



Boutique Boot Camp™

“Don’t spend time beating on a wall, hoping to transform it into a door.”
— Coco Chanel

Owning your boutique demonstrates remarkable courage, individuality and creativity. All of the perks that come with having your own business are nice. But if you’re not bringing in the profits that you expected, clients are not streaming in or you just feel like something is missing, Image Consultant Gili Rashal can help.

A boutique is an inspiring statement of independence and personal expression. To create a successful image for yourself and your business you need to have a personalized plan. One size does *not* fit all.

Everything from the clothes you wear to how the store is merchandised to whether or not you wear makeup and to the music that is playing in the background, affects the cash flow of your business significantly. You’re not just selling a product—you are selling an image. Every detail matters.

Gili Rashal’s **Boutique Boot Camp™** workshops will help you whip your business into shape. Each workshop is customized to fit the needs of your boutique and Gili will be sure to help you in every way to assure that your business gets the attention that it deserves.

Contact Gili Rashal for fees and to tailor one or more of these Boutique Boot Camp™ services to your needs and wants:

Personal Shopping with Gili

Stylin’ Your Store

Opening Your Own Boutique

Unveiling the New Look

Join the World Wide Web





Boutique Boot Camp™

Personal Shopping with Gili...

Gili truly believes that the way to your clients' heart is through customer service. A really successful way to achieve this is by offering your clients a personal and special service.

As a personal shopper and celebrity stylist, Gili is available to appear in-store for a variety of style workshops that you may offer to your clients (some favorites include, "How to choose the best denim for your body type" and "Ten Must-Haves for spring"). Each workshop is of no charge to your clients and would include the latest in cupcakes, cocktails or another treat while personally shopping with a professional stylist!

Gili also offers private one-on-one appointments at your boutique with your client to choose the best looks, colors, trends and accessories that as an expert, she puts together with your fabulous merchandise.

Stylin' Your Store...

Starting off with a FREE consultation and evaluation of your store, Gili will personally come in and re-merchandise the store, re-style the mannequins and help to create a personalized ambiance with the right smells to music, inventory to snacks so that it is an environment that your clients love to come to and spend their precious time (and money).

Gili is also available to coach you and your staff in communication skills and how to become a sales *stylist*, which will then help you and your staff in assisting your clients.

You might call this the 'Feng Shui' of boutique store design.





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Opening Your Own Boutique...

From finding a perfect location to interior decorating, to choosing the right lighting and attending fashion trade shows for your store, Gili will consult you on every detail while you're getting ready for opening day.

This is especially helpful if you currently have a full-time job or if you're not an expert in the fashion world. Gili takes care of all of the little (and big) details that go into bringing your boutique to life.

In addition to Stylin' Your Store, you will have access to Gili's exclusive Rolodex of professionals that will give your boutique its unique image that you have always envisioned for it.

Unveiling Your New Look...

You are ready to show your boutique off to the world! Together, we will create an event that will launch you into the public eye with the tailored style and solidified image that will have your clients coming back for more in the years to come.

Join the World Wide Web...

Are you ready to take your business online? Or perhaps you would rather create an online boutique than owning a brick & mortar.

Just as it is important for your store to have a personal image that stands out from the rest, the same goes for choosing your website's font, colors, music, format, etc.

Gili has all of the knowledge, experience and know-how that you will need in "going live", from consulting on design to finding the best qualified professionals, so that you don't have to go through the trial and error that commonly occurs when developing a website without a consultant to guide you through it.





Testimonials

"I wouldn't dream of going to an event without Gili's expert advice. Her natural ability makes any outfit look flawless but not too contrived. I never feel too trendy or self conscious when she dresses me. I wish I could bottle her genius and keep her in my closet." – Actress, Marla Sokoloff

"Boutique Boot Camp helped point out the little things that we often overlook on a daily basis. It reminded us that it is the little things that can really grab a customers' attention. Gili took the time to personalize the boot camp for our store... No Time Was Waisted! Boutique Boot Camp is a GREAT workout for any store!" – the girls at Vanity

"I have owned and operated my fitness studio for 16 years and know what it is like to do it all by yourself. Gili is my 'go to gal' for whatever I need. She is the only one I turn to and trust my business to. I consult her whenever I do my buying or need re-style for my boutique section of my studio. Gili also helps me with anything from proofing my latest flyer, assisting me with planning an event, creating new marketing ideas, and aiding me with publicity. I highly recommend Gili for any and all of your business needs!" – Dove Rose of Dove's Bodies

"Gili has personally autographed my closet as well as my entire wardrobe. Not only does she help me with all of my fashion quandaries (can I wear a brown purse with black shoes?) but she helps me recognize my strong points. Whenever she hears of a sample sale or just picks something up that she thinks I will like, having her on retainer is the best thing I ever did." – Publicist, Gabrielle Grennan

"We love using Gili's styling expertise and her creative ideas to style and merchandise Brunette! Her approach to customer service and styling clients should be applied in every retail establishment." – Andrea, Owner of Brunette Boutique

"I absolutely loved my Wardrobe Makeover by Gili! Instead of spending all this money on a new wardrobe, Gili found a new wardrobe right inside my closet! I now have a million new outfits to wear and a new found confidence in my style! Thank goodness for Gili....and the Polaroid picture book she left me!" – Nutritionist and Fitness Trainer, Shari Kushins





Personal Services Offered by Gili Rashal

Individual Style Analysis: In this session you will have a private one-on-one style consultation with Gili to determine your ideal wardrobe plan based on your goals, lifestyle and personality. Gili will discuss and customize what looks, designers and colors are best for YOU. After this Style Analysis you will receive a customized report so that you may refer back to it at any time. **Also available over the phone or via email.** Approximately 2 Hours.

Wardrobe Makeover: Free yourself of clutter and anything that keeps you from feeling beautiful and confident at all times. Gili will come in and assess your wardrobe, organize the mess, get rid of anything that needs to be retired and have you try on the “maybe” items while she determines what can be saved with alterations and what you need to say goodbye to. Gili also creates a checklist of any key pieces to add to your wardrobe. And finally, the best part—Gili will put outfits together and take Polaroid pictures of them so that you may walk away with an album of outfits for you to refer to in a fashion crisis. Approximately 3 Hours.

Personal Shopping: Whether you need help finding something for a specific event or you don't have the time to shop, Gili will personally shop those ideal pieces that will complete your closet according to your budget and lifestyle goals. This is an exhilarating experience for anyone going through a major change or if you're just looking to spruce up your wardrobe. Gili is also an expert at bridal styling—whether you're the bride or a guest. Time Varies. Minimum 1 Hour.

Mind & Body-Image Consultation: Feeling good and looking your best is not only about putting together the right outfit. Gili will meet with you privately to talk one-on-one about ways in which you can improve your lifestyle and your way of thinking in order to “become beautiful”. This is also very helpful for teens while they are going through common struggles with body-image, self-image and peer pressures. Approximately 2 Hours.

Pamper Yourself (Full Makeover Day): Create a customized day of your own indulgences. Everything from a new hair style, updating your makeup, shopping, yoga and lots more will be set up for you. Gili will have these appointments booked while she is your guide along the way. Lunch at a top-notch restaurant is also in the itinerary. This is a perfect gift for your best friend, bride-to-be, a birthday or simply “just because”. Duet Makeover Day is available for the two of you to enjoy your pampered day together. Hours Vary. *Please contact Gili for a full list of services available.

- Gili Rashal is available for any customized workshops, services or consultations so please feel free to contact her directly to discuss details.
- Prices Available Upon Request

