

Helen Robinett- Executive Stylist & Coach, Animal Lover, Speaker, Gardener, TFIA Trainer, Mother, Author, Stylist Mentor, Conscious Styling Innovator

"You never get a second chance to make a first impression."

Helen Robinett is obsessive about helping people to feel fantastic about themselves. With a background of over 20 years in sales and marketing coupled with extensive experience advising leading corporate and individual clients, Helen understands why personal and professional image are key ingredients in business success. Helen works with clients to develop a comprehensive image-management strategy and ensures that staff reflect the image and branding of the company.



Helen is experienced in delivering dynamic presentations designed to inspire and enlighten.

Popular topics include the importance of first impressions; managing perceptions of those around you; dressing for where you want to be; disrupting the style rules for leaders and effective wardrobe management. Helen is known for her warmth, humour and impactful style.

She has extensive retail experience in men's and women's leading fashion labels on both national and international levels.

Her ability to maximize the potential look and feel of individual personalities and corporate cultures is second to none. Helen is recognized within government and corporate environments as the 'go to' person for executive styling. Clients who have experienced Helen's magic touch often speak of having a new attitude and approach to their work and life. She is known for breaking the styling rules, smashing myths on what one should and should not wear in business.



HELEN ROBINETT

She is one of only six image professionals in Australia who has achieved the designation of Certified Image Professional through the Association of Image Consultants International and has published a book on Personal Branding, *Apprentice to Business Ace*. A leader in the styling industry, she has a reputation for being a rebel.

Helen Chairs the board for TRY Australia and Big Brothers Big Sisters in Melbourne.