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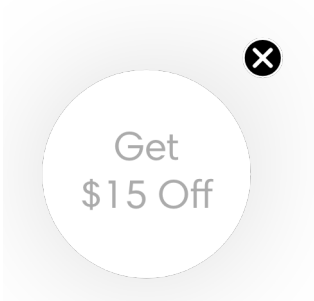
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HOME / JOURNAL / FEMALE FOUNDER FEATURE: LAUREN A. ROTHMAN

# Female Founder Feature: Lauren A. Rothman

Posted on December 04 2024





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the pleasure of having style strategist, [Lauren A. Rothman](#) into our showroom space in  
but more about her and why she says style is a super power.

**ALLY Shoes: Tell us about yourself.**



Lauren: I'm a leading voice in style identity development, confidence building, and personal branding. I want to empower audiences to master non verbal communication, skill building and unlock the courage to show up and feel unstoppable. A catalyst for transformation, I love captivating audiences with dynamic keynote speeches, style clinics, master classes, and image coaching to inspire lasting change. I'm proud to be a celebrated stylist and author, renowned for insightful guidance helping clients exude a powerful presence and achieve optimal confidence.

**ALLY Shoes: You emphasize that "style is a superpower." How do you coach your clients to build and sustain confidence through style?**

Lauren: Style is a fundamental part of wellness and I work with clients to help them go from feeling overlooked to being unstoppable. I truly believe STYLE IS A SUPERPOWER® (I even trademarked it!) Using style as a superpower becomes a meaningful resource to teach audiences how style can be a strategic business tool that can help a person feel unstoppable and own the room.

**ALLY Shoes: You've spoken on stages for Fortune 500 companies and major industry conferences, and you wrote your book "Style Bible: What to Wear to Work." What key messages do you aim to convey about the importance of personal style in professional settings?**

Lauren: I'm known for my unique expertise in helping clients optimize their style by focusing on non-verbal communication and mindset. My book, *Style Bible: What to Wear to Work*, is the definitive guide for modern professionals looking to enhance their careers through personal style, and it's been praised for its clear, accessible advice. I work with people to help them cultivate, curate, and create their personal style, no matter their gender, age, body type, budget, or accessibility needs. My approach is revolutionary in helping clients navigate key milestones, enabling them to uncover their style DNA in a world where cultural dress codes are constantly shifting. My goal is to empower individuals to project a powerful presence and achieve optimal confidence. I consider myself a catalyst for change, guiding people toward transformation and the realization of their full potential.





Lauren wearing our Bold Block Heel in Silver Shimmer



Source: Bold Block Heel in Silver Shimmer

**ALLY Shoes: As a Latina entrepreneur, how do your cultural experiences influence your**  
**to fashion and styling?**

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As a Latina entrepreneur with over two decades of experience, I bring a unique blend  
of cultural awareness and modern sensibility to my image management firm, Styleauteur. I'm

passionate about the democratization and inclusivity of style — my mission is to ignite the courage in YOU so that you can step into your power. My approach is centered around inclusivity, which helps me build strong connections with diverse groups. I'm known for creating an environment where everyone feels seen, heard, and valued. I address topics that are universally relevant while also honoring the distinct characteristics of different cultures and demographics. This allows me to make personal connections with individuals from all walks of life, ensuring they feel empowered and understood.

### **ALLY Shoes: Who is your ally?**

Lauren: I've spent decades dressing leaders and spending countless hours in fitting rooms and closets — and I absolutely adore my clients! To keep up with the demands of my work, which involves carrying all the clothing and accessories necessary for a life of styling, I'm a fitness enthusiast. I make time for Pilates and strength training to stay strong and energized. My 'glow-up' team, which supports my emotional and physical well-being, includes not only my clients but also my friends, family, and of course, my dog, Bati. Together, we keep each other grounded and thriving!

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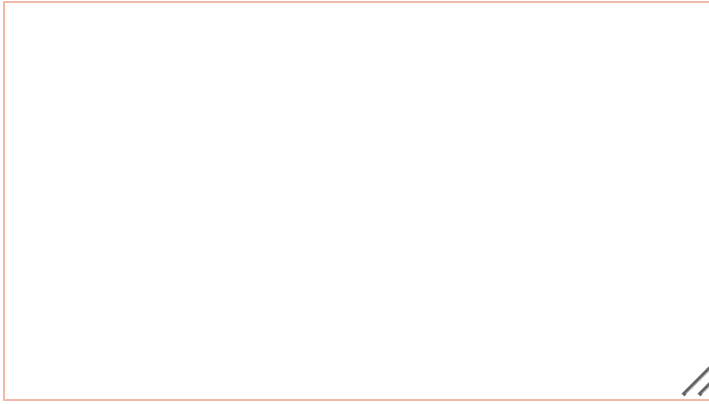
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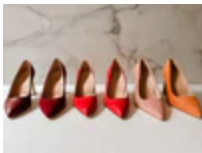
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