



GEORGE BRESCIA EPK

Biography

George Brescia has spent the last twenty-five years working with top fashion and beauty leaders, including **Ralph Lauren, Donna Karan, Tommy Hilfinger**, and the fashion directors at **Bloomingdales, Bergdorf Goodman, and Lord & Taylor**. As the man behind George B Style, he's also a top-tier NYC-based stylist and image consultant with clients ranging from A-list celebrities to everyday men and women looking to improve their appearance and gain confidence. George has appeared as a resident fashion expert on network TV outlets including **NBC's The Today Show, CBS, ABC, Fox 5, and NY 1** as the official red carpet fashion critic for The Tony Awards. George has also been featured on radio segments such as **Garrett Miller's nationally broadcast Blog Talk radio show, and NPR's Marketplace**.

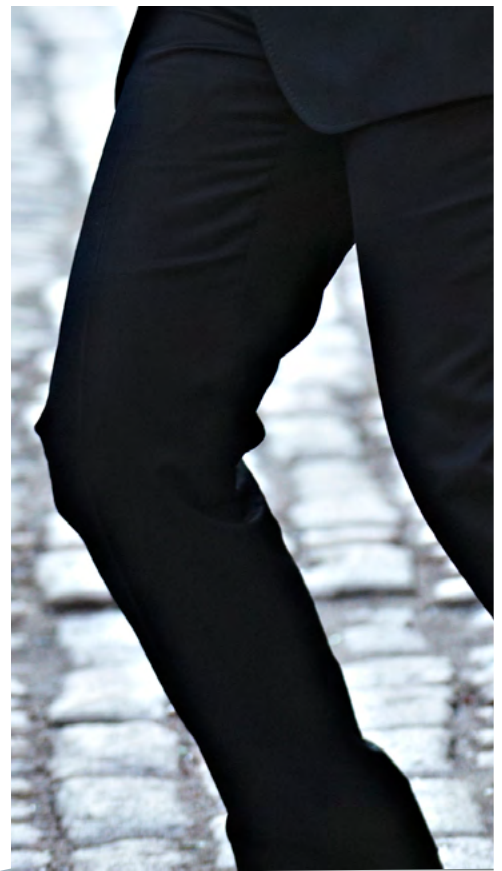
George recently debuted his personal lifestyle and fashion book **"Change Your Clothes, Change Your Life: Because You Can't Go Naked" [Simon & Schuster]**. "Change your Clothes, Change your Life" opens the door to harmonious, powerful, and positive dressing with a guide that is like "The Secret" for your wardrobe. In this groundbreaking, direct and honest how-to book, George shows you how to transform yourself, from the inside out. In addition to his book, George pens a regular column for **Resident and Venue Magazine**. George is a fashion editor for **Hudson Mod Magazine**, was recently named a style influencer by Kenneth Cole, and he is a regular contributor for Donna Karan on HSN, making him a familiar face and name in the homes of millions.

In addition to his literary, styling and media corresponding projects, George also stars on the original reality series **"Dress Up! with George B Style,"** which airs on **STAGE17. TV**. The series recently **won for Best Reality Series at the 2nd Annual Vancouver Web Fest**. Created by Jacob Pinion and Executive Produced by Ondine Landa Abramson, the show goes behind the scenes with Broadway's finest, including Kate Baldwin, Victoria Clark, and Marin Mazzie for opening nights and red carpet events. **Episodes from season one can be seen now, on stage17.tv/series/dress-george-b-style.**

GEORGE BRESCIA



georgeBstyle



Projects

BOOK: "CHANGE YOUR CLOTHES, CHANGE YOUR LIFE: BECAUSE YOU CAN'T GO NAKED"
[SIMON & SCHUSTER]

RELEASE DATE: August 19, 2014

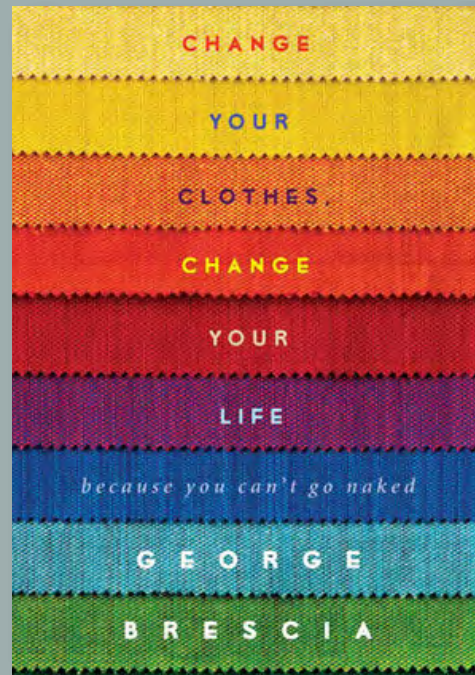
ABOUT THE BOOK: Open the door to harmonious, powerful, and positive dressing with a guide that's like *The Secret*—for your wardrobe. In this groundbreaking how-to book, style expert George Brescia shows you how to transform yourself from the inside out.

More than a style guide, this revolutionary book by a seasoned stylist teaches a method of conscious dressing that begins with a powerful internal change. Instead of just grabbing for whatever's on hand, you'll learn to set your goals for the day, determining how you want to be perceived, and then dress in a way that helps manifest those intentions.

Change Your Clothes, Change Your Life reveals the true power your clothing has to affect your life, showing how this second skin impacts your job prospects, your romantic life, your income, and even your deepest sense of self. Translating his styling methods into a philosophy anyone can apply on her own, Brescia also delivers tips and tricks of the trade to help convert even the most hapless dresser into a happy and educated shopper. Because the goal is to have you not only looking great, but feeling more confident, too. From major closet overhauls to a whole new philosophy on color, this is a comprehensive manual for anyone who's ever looked at her closet in despair.

Accessible, direct, honest, and thought-provoking, *Change Your Clothes, Change Your Life* takes an eye-opening look at the intersection between our clothing and our emotions, hopes, and dreams, showing us how improving our external appearance can have life-changing effects on how we're perceived by others—and more importantly, on how we perceive ourselves.

VISIT THE BOOK HERE: amazon.com/Change-Your-Clothes-Life-Because/dp/147674873X



Stage17.TV



ABOUT THE SHOW: Created by Jacob Pinion and Executive Produced by Ondine Landa Abramson, “Dress Up! with George B. Style” goes behind the scenes with Broadway’s finest, including Kate Baldwin, Victoria Clark, and Marin Mazzie for opening nights and red carpet events.

When it comes to dressing Broadway’s most radiant stars for high-profile events, nobody makes them shine brighter than celebrity stylist George Brescia. From glamorous galas to ritzy red carpets, George preps leading men and ladies, including Shuler Hensley (Waiting for Godot), Alexandra Silber (Arlington), Baldwin (Big Fish) and Clark (Snow Geese), with expert fashion advice that is heartfelt, entertaining, and always en vogue. George works with experts from his “Glam Squad” to get the final Dressed Up look, including Amanda Thesin, Ramona Kelly, Jenna Drudi, and Steve Berg. “Dress Up! with George B Style,” airs on STAGE17.TV

Episodes from season one can be seen now, on stage17.tv/series/dress-george-b-style.



Dress Up! with George B. Style

Ep 1: Victoria Clark
Director(s): Jacob Pinion



Dress Up! with George B. Style

Ep 2: Kate Baldwin
Director(s): Jacob Pinion



Dress Up! with George B. Style

Ep 3: Shuler Hensley
Director(s): Jacob Pinion



Dress Up! with George B. Style

Ep 4: Marin Mazzie
Director(s): Diana Basmajian



Dress Up! with George B. Style

Ep 5: Al Silber



Dress Up! with George B. Style

Ep 6: Jefferson Mays & Bryce Pinkham

StyleWatch

George
Brescia's



3 WAYS TO BE A BETTER SHOPPER

The style expert and author tells you how to never make another buying mistake

1 Use your closet as a toolbox
"Make a 'do not buy' list based on the silhouettes and brands you never wear. This way you won't wind up replicating things that don't work for you."

2 Take educated fashion risks
"Think about colors, prints and shapes you've worn and gotten compliments on that aren't in your usual comfort zone, and start there."

3 Test run expensive pieces
"Before you buy an investment piece, style it out in the dressing room with items similar to ones you own—if you can't make five great looks, it's not worth it."



Change Your Clothes, Change Your Life by George Brescia; Gallery Books, \$21.99 (Aug. 19)

SPECIAL EXPERTS SECTION

Look Great, Shop Smart!

11 WAYS TO GET DRESSED FOR WORK WITHOUT GOING CRAZY

time.com/3318334/getting-dressed-tips/



SEPTEMBER 2014 THE COMPLETE GUIDE TO GO

where

New York

THE FASHION ISSUE

ULTIMATE FANTASY DECOR

DINING WITH THE GLITTERATI

Fashion Ave Moves to Broadway

DRESSING UP WITH IMAGE CONSULTANT GEORGE BRESCIA AND TONY AWARD-WINNING ACTRESS LENA HALL

where now

New York

WHERE? FASHION MONTH

Headline Tk

Lena Hall on Her Fashion Dos and Don'ts

PHOTOGRAPHY BY CHRISTOPHER GASSELLO

How would you define Fall fashion this season? While you're wearing a turtleneck, color, texture, and style. This fall, we're seeing a return to "quasi" fashion: layered jewelry, chain-link details, dark smoky eye make-up, leather and rubber detailing. We're also seeing "border" dressing: layer combinations under jackets, all-chemical dresses, and bouclé all going the look and feel of vintage lingerie and pajamas. There's been a return to the 1950s in terms of extreme feminine styling: wide-strapped necks, corset cuts, and full-on skirts channeling Audrey Hepburn and Gene Kelly. For fabric, the "yarn" for fall is flax (flax digital prints... and we're also seeing patchwork... photos are graphic). For garments: Another trend is "yarn" (knitwear, especially part of the body—a great way to hint at sexy without exposing a lot in terms of texture. Fall means fashion with embroidery, applique, and beaded stitching. Lastly, we're seeing lots of embellishment: sequins, crystals, and other applied-to-women-looking-and-appealing-to-men fashion.

How does one go about actively developing their own personal style? What are the steps, just right for you? When I'm styling clients, whether for my work or for a client, I like to go for their "border" events. For fall, I like to figure out what each client's style is—specific to their own hair and eye color and skin tone. Then, I'll take their silhouette and complement their particular body shape. And remember every time, and

I mean EVERY time you get dressed, think what you need to lay to the wind! How do you want the world to see you? When going traveling, everyone wants to bring their most fashionable outfits. It's a real challenge keeping everything fresh and wrinkle-free. Are tips for travel? When traveling, I suggest always pack all your clothes in a color story so that the few clothes you're bringing can be mixed and matched easily and for every occasion. A black and white color story of clothes can mix with a few pops of color in shoes, purses, and jewelry... or even that one fun hair accessory or the one boutique blouse...

As a stylist, what are some of the biggest challenges you have come across in "dressing someone" for a season or more? One of the hardest challenges is helping the client articulate how they want to look overall. Also, many clients second-guess their choices right at the last minute. I try to make the client feel safe enough to explore new options and help them learn to what they are actually trying to communicate in their wardrobe. And one of the things you'll see on *Dress Up!* is always give my clients at least three choices within their range of color and silhouette so that they have some "wiggle room" on the day of the event.

You just came out with a book this is for September, and book will be released in August which is why I'm "just came out with" it. *Change Your Clothes, Change Your Life*. Tell us about it. I'm so excited to have written this book because it's not just any style book that has come before. I'm so excited to give people a toolbox of ideas and tricks of the trade to make them to be a

SAVVY TRAVELERS: FASHION TIPS FROM GEORGE BRESCIA AND ACTRESS LENA HALL

wheretraveler.com/new-york-city/fall-fashion-style-expert-george-brescia-and-actress-lena-hall



The Atlanta Journal-Constitution
Credible. Compelling. Complete.

Author lists clothes you need in your closet



Nedra Rhone
Atlanta Bargain Hunter

How often do you look in your closet and discover you have nothing to wear? According to New York City-based image consultant George Brescia, it probably happens more often than you think.

"A lot of women ... wear a small percentage of their closet, as little as 5 percent. They have a full closet, but what is in there," says Brescia, who will be in town later this month at the Decatur Book Festival to discuss his new book, "Change Your Clothes,

Change Your Life, Because You Can't Go Naked" (Gallery Books, \$22).

I don't have to tell you how much money we waste on clothing that doesn't fit or that we never wear. Brescia's goal is to help you build a closet full of perfect 10s — clothing that looks great on you no matter where you are going or what you are doing. Getting there does not require you to follow trends or rules or to spend a lot of time and money shopping. It means deciding what you want to communicate through your clothing and using your best assets to do it.

"People don't have a closet full of 10s because they don't realize every aspect of their lives is important," Brescia says. Forget shopping for clothing to "run around in," he says. And, don't bother con-



sulting magazines so you can stock up on seasonal trends. "You always want to accentuate your best assets wheth-

No wardrobe is complete without the ultimate pair of jeans. These Fabrizio Gianni wrinkle-free jeans are cut to fit all body types. CONTRIBUTED BY AMAZON.COM

er it is your blue eyes or your great legs. Maybe that is not

Clothes continued on U2



ted this a fashion JONATHAN

The little black is a wardrobe staple. Actress Sophie Turner models one. BRIAN DOWLING / INVISION

itted trench

inter coat important, important is a version of the best style that perfect for those essen- them to good on you," s. "We talk BD, but you the black dress ar body. Is it a it and flare or is amp suit?" comes to colla la says it is im- try different u can tell in two minutes when you are illuminated," he says. Consider the items in your wardrobe that draw compliments when you wear them. This is a good indication of which colors work best for you.

In his book, Brescia walks you through the many stages of changing your wardrobe to improve your life, but, he notes, this isn't a one-shot type of thing. "Every season you want to go through what is working for you and what is not working," he says. "You are waking up to your life and becoming present in your life and showing up in the world."

And that is something we should do every day. Catch George Brescia at the Decatur Book Festival at 12:30-1:15 p.m. Aug. 30 at the Eddie's Attic Stage. For more information, visit: tinyurl.com/pvwxrtq.

Discuss online: ajc.com/go/bargains. Our Deal Spotter section in Thursday's AJC is full of great local deals and exclusive offers.

- a pair of jeans
- the ultimate pair of jeans
- a silk blouse
- three perfect tees
- a cashmere sweater
- two perfect cardigans
- a fitted blazer

MASTHEAD



MEET GEORGE BRESCIA

HUDSONMOD is excited to announce another addition to our ever-growing luxury lifestyle family. George Brescia has been named our new fashion editor. Having previously worked alongside such heavy hitters as Dennis Kerns, Bengel Goodman, Ralph Laures and Tommy Hilliger, George has his finger on the pulse of fashion.

Over the course of more than 25 years, he has amassed an extraordinary track record in the fashion industry. Currently, he is a celebrity stylist, image consultant, columnist, author, TV personality and red carpet analyst.

"HudsonMOD delivers the best in world travel, cuisine, leisure and fashion, and I am excited to bring my favorite glamorous, timeless fashion and style picks to readers

in the northern New Jersey and New York City metropolitan area," George says. Last August, Simon & Schuster released George's book *Change Your Clothes, Change Your Life, Because You Can't Go Naked*. He describes how transforming your wardrobe leads to a more positive lifestyle. Recently, George guest-starred on NBC's *New York Live!* and *Flirt 6* to discuss the fashion trends at this year's Golden Globe Awards, as well as HSN's *The List* with Colleen Lopez to discuss the trends buzzing around DSNV Asia. Besides making such appearances, George hosts his own online web show called *Dress Up* with George #Style, providing viewers with an inside look at the style of such celebrity actors as Kate Winslet, Jennifer Mays and Shuler- Henry.

George's inimitable voice will be featured in every issue of HudsonMOD, a true treat for fashion buffs.

HUDSONMOD

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PHOTOGRAPH BY JONATHAN



"THIS EASY-TO-READ, ENTERTAINING GUIDE WILL APPEAL TO WOMEN LOOKING TO MAKE A REAL CHANGE TO THEIR WARDROBE."



STYLEBLAZER EXCLUSIVE: CELEBRITY STYLIST GEORGE BRESCIA ON 'CHANGE YOUR CLOTHES, CHANGE YOUR LIFE' AND HIS FAVORITE FAMOUS FASHIONISTAS

styleblazer.com/316480/george-brescia-change-your-clothes-change-your-life/



CHANGE YOUR LIFE BY CHANGING YOUR CLOTHES

postcrescent.com/story/life/family/2014/09/24/change-life-changing-clothes/15724929/



GEORGE BRESCIA: FASHIONABLE NEW TV SHOW!

t2conline.com/divagalsdaily/



GEORGE BRESCIA: FASHION ON A BUDGET

myfoxny.com/Clip/10393197/george-brescia-fashion-on-a-budget



REVIEW FIX EXCLUSIVE: GEORGE BRESCIA TALKS DRESS UP! WITH GEORGE B. STYLE

reviewfix.com/2014/06/review-fix-exclusive-george-brescia-talks-dress-up-with-george-b-style/



THE BIGGEST FASHION MISTAKE EVERYONE MAKES

tipsonlifeandlove.com/style-2/the-biggest-fashion-mistake-everyone-makes



CHANGE YOUR LIFE BY CHANGING YOUR CLOTHES

ajc.com/weblogs/atlanta-bargain-hunter/2014/aug/19/change-your-life-changing-your-clothes/



GC REVIEWS: CHANGE YOUR CLOTHES, CHANGE YOUR LIFE

gaychicmagazine.com/index.php?option=com_content&view=article&id=206:gc-reviews-change-your-clothes-change-your-life&catid=25&Itemid=203



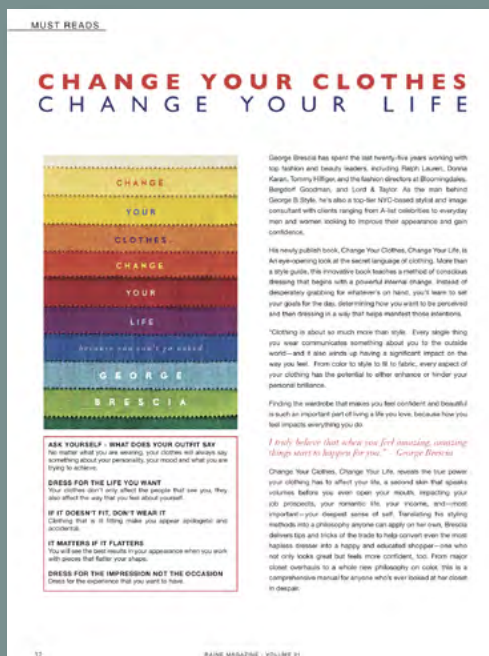
LOOK TONY AWARDS READY WITH STAGE17.TV'S RED CARPET TIPS!

playbill.com/news/article/look-tony-awards-ready-with-stage17.tvs-red-carpet-tips-322100



PHOTO FLASH: KATE BALDWIN, ELIZABETH STANLEY, COURTNEY REED AND MORE TALK FASHION WITH GEORGE BRESCIA

broadwayworld.com/bwwbooks/article/Photo-Flash-Kate-Baldwin-Elizabeth-Stanley-Courtney-Reed-and-More-Talk-Fashion-with-George-Brescia-20140912





5½ QUESTIONS FOR CELEB STYLIST GEORGE BRESCIA

houstoniomag.com/fashion-and-shopping/shop-talk/articles/george-b-style-in-town-for-book-launch-november-2014



CAN YOU CHANGE YOUR LIFE BY DECLUTTERING YOUR CLOSET?

styleblueprint.com/memphis/everyday/decluttered-closet-changing-your-clothes/



VALISIA LEKAE TO CO-HOST PLAYBILL.COM AND STAGE17.TV LIVE COVERAGE FROM TONY AWARDS RED CARPET

playbill.com/news/article/valisia-lekae-to-co-host-playbill-com-and-stage17-tv-live-coverage-from-ton-322074



FASHION READ: 'CHANGE YOUR CLOTHES, CHANGE YOUR LIFE: BECAUSE YOU CAN'T GO NAKED' BY GEORGE BRESCIA

thefashionisto.com/fashion-read-change-clothes-change-life-cant-go-naked-george-brescia



ARE YOU DRESSING FOR YOUR HAIR COLOR?

stylebistro.com/What+to+Wear/articles/uZ8vy8nSQyJ/Dressing+Hair+Color



CLOSET REHAB

dujour.com/style/george-brescia-change-your-clothes-change-your-life-book-interview/



Fashion stylist and expert, George Brescia, presents his new book titled "Change Your Clothes, Change Your Life." Brescia created this style guide to use as a tool for men and women to shop and dress in a way that exudes confidence and sophistication. Ever since he was a child, Brescia wanted to write this book. He has been surrounded by fashion his entire life. Growing up, his mother owned a women's clothing store and made sure that her family's sense of style was a top priority. Then, while in high school and college, he held jobs in the fashion retail industry. Working in the corporate side of retail, he found his niche: "I wanted to help women feel fulfilled and empowered by their clothing," says Brescia.

"I want to help people do two things: discover what their best attributes are and embrace and celebrate them. (Then) to ask them selves everyday what it is they want their appearance to say to the world."

Brescia suggests that you use your closet as a toolbox every morning. Take the time to "think it through." Learn about the colors and textures that flatter and highlight your eyes, skin and hair color. These pairings are what can send you out the door with confidence.

Not just for adults, this book can also be helpful to everyone at any age. "It's so important to get teens in high school and college flexing their 'fashion muscles' early so they can attract the kind of people, places and things they want in their lives."

Many of Brescia's clients are men who are looking to improve their appearance. So there is a whole chapter dedicated to guys who want expert shopping tips for the work place and clothing for date night. Everyone knows nothing is better than a man who knows how to dress.

Now don't think that Brescia doesn't apply this to himself. He makes sure that his style is perfected in the right ways as well. "I want them to see that I love life, I love new adventures and I love meeting people and helping them to discover their best selves through something as simple and beautiful as their clothing."

Brescia's style guide is a must-have, if not for yourself, then for your fashion forward (or backward) friend. Knowing what to wear for any occasion can take the stress out of your daily routine, and save you time and money when going shopping.



FEATURE // THIRTY HUNTER 101

THRIFTY HUNTER MAGAZINE WINTER 2015
thriftyhunter.com/the-magazine/thrifty-hunter-magazine-winter-2015

MEDIA

CHANGE YOUR CLOTHES AND CHANGE YOUR LIFE

wreg.com/2014/09/18/change-your-clothes-and-change-your-life/



GEORGE BRESCIA

myfoxny.com/clip/10460046/george-brescia



GEORGE 'B-STYLE' BRESCIA

newyorknatives.com/tbd-george-b-style-brescia/



RELIVE THE TONY AWARDS RED CARPET WITH STAGE17.TV CO-HOSTS VALISIA LEKAE AND GEORGE BRESCIA

playbill.com/multimedia/video/relive-the-tony-awards-red-carpet-with-stage17.tv-co-hosts-valisia-lekae-an-321944



SAVING WITH 6ABC: BUDGET BOOT CAMP

6abc.com/shopping/saving-with-6abc-budget-boot-camp/303160/



SPRING STYLE: PASTELS, STRIPES & MORE

newyork.cbslocal.com/2014/04/15/spring-style-pastels-stripes-more/



WHO'S WITH SARAH? GEORGE BRESCIA TALKS FALL FASHION MUST-HAVES

better.tv/view/fashion3-fashion-who-s-with-sarah--george-brescia-talks-fall-fashion-must-haves



STAYING WARM AND STYLISH IN COLD WEATHER

ny1.com/nyc/all-boroughs/arts/2015/01/23/staying-warm-and-stylish-in-cold-weather.html



WATCH CELEBRITY STYLIST HELP SIERRA BOGGESS AND MICHAEL URIE GET RED CARPET READY FOR "WHAT'S YOUR EMERGENCY" PREMIERE (VIDEO)

playbill.com/news/article/watch-celebrity-stylist-help-sierra-boggess-and-michael-urie-get-red-carpet-ready-for-whats-your-emergency-premiere-video-340072



BOOK LOVERS: "CHANGE YOUR CLOTHES, CHANGE YOUR LIFE"

wtnh.com/2015/01/21/book-lovers-change-your-clothes-change-your-life/



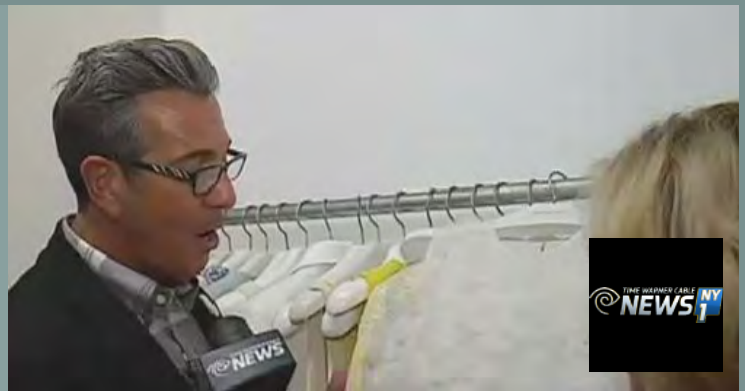
FIRST LOOK: SWIMSUIT STYLES FOR 2015

myfoxny.com/story/27989771/first-look-swimsuit-styles-for-2015



TIPS FOR TAILORING THE LATEST FASHION WEEK TRENDS

manhattan.ny1.com/content/lifestyles/arts/216193/tips-for-tailoring-the-latest-fashion-week-trends



FASHION THAT WILL GO FROM WORK TO PARTY

wreg.com/2014/12/05/fashion-that-will-go-from-work-to-party/



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