



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



Catherine Cassidy

Fashion and style expert, Founder of U*styled

www.ustyled.com

Live your life in style

Who are you?

A constantly evolving best friend, sister, daughter, personal stylist, adventure seeker, and dog lover.

What are you passionate about?

Giving women the tools to live their lives in style.

Why are you involved in your business?

I founded U*styled in 2008 when I realized that even though I worked in the fashion industry, I felt like I had no personal time to shop and develop the wardrobe for the brand/success I wanted. I knew I couldn't be the only one, especially since most women didn't have the resources I did. I found I had an instinct when it came to people – really *getting* them – and that it was really easy for me to help friends find the perfect pieces for their wardrobe style and/or create outfits from what they already owned. So, I took a leap of faith and went for it.

How did you end up here? What's your journey been like?

Amazing. Although, definitely not easy. I've had to constantly get out of my own way, and as soon as I make a breakthrough, I find another opportunity to push myself to grow personally and professionally. Much like our style, we're constantly evolving and I've really witnessed that over these last 4 years.

How do you recharge your batteries or nourish yourself?

Time with friends and family is so important for me - even if it's just hanging out and chatting. Otherwise, curling up with a good book and a cup of tea or going for a hike/getting in a really good workout.

What are you grateful for?

Everything that has led me to exactly where I am now. The good, the bad and the ugly! I wouldn't be who I am without it all.

How do your clients benefit from your products/services?

Many of them not only share increased confidence in their style and presence, but also increased professional and personal success – more dates, clients, promotions, etc. I love seeing my clients thrive!



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As a woman leader what are your unique strengths that help you and your staff/team succeed?

I am compassionate and can relate easily to them, but I'm also tough. They know that I do care about their success, but I expect them to take the initiative and work for it. I love giving them the autonomy to run with their own projects and seeing them excel. So do they!

What inspires you?

There is a classic quote from Chanel: "Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, **what is happening.**" For me, fashion is interchangeable with beauty and that is what inspires me. EVERYTHING.

What's next? What are you committed to?

Creating services and programs that expand our reach. From the beginning, I have been committed to making working with a personal stylist accessible to every woman, and while we still have a long way to go, we're really starting to see this happen.