STEVIE MAC NEW YORK MIAMI PRESENTS

Fashion ICONS®

.....How to be Iconic Every Day! ®

THIS PRESENTATION IS PRIVATE AND CONFIDENTIAL

This content and any attached documents contain information that is confidential and privileged.
The information is intended to be for private use by the invited viewer. Any review, reliance, use of distribution by others or forwarding without express permission is strictly prohibited.
"Fashion Icons", "How to be Iconic Every Day", Every Day's a Runway, Fashion Icons The Book, video and Speaking tour are trademarked and the intellectual property of Stevie Mac New York, Inc., and cannot be copied Reproduced or shared without written consent.



STEVIE MAC
NEW YORK

COPYRIGHT 2017 STEVIE MAC NEW YORK MIAMI ALL RIGHTS RESERVED



Hello!

I'm Steven McDermott- the Fashion Designer, Author and public speaker.

In this presentation, I'm going to tell you about my book…

"Fashion Icons…How to be Iconic Every Day!", and, I'm going to give you an introduction into my speaking tour- which takes the book on the road with a fashion show and visual presentation for corporations large and small, civic and cultural groups, clubs, and gatherings to talk about some of my Fashion Icons and how to implement their taste, glamour, & "looks" into every day of your life.

The idea for the book initially came from working with so many of my customers, employee's, friends and colleagues asking me what to wear, how to put outfits together, where to find this or that look, and trying to help them find the best styles for their shapes and sizes, all within their varied budgets.

After so many years in fashion, I've seen styles and trends come and go, but the sophisticated Elegance, glamour and classic chic of these Icons is timeless and relevant today-for everyone, in every shape and size, for any lifestyle and for every budget.

I'm going to walk you through the book, show you how I present the Icons and how their examples can energize, invigorate and inspire the reader, and then show you a little bit about the speaking tour and all the women it's positively influencing.

Enjoy the book…and enjoy being glamorous, sophisticated, elegant and fabulous!

Because…Every Day's a Runway®!"

Fashion ICONS R

.....How to be Iconic Every Day ! R

In his new book, “Fashion Icons….. How to be iconic every day”, New York Fashion Designer Steven McDermott from Stevie Mac New York takes you on a fascinating, informative and fun fashion excursion talking about some of his favorite Fashion Icons and how to achieve their looks for every part of your life; from the boardroom to evening, from date-night to PTA, after-work, the weekend, a wedding, and the red carpet.

Steven begins the journey by telling about where his love of fashion came from by introducing his grandfather, an oil wildcatter in Los Angeles, and his glamorous grandmother, Willa St. Pierre. They lived a high-rolling life until the war, and Grandma St. Pierre had to find work. She went straight to Bullocks Wilshire, the most glamorous department store of the time, and, where she had previously been a constant customer of Chanel, Balenciaga, Balmain, Fortuny and her favorite, Christian Dior. She became a couture buyer, and Steven talks about how Willa’s glamour and elegance was infectious and a part of everything she did. He talks about Bullocks Wilshire, about the dining room on the top floor where his grandmother and mother would lunch, about the attention to detail and sophistication of the time….and the influence it had on him, and his Mother, Patricia. She and her other five sisters all went to finishing school, and were part of the “glove” set….a time when hat’s and gloves and perfectly coiffed ensembles were the norm.









BULLOCKS WILSHIRE

copyright 2017 Stevie Mac New York Miami all rights reserved

Fashion ICONS

.....How to be Iconic Every Day!

Steven introduces us to his mother, talks about her multiple fiancé's, her world travels, her love of couture, Paris, Hollywood movies, her impeccable taste.. and her old-world manners…He talks about how he noticed and understood, at a very young age, the beauty of her clothes, the fabrics, the trims, the details, and knew that fashion and beauty and glamour were in his future. He weaves funny and entertaining stories into the adventure of growing up with his glamazon Mother and Grandmother , martinis, Paris, Pearl Merchants, Diamonds, minks and chignons…yes…Patricia McDermott wore chignons….all the time!







Steven then talks about his first jobs in Fashion at the main Costume company of Hollywood- Western Costume, while in design school, and shares his wonder and awe of the golden age of film, the costumes, and the costume designers that designed for all his favorite stars. We learn about his work in Film as an intern and then costumer, about Barton Fink, nominated for an Academy Award….didn't win ;(, and weaves other stories of his love of film and how this love developed into his desire to be a fashion designer.









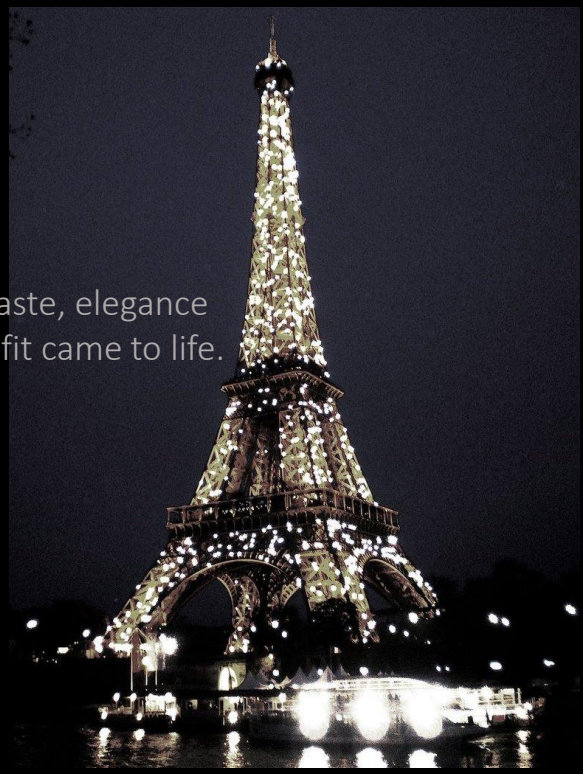




About Steven McDermott

Fashion
ICONS

.....How to be Iconic Every Day!



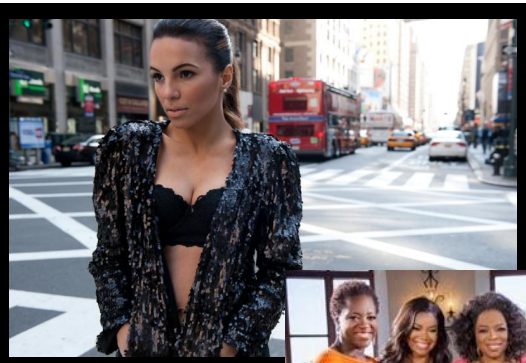
After working in Film, Steven moved to Paris to design and talks about his adventures in the amazing world of couture, of French and Italian Fabrics, and of his ever-expanding love for the history and culture of fashion. He details the French and Italian fashion sense, and how that attention to detail, and the importance of "just one great piece" is the way the French and Italians dress and build their closets. It's here in France and Italy that Steven formed his ideals for luxury, taste, elegance and refinement and his understanding of the importance for construction, quality, and, most importantly, fit came to life.





From Paris Steven took a position with an International Sportswear house, based in Hong Kong-and Spent the next ten years travelling from Delhi to Hong Kong to Shanghai to Los Angeles to New York. The amazing fabrics and embroideries of India deeply effected and inspired Steven, along with teaching him embroidery, dyeing techniques and the amazing power of Asian and Indian historical fashion and culture…which influence his designs and his understanding of luxury in his collections today. Through the book and his seminar Steven weaves all the history, culture, luxury and glamour of the world of fashion that he knows so well into fun stories and examples of how all of this comes together today to be Iconic, Relevant, timely, sophisticated and elegant.























Steven then tells about starting his own
Business, Stevie Mac New York, and uses pieces
From his own collections to teach and illustrate
His love of fabrics, texture and color. He also discusses
The importance of fit, and how to look your best in your body,
Especially the hard to find petite styles, and, importantly,
The not-size-six customer….showing that everyone can be Iconic
And glamorous in every part of their life-style, and on every budget...

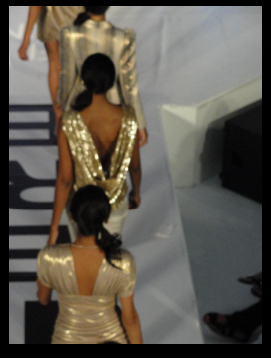




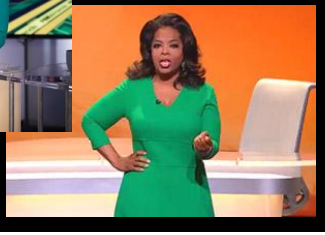


















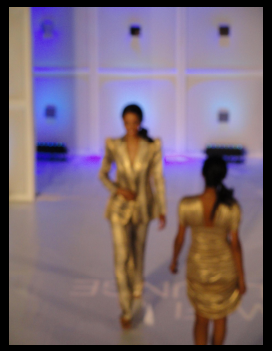
Throughout Fashion Icon's Steven weaves stories of his fashion design business, the celebrities he dresses, and even show's his designs from present and past collections to Illustrate his love for fabrics, details trims and construction….

He talks about what works and doesn't work on each body type, and how each Icon influences design and lifestyle fashion choices. First impressions count, and through Fashion Icon's we learn the do's and don'ts to be the best and most glamorous you can be.







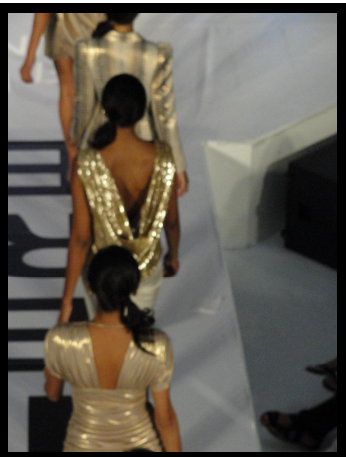















Fashion ICONS®

.....How to be Iconic Every Day ! ®

In the Book, Fashion Icons…How to be Iconic every day, Steven talks about the great Coco Chanel, Audrey Hepburn and Jacqueline Onassis, and how their style, inspiration and timeless "looks" can
be re-created easily and affordably at both the office and in all of your life-styles!
He'll introduce you to Christine Lagarde , Director of the International Monetary fund, and explore why she is the International style leader of the boardroom. We'll learn even more about the incredibly successful and glamorous Amal Clooney, and her effortless, elegant style from the courthouse to the red carpet. He'll talk about one of his favorite clients, Oprah Winfrey, and how she achieves the polished and sophisticated looks that have worked flawlessly for her casually, on-set, and as the CEO of OWN.
Finally, He'll take you to Britain to discuss the amazing fashion sense of Duchess Kate, and how to emulate her effortlessly perfect looks from casual weekend, to public engagements to the Red Carpet.

Through this journey of Fashion Icons you'll learn way's to emulate these classic yet relevant Style Leaders. You'll learn easy and affordable tips and tools to make these Iconic looks part of your everyday lifestyle. The book is a modern-day "how to", and Steven outlines with each Icon how to put together these Iconic looks with fashions already in your wardrobe,
He'll show you samples from his collection and from the most elegant stores, including Neiman Marcus and Saks 5th Avenue and also where to find the same looks online, at boutiques, affordably and within your budget….. and how to be the absolute most glamorous and confident you!
From the weekend to the boardroom, from date night to the red carpet, you'll learn easy way's to make all these Iconic looks YOUR looks.

Stevie Mac's overarching goal of the book and seminars is to help each reader create memorable first impressions and project positive, empowered and glamorous visual messages in the boardroom, on the public stage, on a date, the weekend, as a wife and mother, and, on the red carpet.
Looking your best, feeling your best, living your best life….
.....Because, Every Day's a Runway ! ®

THE BOOK

Fashion ICONS®

.....How to be Iconic Every Day!



COCO



Audrey



JACQUELINE



Amal



Christine



Oprah



CATHERINE



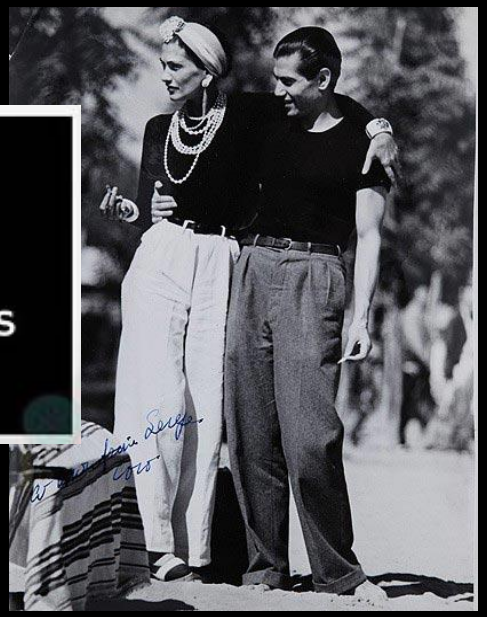


"A girl should be two things,
classy and fabulous."

– COCO CHANEL



KEEP
YOUR
HEELS,
HEAD AND
STANDARDS
HIGH
-Coco Chanel



COCO





For his first Icon…Steven discusses not only the groundbreaking Fashions of Chanel for the time, but talks about her strength, her innovative spirit, her confidence and drive in a world very different from now….She was a rule-breaker and a fashion leader! Her vision and knowledge of what women want is still just as relevant and powerful today.

Ah, Madame Coco! Steven talks about all the important aspects of looking “Chanel” and why the classic looks continue to be young, fresh, fun, sophisticated and timeless today!
From the bag, to the sunglasses, the perfect jacket, the shoes, the dress, and jewelry…..what shapes look best on your shape?...Is it already in your closet?...where to find the look…online, a hidden boutique, on your budget?

COCO













Accessories
- Shoes
- Jewelry
- Sunglasses
- Watches
- Gloves
- Hats
- Scarves

The Essentials
- Jackets
- Dresses
- Blouses
- Pants
- Shoes
- And.. Is it in your closet already?





Where to find the looks….for less!
- Websites
- Vintage boutiques
- Steven’s favorites!



Petite Sizes.
- Finding the hard-to-find
- To create The Look!

Not-Size 6!
- What works best and
- Where to find it to Create the Look!



The Lifestyles:
- Weekend
- To-work
- Sport
- Day to evening
- Evening
- Red Carpet

"I believe in *pink*.
I believe that *laughing* is the best calorie burner.
I believe in *kissing*, kissing a lot.
I believe in being *strong* when everything
seems to be going wrong.
I believe that *happy girls* are the prettiest girls.
I believe that *tomorrow* is another day
and I believe in *miracles*."

- Audrey Hepburn





Audrey

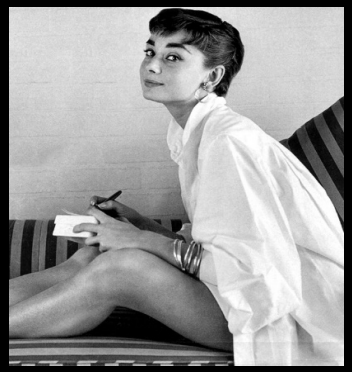


Actress, Humanitarian, Muse, Mother, Feminist, Activist, Example, Fashion Icon…Audrey Hepburn left an indelible mark in so many worlds…Dance, Theatre, Film, Fashion and philanthropy. Her elegance and sophistication translate to today's modern woman. The little black dress, the cigarette pants, the trench coat, the pearls-All still relevant Fashion for today. Steven explores Audrey's Amazing life, and explores her Profound influence on fashion and timeless elegance.



The Little black dress! The ballet flat! The big sunglasses! The pearls!....Audrey's flirty, sophisticated and timelessly Chic looks never go out of style! Steven digs deep into all the important Audrey looks, and show's how you can easily be the best dressed in the room.

Audrey





Accessories

- Shoes
- Jewelry
- Sunglasses
- Watches
- Gloves
- Hats
- Scarves









Petite Sizes.

- Finding the hard-to-find
- To create The Look!

The Essentials

- Jackets
- Dresses
- Blouses
- Pants
- Shoes
- And.. Is it in your closet already?



The Lifestyles:

- Weekend
- To-work
- Sport
- Day to evening
- Evening
- Red Carpet



Where to find the looks....for less!

- Websites
- Vintage boutiques
- Steven's favorites!

Not-Size 6!

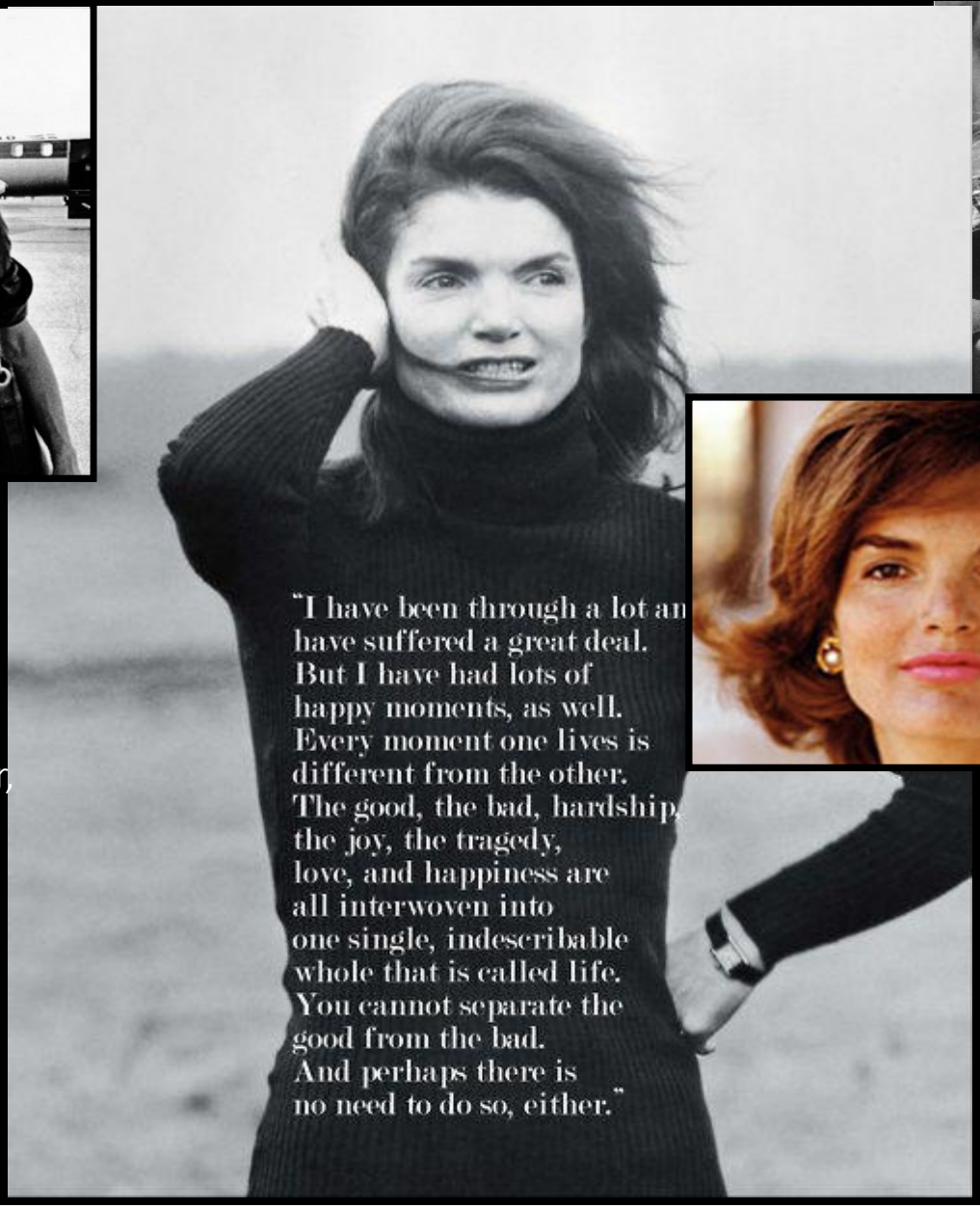
- What works best and
- Where to find it to Create the Look!

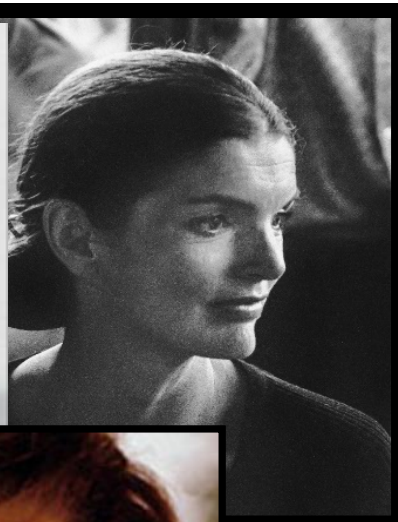




JACQUELINE

Sophisticated, blue blood debutante, Equestrian, First Lady, Jet-setter, Working Mother, Trail blazer, Fashion Icon.
Steven looks at Jackie as a working mother, and World traveler, focusing on the casually elegant, Easy-to-wear sportswear she was so famous for. Always chic, always sophisticated…Jackie knew quality and beauty, and effortlessly made it all work without pretense. Elegant, easy chic.







Weekends on Cape Cod, Summers in Capri, cruising the Mediterranean on the yacht, jet-setting around the world…..
Jackie's elegant and sophisticated Fashion sense made her look effortlessly chic and timelessly cool wherever she went…
The looks that Jackie inspired are easily translatable to today's modern world, and Steven show's you how to put the outfits together. From pieces that are most probably in your closet right now!



<u>Accessories</u>

- Shoes
- Jewelry
- Sunglasses
- Watches
- Gloves
- Hats
- Scarves









<u>Petite Sizes.</u>

- Finding the hard-to-find
- To create The Look!



<u>Where to find the looks….for less!</u>

- Websites
- Vintage boutiques
- Steven's favorites!

<u>Not-Size 6!</u>

- What works best and
- Where to find it to Create the Look!





<u>The Essentials</u>

- Jackets
- Dresses
- Blouses
- Pants
- Shoes
- And.. Is it in your closet already?

<u>The Lifestyles:</u>

- Weekend
- To-work
- Sport
- Day to evening
- Evening
- Red Carpet



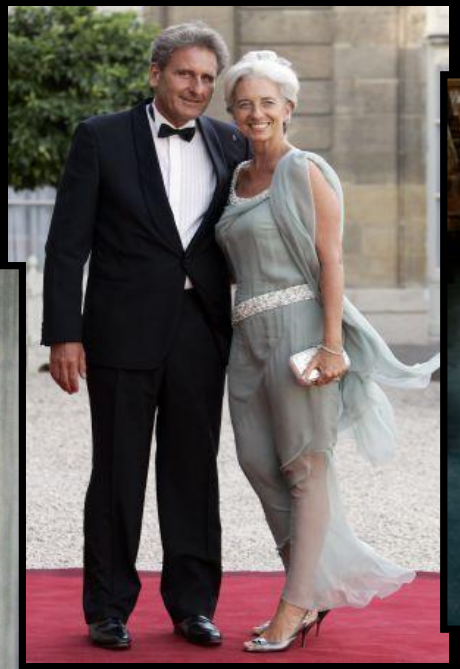






‘Ask yourself everyday: ‘Did I help another woman today?’’
Christine Lagarde







Christine

"Leadership is about encouraging people. It's about stimulating them. It's about enabling them to achieve what they can achieve and to do that with a purpose."

CHRISTINE LAGARDE



Managing Director of The International Monetary Fund, Attorney, Activist, French Finance Minister, and Mother.
Christine Lagarde is a powerhouse of chic, sophisticated elegance. Her timeless, continental style is perfect for today’s boardroom leader, and Steven opens the door to effortless ways to be the Style leader at the office and in every part of your busy lifestyle!

Madame Lagarde truly embodies the classic elegant chic that Steven loves. She loves Scarves, bags, and her Power Pearls! From the bag, to the sunglasses, the perfect jacket, the shoes, the dress, and jewelry…..From years working with business women and corporate leaders, Steven knows what shapes look best on every body. Christine embodies the elegant workday looks perfectly and Steven walks us through each look, making it easy to recreate. Is it already in your closet?...Where to find the look…online, a hidden boutique, on your budget….It's all spelled out!



<u>Accessories</u>
- Shoes
- Jewelry
- Sunglasses
- Watches
- Gloves
- Hats
- Scarves



<u>Where to find the looks….for less!</u>
- Websites
- Vintage boutiques
- Steven's favorites!







<u>Petite Sizes.</u>
- Finding the hard-to-find
- To create The Look!

<u>Not-Size 6!</u>
- What works best and
- Where to find it to Create the Look!





<u>The Lifestyles:</u>
- Weekend
- To-work
- Sport
- Day to evening
- Evening
- Red Carpet



<u>The Essentials</u>
- Jackets
- Dresses
- Blouses
- Pants
- Shoes
- And.. Is it in your closet already?



Elegant, Educated, Chic, sophisticated, powerful And Impactful, Amal Clooney embodies the traits 0f the true modern woman. Her effortless style is explored and defined for the office, the weekend, an evening out, and yes, even the red carpet.

















"The worst thing that we can do as women is not stand up for each other, and this is something we can practice every day, no matter where we are and what we do — women sticking up for other women, choosing to protect and celebrate each other instead of competing or criticizing one another." Amal Clooney

Amal Clooney show's us how it's done in the courtroom in London, on a weekend in New York and on the red carpet. She blends her style's effortlessly and with chic glamour that makes it all look easy and fun. Steven opens the closet- and show's how to create Amal's modern sophisticated looks.





Accessories

- Shoes
- Jewelry
- Sunglasses
- Watches
- Gloves
- Hats
- Scarves







The Essentials

- Jackets
- Dresses
- Blouses
- Pants
- Shoes
- And.. Is it in your closet already?





Petite Sizes.

- Finding the hard-to-find to create The Look!



The Lifestyles:

- Weekend
- To-work
- Sport
- Day to evening
- Evening
- Red Carpet

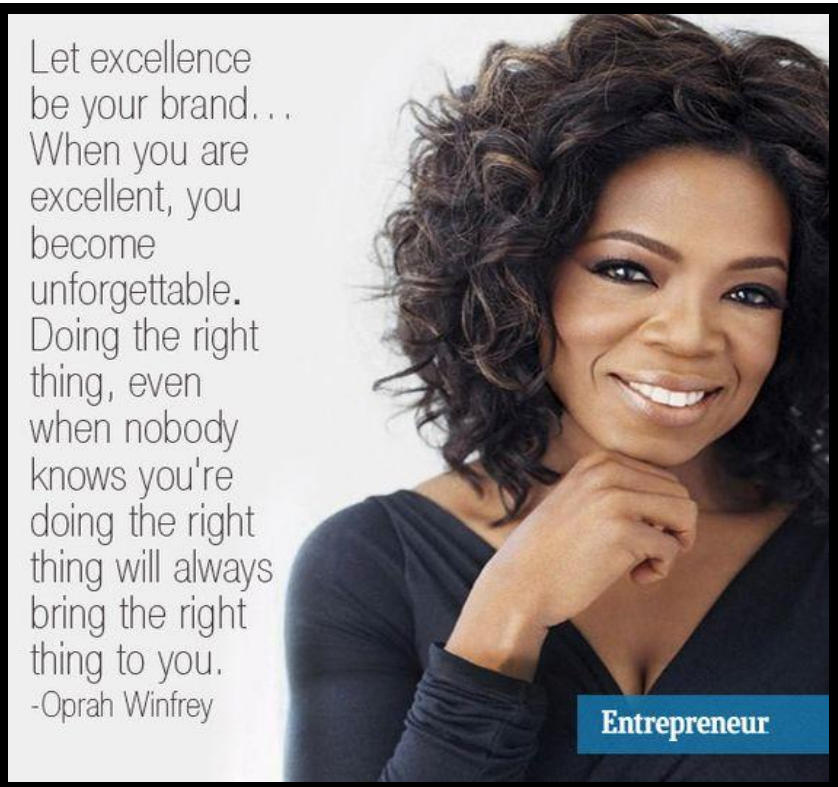


Where to find the looks….for less!

- Websites
- Vintage boutiques
- Steven's favorites!

Not-Size 6!

- What works best and
- Where to find it to Create the Look!













Entrepreneur, Activist, Media Mogul, Actress, Producer, Philanthropist, Motivator, Style Icon-Oprah Winfrey exemplifies style with grace in all she tackles…and does it with an unmatchable sophisticated Elan!

Her style, her love of color, her understanding of what looks best for each occasion…Steven opens up the fashion world of Oprah to understand how to be the most beautiful, in any size and shape!

Steven has designed many dresses for Oprah, so he's able to pinpoint first-hand, what she looks best in, styles and looks that reflect her love of sophisticated elegance, her love of color, her love of chic, of shoes, and of being proud of your curves. Steven show's you what styles look best on every shape, and how to put the looks together for the utmost in comfort and ease. From the bag, to the sunglasses, the perfect jacket, the shoes, the dress, and jewelry…..what shapes look best On your shape?...Is it already in your closet?...where to find the look…online, a hidden boutique, on your budget?



Accessories

- Shoes
- Jewelry
- Sunglasses
- Watches
- Gloves
- Hats
- Scarves







The Essentials

- Jackets
- Dresses
- Blouses
- Pants
- Shoes
- And.. Is it in your closet already?











Not-Size 6!

- What works best and
- Where to find it to Create the Look!
- Finding the right Foundation Garment.



The Lifestyles:

- Weekend
- To-work
- Sport
- Day to evening
- Evening
- Red Carpet





Where to find the looks….for less!

- Websites
- Vintage boutiques
- Steven's favorites!

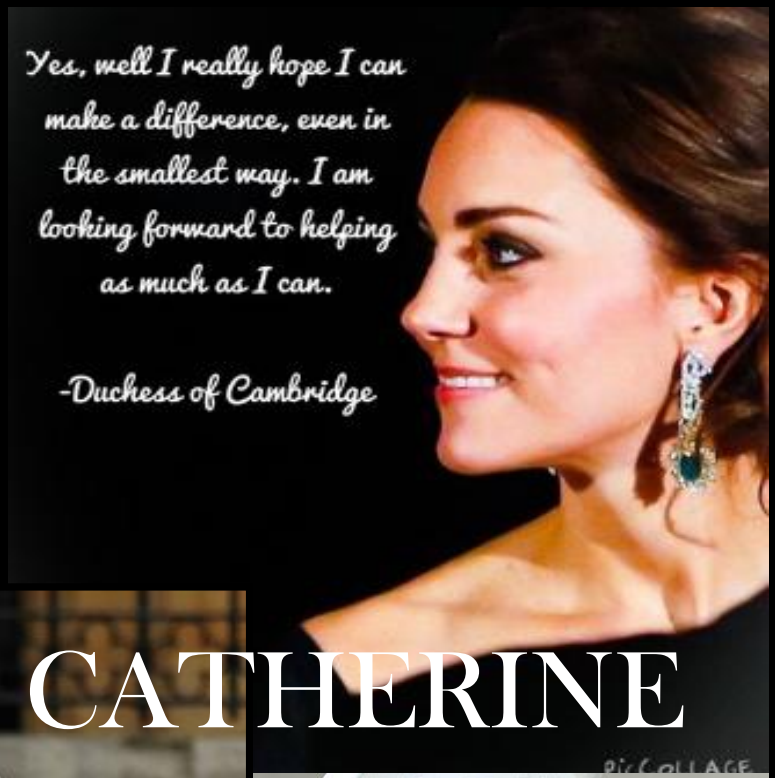


Mother, Activist, Style Leader, Future Queen. Duchess Kate embodies the youth and vigor of modern fashion, mixing styles and looks to create an easy and accessible way to dress for every lifestyle. Elegance, sophistication and fun, with a modern twist….and she mixes and matches from High Street to mass-market Brands…









CATHERINE





Steven finishes the Fashion Icons story illustrating how Duchess Kate embodies looks from all the icons to put together looks that are effortlessly chic, fun, relaxed and polished. The classic blazer paired with a patterned pant, the printed scarf Mixed with a simple shift. Kate has the style and sophistication that is easily understandable and yet drop-dead chic.



Accessories
- Shoes
- Jewelry
- Sunglasses
- Watches
- Gloves
- Hats
- Scarves



Petite Sizes.
- Finding the hard-to-find To create The Look!

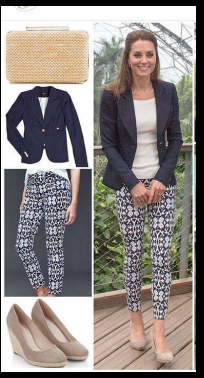






The Lifestyles:
- Weekend
- To-work
- Sport
- Day to evening
- Evening
- Red Carpet





The Essentials
- Jackets
- Dresses
- Blouses
- Pants
- Shoes
- And.. Is it in your closet already?





Where to find the looks….for less!
- Websites
- Vintage boutiques
- Steven's favorites!



Not-Size 6!
- What works best and
- Where to find it to Create the Look!

Fashion ICONS

.....How to be Iconic Every Day!

Speaking Tour











Hertz

Saks Fifth Avenue

Steven McDermott is known for inspiring, delighting, educating and empowering his audiences large and small, from Major corporate retreats and seminars, to more intimate cultural, civic and social groups with His "Fashion Icons...and how to be Iconic Every Day" Fashion Show and speaking engagements and seminars.





WELLS FARGO



Edward Jones
MAKING SENSE OF INVESTING



Neiman Marcus











Steven engages the audience to enter the world of his favorite fashion icons, and reveals the many aspects of each icons' fashion sense and style, so that you, too, can be Iconic, everyday.
He pinpoints the timeless taste and sophistication of each icon that is still relevant today, and show's how these iconic looks can be emulated easily and affordably for the boardroom, the weekend, a special date, or even the red carpet.
He focusses on special sizes, from Petite to large; showing how to wear the latest looks, and He'll tie it all together with places you can shop to achieve the looks, and what trends now work for your fashion lifestyles. Steven shows pieces from his own collection, from local stores and websites, and even off-priced stores to show how everyone can dress luxuriously, glamorously and beautifully…….for any size, and on any budget.





















Steven seamlessly weaves his 20 plus years as a fashion designer in Los Angeles, New York and Asia & Costume designer for film and stage with his love for beauty, elegance, sophistication and...the fun of fashion.

As a fashion expert, inspirational keynote speaker and seminar leader, Steven blends his fashion knowledge and know-how into entertaining and information-packed presentations that bring Fashion, personal style, shopping and sophisticated elegance to life for the audience.

He brings home, to everyone at the event that, indeed.....Every Day's a Runway!











STEVIE MAC

NEW YORK

Please Contact us at:

steven@thefashionconsultancy.com

917-716-4034

Visit:

www.steviemacnewyork.com

www.thefashionconsultancy.com