

LAUREN MESSIAH

2018 MEDIA KIT



INDEX

MEET LAUREN MESSIAH.....	3
PRESS	5
TV & VIDEO	6
STYLIST	7
STYLING CLIENTS.....	7
PERSONAL STYLE UNIVERSITY	8
AUTHOR.....	9
EDUCATOR.....	10
SCHOOL OF STYLE.....	10
CORPORATE TRAINING AND WORKSHOP	11
DIGITAL INFLUENCER	12
CONTACT	13



MEET LAUREN MESSIAH

Lauren Messiah started her career as a celebrity fashion stylist in 2009 but quickly changed course when a junior executive at Nickelodeon “wished she were a celebrity” so Lauren could be her stylist. At that moment a light bulb went on, and Lauren’s mission was born: to change the way women get dressed.

Quitting her 9-5, Lauren devoted all of her time to dressing everyday women in Hollywood - executives, entrepreneurs, mothers, and essentially anyone who wanted to look their best. Lauren quickly became the most in-demand Personal Stylist in Los Angeles, but something was missing. What about the women outside of Los Angeles?

So in 2016, Lauren created a YouTube channel where she would share styling advice with the masses. Advice your mother never told you like, “what to wear with a pencil skirt,” or “how to style a pair of skinny jeans.” **What began as an idea, blossomed into a full-on empire.**



“Lauren is a go-getter, friendly and direct. She’s built a career working with LA celebrities and mentoring the next generation of stylists.”

– STACY LONDON, WHAT **NOT** TO **WEAR**

Women from all over the world wanted to work with Lauren but couldn't get themselves to LA to do so.

A natural born entrepreneur, Lauren worked tirelessly to translate her in-person services into something virtual. Within months, Lauren rolled out a suite of virtual services, books, and educational programs that would allow women to take style into their own hands. Since then she has transformed thousands of women's lives.

Lauren is also CEO and Co-Founder of School of Style "the fashion school for stylists," where she teaches others how to break into the fashion industry. To date, she has trained over 4000 stylists who have gone on to have incredibly successful careers.

Named Google's #WomenToWatch on Youtube, Lauren Messiah has been featured in Marie Claire, Vogue, VH1, The New York Times, The Huffington Post, The Wall Street Journal, WWD, and many other media outlets for her style expertise.

A close-up photograph of a person's lower legs and feet. They are wearing blue denim jeans with frayed hems and bright red, pointed-toe high-heeled shoes. The background is a light, out-of-focus surface.

**LAUREN WAS
NAMED GOOGLE'S
#WOMENTOWATCH
ON You Tube**

PRESS

Lauren Messiah has appeared as a personal stylist/style expert on the following publications and media outlets:

marie claire **VOGUE** **GLAMOUR** **THE WALL STREET JOURNAL**

The New York Times ***Hollywood*** **Health** **WWD**

seventeen **OK!** **Style.** *People's* **StyleWatch** **GRAZIA**

RACKED **REFINERY29** **FABSUGAR** **Lucky** *magazine* **Westfield**

KTLA 5 **VH1** **YouTube** **truTV** **kris** SENIOR SHOW

Google **adidas** **Ford** **ebay** **GARNIER**

KOHL'S **TARGET** **Marshalls.** *Johnson & Johnson* **eHow**

TV & VIDEO



"LAUREN MESSIAH
MAKES FASHION
LESS DAUNTING"
Google



VIDEO BRAND PARTNERSHIPS

Google ebay



KOHL'S



Marshalls

Johnson & Johnson

eHow

STYLIST

Lauren started her career as a celebrity stylist back in 2009. Shortly after, she changed the course of her career and began styling everyday women instead. **That is when Lauren discovered she had the unique ability to change the way people feel about themselves through her styling services.**

Through the success of her YouTube channel and social media reach, in 2017 Lauren made the decision to transition her successful in-person styling services to virtual services. Lauren is now able to style thousands of clients through her online courses, books, and services.

STYLING CLIENTS

FEMALE EXECUTIVES

FOX

CBS



nickelodeon

ESPN

WAVE

CORPORATE AND PRINT CAMPAIGNS

America's Next Top Model
Bumble and Entrepreneurs Organization
NYX Cosmetics
Costco x Jenna Hipp
Schon Magazine
Planet Blue

CELEBRITY

EMMY's red carpet
Kids Choice Awards red carpet
Golden Globes red carpet
Keke Palmer
Kendall Jenner
Beverly Johnson
American Idol



"You have improved my quality of life. Just to find you and PSU and to learn that everyday "normal" people can have access to all that you offer ... it has truly been LIFE CHANGING!! XOXO!!!"
- CHARITY MCDOWELL

STYLIST

PERSONAL STYLE UNIVERSITY

Personal Style University is a step-by-step virtual styling program that shows women how to take style into their own hands – with the help and support of Lauren Messiah. In this program, Lauren walks clients through her proven step-by-step system for finding your personal style, detoxing your closet, building a wardrobe that fits your goals and lifestyle, making the most of your shopping budget, and choosing items that helps women look their best.



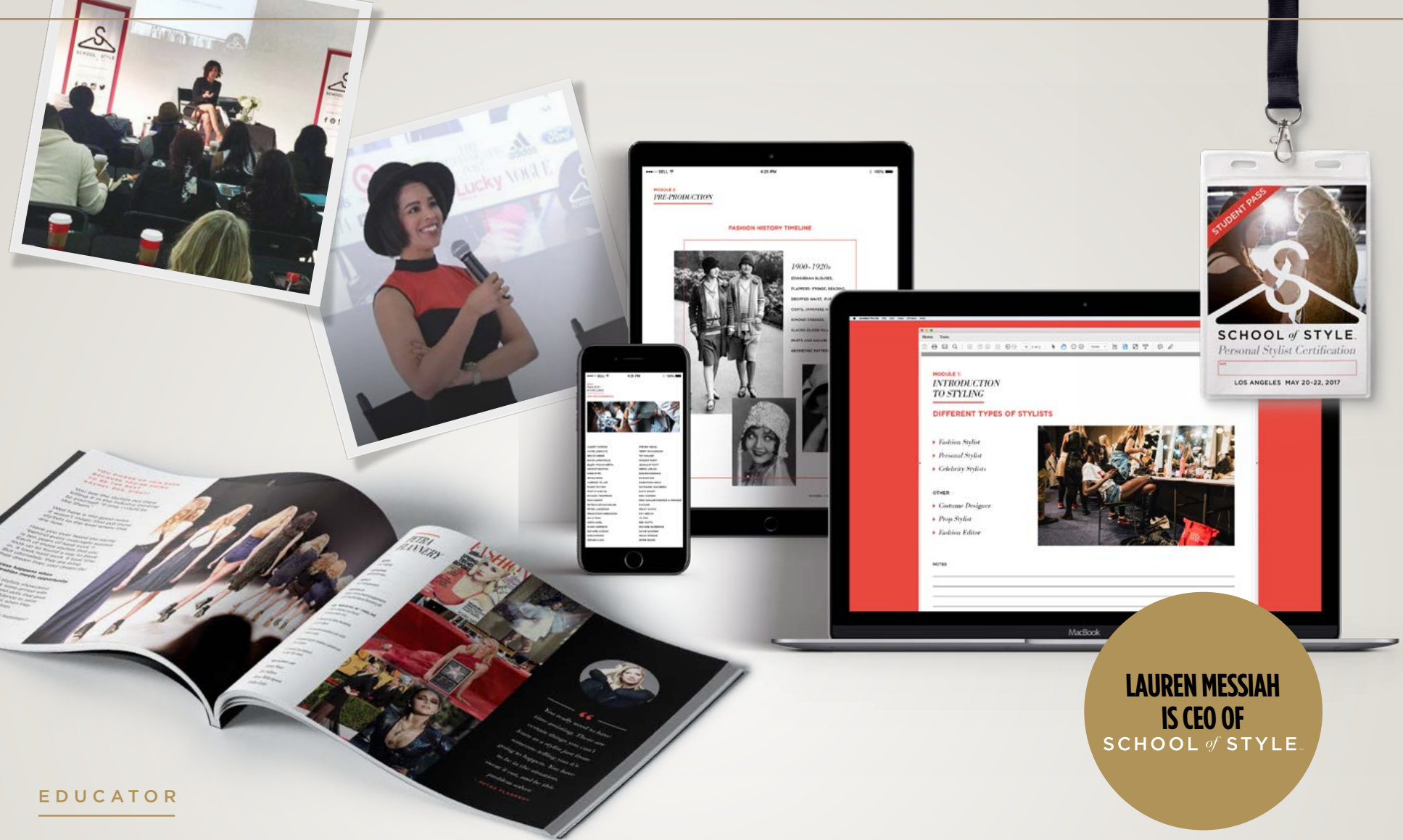
STYLIST

AUTHOR

Lauren has written two popular Books, *The Book of Style* and *The Style Solution: 30 Days To Your Signature Style*.

Lauren has also been featured in *Aging Backwards: Secrets to Staying Young*, *Social Media for Fashion Marketing: Storytelling in a Digital World* and *So, You Want to Work in Fashion?*





LAUREN MESSIAH
IS CEO OF
SCHOOL of STYLE

EDUCATOR

SCHOOL OF STYLE

In less than a decade, Lauren has helped transform a simple “home business” into a 7-figure educational empire. As CEO and Co-Founder of School of Style, **Lauren Messiah teaches others how to break into the fashion industry to start their career as a personal or fashion stylist.** Lauren has trained over 4,000 stylists who have gone on to have successful careers. #SOSGrads have landed coveted jobs including working on Beyoncé’s Lemonade visual album to working behind the scenes on Madonna’s Super Bowl Halftime Show.

LAUREN
HAS TRAINED OVER
4,000 STYLISTS
WHO HAVE GONE ON
TO HAVE SUCCESSFUL
CAREERS

EDUCATOR

CORPORATE TRAININGS AND WORKSHOPS

Through the success of her own educational endeavors, Lauren has been hired to develop and execute corporate trainings and workshops for a companies such as:

bloomingdale's

FIDM

nickelodeon

SIMPLY

THE OUTNET

**WOODBURY
UNIVERSITY**
FOUNDED IN 1884

LGS
LUXURY GARAGE SALE

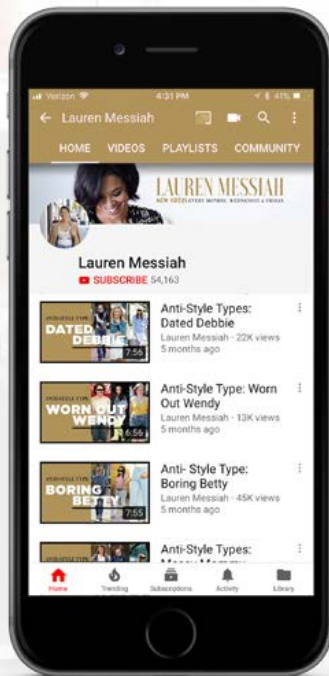
THE
NEW
SCHOOL
PARSONS

**FASHIONISTA
CONFERENCE**

W
DOWNTOWN **WOMEN'S CENTER**
Every woman housed

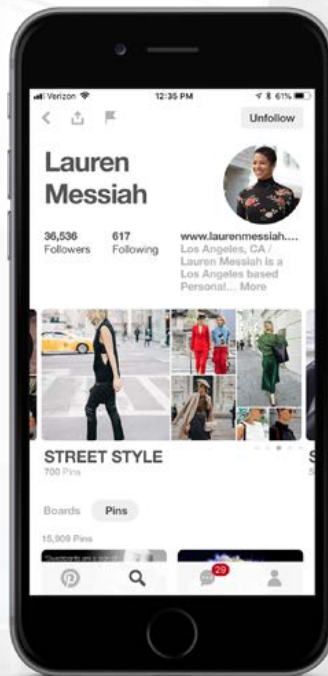


DIGITAL INFLUENCER

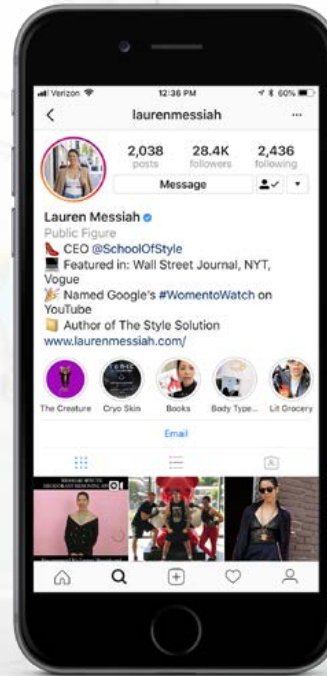


YouTube

72K SUBSCRIBERS
6 MILLION VIEWS



500K
MONTHLY VIEWS



VERIFIED ACCOUNT



38K
FOLLOWERS



"Just want to say I love your videos and I've started following you and watching your videos regularly/ Instagram stories. Why I watch your videos over anyone else's is because your version of style is all about us being us - just the best, most confident version of ourselves. You give guidance (in a fun, entertaining, witty way) but you also leave enough room for experimentation and discovering our own way."

OTHER PLATFORMS



32k



88k



9k

GENDER



20%



80%

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