



### About Fawn Cheng, Personal Stylist



In a day and age where first impressions can make or break a deal, Fawn Cheng, personal stylist, image consultant and TV personality, is an ultra savvy champion of fashion and style. Since 2007, Fawn has been revamping images across the nation with flair and magic that makes her clients feel confident, poised, and ready to take on the world.

Fawn's philosophy on style and beauty stems from her absolute love for capturing that which is wonderfully unique about each individual. Born to divorced parents, a Chinese father and a Mexican mother, Fawn was exposed to extreme differences in ideology and culture. Not quite able to exclusively identify with either world, Fawn felt confused about her own uniqueness. This struggle planted the seed of understanding that those differences are what make an individual beautiful and unforgettable. This eventually led to what Fawn calls Style DNA, a person's one-of-a-kind blue prints, from physical features to personality traits to lifestyle needs, which serves as the canvas for expressing fabulous style.

After completing her college education at New Mexico State University, Fawn made her way to corporate stardom as an executive VP in sales, marketing and brand management. Here she learned to give impeccable service and 100% attention and focus to her clients' needs. Razor-sharp competency and flawless professional presentation allowed Fawn to win over not only her customers, but her colleagues as well. "Coworkers regularly sought my advice on the latest fashion trends or how to improve their professional image but more importantly how to dress in a way that would bring more excitement to their personal lives as well," explained Fawn. "I suddenly realized that people crave a fabulous look for every facet of life. The transition to making style my fulltime profession was thrilling and quite natural."

Upon leaving the business world, Fawn knew she wanted to go the extra mile for her clients and decided to provide more than the basic a la carte packages for wardrobe, make-up or hair. To expand her business offering to include career and casual wardrobe styling, personal shopping, red Carpet styling, fashion editorials, and photo shoot consulting, Fawn pursued further education in the field of Image Consulting from the London Image Institute where she specialized in style, image, fashion, couture and tailoring. She now provides clients with a comprehensive head to toe style analysis and recommendation of how to unveil a fresh new look that is directly aligned with their personal brand and ultimately, their greatest goals.

Fawn's expertise as a personal stylist has led to regular segments as a fashion expert on *Good Morning Arizona*, the top-rated television morning show in Phoenix, Arizona. Further invitations as a speaker, blogger, and host give Fawn the incredible opportunity to reach people on a much broader scale, spreading her message to people everywhere to celebrate their own unique beauty. "I truly believe beauty comes from within," says Fawn. "How we dress and show our physical selves to the world is just an expression of that. Together we're opening the gates to unleash the best and most brilliant part of what makes you unforgettable."

For more information about Fawn Cheng, visit [www.fawncheng.com](http://www.fawncheng.com).