

# **Julia Stricker-Wardrobe Speaker**

**A true Irish girl at heart, Julia grew up in a small close knit Irish Catholic community in St. Louis City. During her childhood, she made it clear that her love for the arts, including fashion, dance, drama, and music would be a part of her life forever. Earning her Confirmation hours by hosting after school dance and music programs using her old dance costumes, taking home gold at the local speech meet, and changing school uniform rules, adding black tights and cardigans to the mix, was just the beginning of this young “Fashionista’s” career. Competitively Irish dancing for 13 years, Julia’s travels to Ireland and Scotland for the World Championship of Irish Dancing turned into secret shopping excursions that intrigued her imagination. After graduating from Webster Groves High School voted as “Best Dressed” and “Life of the Party” this spunky blonde was ready to take on any fashion dilemma.**

**Earning a Bachelor’s degree in Fashion Merchandising and minor in Communications from Fontbonne University, Julia was recruited immediately upon graduation by Macy’s Midwest as the new Advertising Fashion Stylist. During her position at Macy’s, she styled merchandise for Macy’s Midwest catalogs representing 108 stores contributing to the average of 2.148 billion dollars in sales per year. Working with the marketing team to ensure catalogs were appealing to desired target markets, she researched current fashion and photography trends to gain new ideas and creative vision. Although the main part of her job was styling and supporting the execution of photo shoots, she loved to help organize and coordinate Macy’s fashion shows and events to improve Macy’s brand. Dancing and singing in her younger years attracted her to the showbiz feel and high-energy mindset it takes to put on a well run Fashion show and speak in front of a crowd. When Macy’s Midwest merged into Macy’s Central, she was offered one of the most glamorous jobs a young professional could dream of as Special Events Manager for the Midwest. She covered all Fashion and Beauty events in the St. Louis, Kansas City, and Indianapolis areas. This job allowed Julia the freedom to not only style and coordinate fashion shows, celebrity appearances, and beauty events, but MC them as well. From the booking of the vendors, to the styling of the show, and acting as spokesperson, she did it all, acting as a one woman show. Working with Paris Hilton and Clinton Kelly were some of her favorite memories.**

**Today, as a wife and mother, Julia continues to stand strong in the competitive world of fashion, offering wardrobe consulting, personal shopping, and fashion show production. She is your go-to girl for fashion advice and her true passion is making people look and feel beautiful through the art of wardrobing and personal and professional dress. Through color, proper fit, and fabulous accessories, Julia can adorn any woman or man into feeling more energized, younger, and better about themselves that will build self-confidence. From corporate events and fashion shows to wardrobe consulting, Julia is here as your friend to help you. With laughter and fun along the way, let’s do this already girlfriend!**

## **Julia's Speaking Specialties**

**-Current Trends in Fashion**

**-Personal and Professional Dress**

**-What To Wear in Social Settings.....job interviews, dates, reunions, weddings, and etc.**

**-Proper Fit and Color**

**-How to Accessorize Properly**

**-Revamping Your Closet For Less**

**-Children's Style and Fashion**

**-Finding the True YOU through wardrobe consulting**