

“I’m not focused on fashion,” says consultant and clothes guru Deirdre Pursel, who advises clients on how to find their unique, personal style.

CHICAGO – April 23, 2013 – Emerging clothes-and-lifestyle guru Deirdre Pursel has a refreshing message for her high-powered clients: wear clothing that makes you feel comfortable and confident, instead of following trends and fashion experts.

“Clients often ask me: what should I be wearing? What’s the next clothing style? What’s on trend this season? I tell them right away, I’m not focused on following fashions,” says Pursel. “You’re not living someone else’s life—why would you wear someone else’s clothes? Picking the right clothes is really all about you.”

For more than ten years, Pursel has worked in the world of clothing—learning the ins and outs of retail, hosting trunk shows for fashion designers, and most recently, working as a consultant to guide both men and women to discover their personal styles. Her clients include high-powered executives, stay-at-home moms, and television personalities such as Dr. Laura Berman, host of *In the Bedroom with Dr. Laura Berman* on The Oprah Winfrey Network.

“Deirdre has helped me with wardrobe in my personal life, in my professional life, on the set, off the set, and I can tell you every time, she brings her humor, she brings her talent, and she brings a lot of fun,” says Dr. Laura Berman.

Pursel’s nurturing, educational style is informed by her previous years as an inner-city school teacher. “Teaching showed me how to build upon a student’s strengths in order for him or her to reach their full academic potential. After eight years of teaching, I decided to pursue my passion of clothing and style,” says Pursel. “Using the same approach I used with students, I show clients how to build upon their personal style knowledge so that they can reach their goals in terms of dressing.”

Deirdre believes strongly that all people have a sense of who they are and how they’d like to be portrayed, but that it sometimes takes a little help getting there. Rather than simply telling her clients which clothes are right for them—or what is considered fashionable—she encourages people to live an authentic and genuine life. “I use clothing as a vehicle to help them get there,” says Pursel.

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Pursel's clientele includes both women and men—and some of her male clients find the process especially surprising. “The experience was transformational,” says Phil Goss, Senior Vice President & Chief Financial Officer at Trustmark. “I’m a finance guy—I finance transformation. Before Deirdre, if you’d said that changing your clothes could change your life, I would have gone ‘pfft, really?’ I *like* shopping now. And that blows me away.”

Pursel professes a love of her work, driven by her passion for helping people. “I love it when people open up, try new things, and take chances. I love it when my clients suddenly see themselves in an entirely new light, or from a completely different perspective. When you find items that make you smile, when you discover the energy that comes from doing something your way, it’s amazing how your inner beauty shines through. That’s what personal style is all about.”

As Pursel tells her clients, finding one’s personal style is like editing one’s life—and, she goes on to say, “I’m here to help you write the next chapter.”

About Deirdre Pursel

Deirdre adamantly avoids labels and titles, but her clients describe her variously as a clothing consultant, a personal style guru, and a lifestyle editor. She offers a variety of services including one-on-one consulting, closet organizing & editing, and personalized shopping, depending on the needs of each client.

Pursel has over ten years of experience in the fashion and clothing retail industry, and has forged strong relationships with some of the best independent boutiques and companies nationwide, including Cooper and Ella, Jay Kos, Giftbar, Winifred Grace, KBL, and Seize sur Vingt.

Before her current work in style—and while earning her Masters degree in Education—Pursel worked as an inner-city school teacher in Chicago for eight years.

For more information, visit: <http://DeirdrePursel.com>.