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PRIVATE & CONFIDENTIAL

A PRIVATE PROPOSAL

The Style Therapy™

*Who you are, and the woman you are becoming, expressed
through how you show up.*

PREPARED FOR ADRIANA

ORIONA ROBB · DUBAI

THE APPROACH

“Style is self-worth in motion.”

This is not a makeover. It is a process of discovery: understanding who you are, how you want to be perceived, and the woman you are becoming.

Over four private sessions in your home, we build your personal code, then translate it into colour, shape, wardrobe and the pieces that complete it.

THE JOURNEY

Four sessions, one direction.

01

YOUR PERSONAL
CODE

Who you are and your
personal brand.

02

COLOUR & BODY

Your palette and your
proportions.

03

WARDROBE EDIT

Edit, organise and build
your capsule.

04

PERSONAL
SHOPPING

The pieces that
complete it.

THROUGHOUT: PRIVATE WHATSAPP SUPPORT

SESSION · IN YOUR
HOME

01

Your personal code

We begin with you, not your wardrobe. Together we define your personal brand: the values, presence and story you want your style to carry.

Who are you, today?

How do you want to be perceived?

The woman you are becoming.

SESSION · IN YOUR
HOME

02

Colour & body analysis

Your code becomes visible. We identify the colours that bring you to life and the shapes, cuts and proportions that honour your body.

Your personal colour palette

Body shape and proportion

The silhouettes that serve you

SESSION · IN YOUR
HOME

03

Wardrobe edit

We go through your wardrobe together with honesty and care, keeping what serves you, releasing what no longer speaks for you, and organising what remains.

Edit and organise

Build your capsule wardrobe

Identify the missing pieces

SESSION · TOGETHER

04

Personal shopping

With your code, palette and capsule clear, we shop with intention, sourcing only the pieces that complete your wardrobe. Fewer, better, chosen to work together.

A curated, private shopping session

Key investment pieces

Styled to your code

THROUGHOUT

You are never on your own.

From our first meeting to the last, you have private WhatsApp access to me, for a question before an event, an outfit check, or a piece you're unsure of.

IN THE PRESS

TWO DECADES IN FASHION & IMAGE



TEDx speaker · CPD-accredited practitioner · contributor to *Robb Report*, *Forbes* and the *BBC*.

PRADA FERRAGAMO BURBERRY DOLCE & GABBANA TOM FORD

IN A CLIENT'S WORDS

“I came to Oriona thinking I needed new clothes. What I found was clarity about who I am. I now walk into every room knowing exactly what I want to say, before I say a word.”

—— PRIVATE CLIENT · FOUNDER, DUBAI

COMING SOON

The Authority Wardrobe

*How Successful Women Strengthen
Their Presence and Influence Through
Personal Style*

A practical guide to dressing with intention, so
your wardrobe works as hard as you do.

ORIONA ROBB

The Authority Wardrobe

*How Successful Women Strengthen Their
Presence and Influence Through Personal
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NEXT STEP

Let's begin.

Confirm your place and we'll set the date for our first session in your home.

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