

Power Moves

How important is style to success? Luxury image consultant Oriona Robb discusses the potency of dressing with intent.

BY NAOMI CHADDERTON



CEO Style Tips

Oriona's top sartorial strategies behind a strong executive presence.

Preparation is key

Every detail of your appearance should be planned, from clothing to grooming, so nothing distracts you. When you eliminate last-minute chaos, you create the space to show up calm, focused and confident.

Use colour strategically

Colour communicates authority, emotion and cultural awareness, often before you say a word. Choosing the right palette for both your personal presence and the context you're in can subtly amplify your influence.

Be unapologetically authentic

True style starts with owning who you are rather than conforming to expectations. The women who leave a lasting impression are those who embrace their individuality and wear it with confidence.

Oriona Robb has long had a fascination with style. Growing up in Poland in the '80s and '90s, she watched her mother run a denim shop where she displayed an uncanny ability to find the perfect pair of jeans just by looking at someone.

"She understood instinctively how clothing could transform not just appearance but confidence," Robb admits. It was this early exposure to the transformative power of fashion, combined with her later studies in colour psychology, that led Robb to launch her luxury image consultancy in 2012 which, operating between London, Monaco and Dubai, has become an authority in executive image strategy.

As to be expected, Robb's clients are predominantly ultra-high-net-worth individuals and C-suite executives across finance, technology and luxury hospitality, as well as influential public figures who recognise the value of her expertise when it comes to image as a tool of influence.

"In today's hyperconnected world, CEOs are more visible than ever before," she explains. "Their image is scrutinised across social media, in boardrooms and at global events. What many don't realise is that we form impressions within three to four seconds of meeting someone, and those impressions significantly influence trust, credibility and perceived competence."

In this context, working with Robb is less about vanity and more about deliberate communication. "Every choice they make, from colour psychology to fit and fabric, sends a message about their leadership style, attention to detail and respect for their role," she adds.

Robb offers three distinct services to her clients: "Private Style Therapy" for leaders keen for their image to match their influence; professional development through talks and masterclasses on style, presence and perception; and brand consultancy for luxury hospitality and service-led brands. "My Private Style Therapy is a comprehensive transformation process that goes far beyond traditional styling," she explains.

Robb begins by examining her client's current wardrobe, discovering how they feel in different pieces and the outcomes they want to achieve, before pulling together a strategic framework that aligns their external image with their authority.

"The key is creating a wardrobe that works as hard as they do, with pieces that transition seamlessly from board meetings to media interviews to international travel," adds Robb. Her go-to ready-to-wear brands include British designers Roksanda, Suzannah London, Burberry and Safiyya

alongside the likes of Tom Ford, Loro Piana and Ferragamo; she has also developed a carefully curated network of leading craftspeople including celebrated ateliers like Yara Shoemaker, Caroline Andrew and Fedro Gaudenzi, and Savile Row's master tailors. "I ensure that when ready-to-wear cannot meet the brief, we create pieces that are as singular as the individuals who wear them, offering British heritage craftsmanship that creates distinctive pieces."

Ultimately, for Robb, however, it all comes down to intention—a considered,

deliberate approach to how one shows up in the world. "If I could offer women one piece of advice, it would be to dress intentionally for the outcome you want to achieve," she concludes. "Every morning, before choosing what to wear, ask yourself: 'What do I need to communicate today?' Whether it's authority in a crucial negotiation, approachability in a team meeting, or innovation in a creative presentation, let that intention guide your choices. Your clothing should be working as hard as you are to achieve your goals."

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