

Style Statement

“Style Psychotherapists” Carrie McCarthy & Danielle LaPorte run a successful consulting and media business with a simple mission: to inspire people to live by their own design. The creators of the Style Statement concept, Carrie & Danielle help people to make more powerful choices in life – from wardrobe to relationships and living space to career plans.

“A style statement is a two-word compass. The first word represents your foundation, your 80%. The second word, your 20%, is what motivates and distinguishes you,” explains Danielle. “Your entire life can be inspired by your Style Statement; in fact, consistency is the point—from the clothes you wear to the furniture you buy to how you connect with people. It’s about consciously designing your life, with your truth as your style guide.”

Style Statement is neither Carrie nor Danielle’s first entrepreneurial undertaking. Both have powerful backgrounds that harness knowledge and experience to help them succeed.

Carrie founded an interior design company in 1998 on the principle that true style should create both beauty and ease in people’s lives. She has designed for multi-million dollar estates and small studios, and styled for lifestyle magazines, luxury hotels and architectural firms.

Danielle is a writer and seasoned communications strategist. For ten years, she ran her own publicity agency, The Next Level, strategizing campaigns for a number of visionary people and projects, including Nobel Peace Laureate, Aung San Suu Kyi and the first woman nominated for a Nobel Prize in economics, Hazel Henderson.

So how did these two women from very different backgrounds merge their knowledge to create a business based on making a style statement?

Five years ago Carrie and Danielle met at a time when both were looking for more meaning and financial freedom in their lives. Their natural chemistry led them to the idea of developing a business together. After rejecting many entrepreneurial possibilities, they stumbled across the concept of a Style Statement – an hour long consultation that offers people insight into their essential selves and how it defines them in all aspects of life.

It wasn’t until a recent article in the Globe and Mail appeared about the duo that their business exploded. They quickly expanded into a bigger space and went from charging \$150 a session to \$500. With the sudden influx of clientele, Carrie and Danielle turned to the Women’s Enterprise Centre for help.

“Our experience with WEC was incredibly beneficial to us. Our Business Advisor gave us thoughtful and practical counsel on many elements of our business plan—from cash flow to partnerships, legalities to marketing strategies,” says Carrie. “What’s more, she provided what every entrepreneur needs an ample supply of: caring encouragement and belief in our ambitions. When you’re growing fast and aiming high, it’s a wonderful thing when a seasoned expert is leaning over your shoulder saying, ‘You can do it!’”

Their next step in building a style statement empire was the release of their first book on April 8, 2008: *Style Statement: Live By Your Own Design*. Carrie and Danielle hope to expand to help

even more people explore themselves and define their essential selves. On the wave of their book release, they are also launching a daily e-magazine and a social site for people to use interactive vision boards for creating their ideal life.

“We help people see more clearly what makes them tick—and defines their authentic self,” says Danielle. “This is a truly inspiring take on the power of style and authenticity and is striking a nerve with women from all professions, classes, and causes.”

Another recent success for Carrie and Danielle is the \$400,000 they have raised in investment capital; one of the largest capitals raised for a consumer internet company in Vancouver since Flickr. To help with the execution of their expansion they have hired a CEO - Danielle Gibbons a serial web and tech entrepreneur who has successfully started and sold a number of information technology based businesses.

Keep an eye out for Carrie and Danielle, as these two are currently in contact with Oprah Winfrey’s people. They could soon be seen sharing Style Statement with the media mogul and queen of talk television herself!

Women’s Enterprise Centre is the go-to place for BC women business owners for business loans, skills training, business advisory services, resources, publications and referrals. Call us at 1.800.643.7014 or email info@womensenterprise.ca from anywhere in BC.