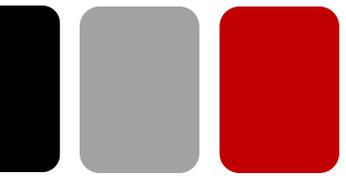


# June Saruwatari

Author. Expert. Life Strategist. *June*  
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# Case Study 3

Fashion. Style. Image.





# Situation/Challenge:

- A single mother and entrepreneur was spending a great deal of time searching for the perfect outfit for her business meetings, but had no time or space to get ready in the morning and help her kids get ready for school. Her only criteria for what she put on in the morning were what was easiest to put on (i.e., sweat outfits) and what was clean. However, this style choice was not helping her get more clients, and her son was embarrassed to have her drop him off at school while the other mothers were more fashionably dressed.



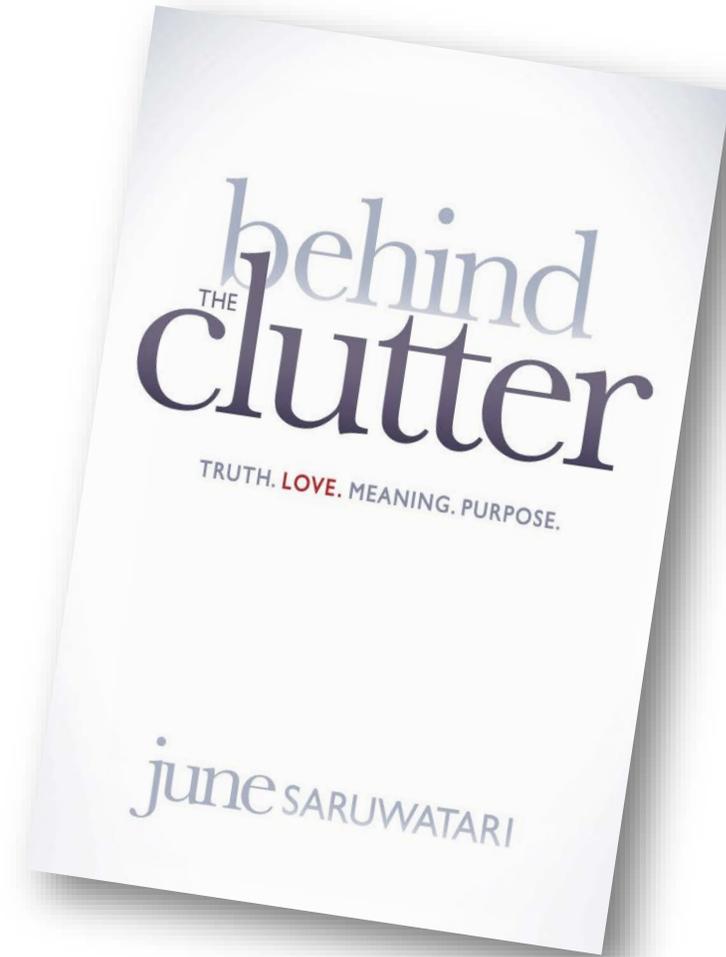
# Solution:

- I listened to her concerns, particularly how she didn't want her life to become about “fashion, style, and image,” and that her priority was to be a great mother and create a great life for her and her son. I explained that it was just as easy to get up in the morning and put on something fabulous (in her eyes) than it was to put on sweats.
- The key was to create a wardrobe that would honor her unique fashion sense and style preferences. In order to do this, she needed to declutter any preconceived notions of what being stylish and fashionable was—and just be stylish and fashionable in her own unique way.
- Style and fashion include what you wear on the inside and the outside. To help her identify her unique style, I had her cut out photos of what she loved. Then we did a creative visualization of how she envisioned one day of her life flowing, where she was feeling great about her life, her style choices, and being a mom and entrepreneur.
- Once she was clear about her TruthLoveMeaningPurpose for herself and her fashion preferences, it became easy to let go of the outfits, clothes, shoes, accessories, and jewelry that didn't fit in with her “ideal vision.” Once she did this, getting ready in the morning became a breeze. Everything in the closet fit, was comfortable, and made her feel like a million bucks.
- We also took photos of the outfits we put together and put them into her own “Lookbook,” so in a pinch, she could be ready for an important business meeting, parent-teacher conference, or even a movie date with potential suitors. Her son, by the way, was now proud to introduce his mother to his friends!



# ABOUT JUNE

June Saruwatari is a lifestyle, business, & relationship coach, productivity & organizing consultant, inspirational speaker, and founder of The Organizing Maniac™. For nearly twenty years, her transformational approach of TruthLoveMeaningPurpose™ has helped hundreds of people declutter their minds, hearts, spaces, and stuff to create lives and businesses they love! The co-host of TLC's first season of Home Made Simple, June has appeared on The Nate Berkus Show and has contributed to publications such as Woman's Day, 31 Words to Create an Organized Life, and Practically Posh.





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