KEREN TISHMAN

DRESS FOR SUCCESS

Personal Style • Client Presentation • Professional Presence

How personal style can strengthen confidence, credibility and connection in client-facing business.

Originally created and presented for real-estate professionals.
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Style is part of how you communicate.

STYLE + CONFIDENCE + AWARENESS = PRESENCE

The goal is not to follow every trend or outdress the client. It is to understand yourself, understand the client and present yourself with intention.

“Dress for your client. Know your client.”

Define what you want to communicate.

- What would you like to change about your current professional image?
- What makes you feel most confident?
- What gets in the way — fit, time, budget, uncertainty or habit?
- Who is your client or audience?
- What do you want them to understand about you before you even speak?



Play your best assets — women and men.

Know what works on your body rather than dressing for an idealized body type.

SHOULDERS

WAIST

LEGS

PROPORTION

FIT

POSTURE

Use fashion. Don’t let fashion use you.

- Know what is current, but choose selectively.
- A trend only works when it suits your body, role and client environment.
- Build a strong core wardrobe first; use trend through proportion, color or accessories.
- Consistency is more powerful than chasing novelty.

CURRENT
≠
COSTUME

Core pieces — women

- Sheath or shift dress
- Black or navy blazer
- Crisp white blouse
- Tailored trousers
- Knee-length skirt
- Polished pumps or low heels
- Travel flats
- Foundation pieces that create a clean line

The point is not a rigid uniform. It is having reliable pieces that can be adapted to the client, property, meeting and moment.

FIT • QUALITY • PROPORTION • POLISH

Core pieces — men

- Navy suit
- Dark blazer
- Crisp white button-down
- Well-cut trousers
- Polished black or brown shoes
- Coordinated belt
- A tie when the client, meeting or setting calls for it

Professional does not have to mean formal. The goal is to look intentional, current and appropriate to the client experience.

TAILORING MATTERS.

Accessories can change the entire message.

JEWELRY Use scale and shine intentionally.

BAGS Choose polish and practicality.

SCARVES Color and personality without excess.

SHOES Condition and proportion are noticed.

BELTS A small detail that can sharpen a look.

GROOMING The most important accessory is polish.

Dress for the client — without losing yourself.

Your image should support the relationship, not compete with it.

- Read the room: property, neighborhood, price point, culture and occasion.
- Do not try to “one up” the client.
- Be aspirational without becoming inaccessible.
- Know when to be polished, relaxed, creative or understated.
- Let personal style create recognition — not distraction.

CONNECTION CREATES TRUST

Find the common ground.

One of the most powerful ways I have found to build a relationship with a client is to discover a genuine point of connection. It may be art, travel, fashion, family, culture, design—or simply a shared perspective.

When clients feel that you understand their world, they become more comfortable. There is a sense of familiarity, trust and confidence—and the relationship becomes less transactional and more personal.

For a real-estate professional, this isn't about pretending to have something in common. It is about being curious enough to discover an authentic connection and knowledgeable enough to engage with the client on their level.

UNDERSTAND THE CLIENT.

FIND THE CONNECTION.

BUILD THE TRUST.

Dress for the room — and the camera.

Real-estate professionals are increasingly seen before they are met: listing videos, social media, headshots, interviews and virtual presentations.

- Choose clothing that reads cleanly on camera.
- Avoid details that distract from your face and message.
- Use posture, eye line and movement with intention.
- Practice sounding natural rather than memorized.
- Your visual presentation and your verbal presentation should tell the same story.

PERSONAL STYLE
+
ON-CAMERA PRESENCE

Small habits protect your professional image.

- Keep comfortable backup shoes or flats available.
- Carry a simple grooming / makeup touch-up kit.
- Check clothing in natural light and on camera before an important event.
- Prepare the night before when the day is client-heavy.
- Have a dependable 'go-to' formula for unexpected meetings.

Preparation creates ease. Ease creates confidence.

Invest in yourself.

You do not need to spend a fortune to look good or feel empowered.

- Learn your proportions.
- Learn your style.
- Buy fewer pieces with greater purpose.
- Understand what your client sees.
- Build an image that supports the professional you already are.

When your presentation feels authentic and intentional, confidence follows.

PRESENTATION EXPERIENCE

DRESS FOR SUCCESS IN PRACTICE

Created and presented for real-estate professionals, with a focus on personal style, professional presence, confidence and dressing for the client.

Brokerage presentations • Workshops • Private coaching



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PERSONAL STYLE.
CLIENT PRESENTATION.
PROFESSIONAL PRESENCE.

Dress for the client. Know the client.
And always remain recognizably yourself.

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