specifically designed to provide women immediate access to quick styling help to look and feel fabulous on a daily basis.

TOPICS

- HOW TO GET YOUR SUMMER BODY
- UPDATE YOUR WORKPLACE WARDROBE
- CHANGE YOUR BODY SHAMING MINDSET

Style with Purpose

Through her *Style with Purpose* Facebook Live show, Melissa connects with other inspiring creatives and entrepreneurs to share success stories on overcoming obstacles and living with intention. She provides weekly style lessons and lifestyle tips inspiring viewers to up-level their lives, quit playing small, and start living with style and substance.

TOPICS

- GRIT & MANIFESTATION
- BEAUTY START UPS
- REINVENTING YOUR STYLE

"You are amazing on camera! Super informative and even better, entertaining."

–AMANDA WILLIAMSON, YOUTUBE SUBSCRIBER

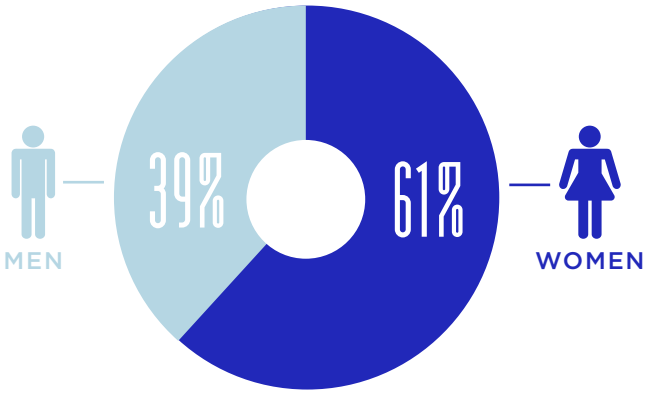
Social Stats

FOLLOWERS

- 800
- 4.1k
- 10.8k
- 600
- 1k

AGE

GENDER



GEOGRAPHICS

1. USA
2. GREAT BRITAIN
3. CANADA
4. FRANCE
5. SOUTH AFRICA

DEMOGRAPHICS

- 39% CAUCASIAN
- 15% AFRICAN-AMERICAN
- 22% ASIAN
- 22% HISPANIC

AUDIENCE INTERESTS

- BEAUTY
- FASHION
- BODY POSITIVITY
- ENTREPRENEURSHIP

*Total Reach **17.5k** | Blog Monthly Uniques: **1,100 Users***

** Statistics via Hyper and FOHR Card Analytics, Iconosquare, August 2017*

PARTNERSHIPS

With a rapidly expanding brand and growing audience,
Melissa has had the privilege to partner with these industry leaders:

airbnb

MICHAEL KORS

CROSS.

asos
discover fashion online

ARCHIBALD
LONDON

PACIFIC MATTRESS CO.

NATALIE B
JEWELRY

TOBI

SteamOne

JUNIOR LEAGUE OF LOS ANGELES, INC.
Women building better communities

Metal Mingle

PREHEELS™

MODEL MEALS

TRI SIGMA
empowered

City of Hope®

OPPORTUNITIES

Melissa is continually seeking new partnerships with designers, entrepreneurs, beauty brands, female empowerment brands, media companies and others that align with her messaging and brand. She is available for multiple partnership opportunities including:

- *On Camera Styling/Makeovers*
- *Keynote Speaker*
- *Style Workshops*
- *Speaking Panels*
- *Brand Ambassador*
- *Event Host & Shopping Events*
- *Branded Blogs & Video Content*
- *Creative Director*
- *Media Outlet Appearances*
- *Panel Moderator*

Sponsorship opportunities are also available for Style with Purpose. Please inquire.

CONTACT

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