



ELIZABETH McMAHON
STYLIST | SPEAKER | EDUCATOR

BIOGRAPHY

ELIZABETH McMAHON - Meet the Woman behind the smile

Ugandan born Australian fashion stylist, Elizabeth McMahon (EM), is an entrepreneur, stylist, fashion educator and event host. She is passionate about helping people improve their personal presentation and self-confidence through fashion.

Drawing on her experiences from across the United Kingdom, Europe, Africa and the Asia Pacific, EM now resides on the sunny shores of the Gold Coast, Australia.

EM's passion for fashion took hold when she moved to Paris in 2008 – the undisputed home of haute couture. Here she delved into the coveted fashion and modeling industry, working closely with a number of designers and photographers as a professional model for some of the cities most glamorous fashion events and photographic shoots.

Now having lived and worked on the Gold Coast for 18 years, EM has been instrumental in developing the local fashion scene. Having been an educator at The French Beauty Academy; Creative Director for Get It Magazine; guest speaker at QT Fashion Week and Awards Gold Coast; Lead Fashion Stylist for Pacific Fair and more, EM is possibly the busiest stylist, guest speaker and fashion educator on the Coast.

In May 2015, EM officially unveiled her very own beauty and styling salon on Chevon Island, Gold Coast. EM Studio offers a range of beauty and styling packages for men and women.

Most recently the EM Studio has tailored unique looks for a host of local celebrities including Channel Seven's Liz Cantor, Pop Star Ricki Lee, Channel Nine's Heather Foord and Melissa Downes and Australian Actress Aleisha Groth - just to mention a few. She's even worked alongside US celebrity stylist Carson Kressley and the UK's style makers from "What Not To Wear".

When she is not working one-on-one with clients, EM works extensively as a freelance stylist, project-managing models, photographers, videographers, hair and make-up artists.

Her portfolio ranges from fashion editorials to advertisements, corporate workshops and guest speaking, personalised beauty and styling education, celebrity styling and more. Elizabeth's work has been seen on countless newsstands and red carpets.

EM's passion is to impart her knowledge of fashion and style to others.

"My mission is to make the most out of my client's individual appearance and improve their look based on the image they would like to project", says EM.

"It is the reward and satisfaction of seeing people's confidence shine and how they feel after one of our sessions – that is the most meaningful to me."

She regularly conducts group image workshops and lectures in addition to supporting local charities by donating her time and services.

Her sense of style is as elegant as it is versatile - coupled with a dynamic personality and positive energy.

EM's styling work has been featured in the following Australian media:

- The Daily Telegraph
- The Sydney Herald
- The Sunday Mail
- Channel Nine Television
- Style Magazine
- Get It Magazine
- The Gold Coast Bulletin.

Elizabeth's creative instincts and bold vision are influenced by her ability to see beauty in everything. Her love of exotic travel, family, nature and other fashion designers are a constant fuel for her personal inspiration.

Pushing boundaries for the sake of self-expression, she strives for each of her projects to reflect her passion and dedication to her career and her clients.

She is a stylist, fashion consultant, presenter and fashion educator... or, to put it more simply - a builder of confidence through fashion.

Media Contact:

Elizabeth McMahon

W: <http://www.elizabethmcmahon.com.au>

E: elizabeth@elizabethmcmahon.com.au

M: 0410 706 374

Social Media:

F: Elizabeth McMahon

I: @elizabethmcmahon1 ,
em_fashionstylebeauty and
em_beautystudio

T: @ElisasiStyling

Digital Press Kit + High Res Images:

<https://www.dropbox.com/sh/vi45k6dque6ffb6/AABMSPETDrC0bOHoXPnQs7ONa?dl=0>



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CAREER HIGHLIGHTS

- **George Clooney!** "I met George, who inspired me to continue developing as a young entrepreneur and to continue to 'pay it forward' both professionally and philanthropically;" elements now firmly integrated into Elizabeth McMahon's business model, **2012**
- Lead Fashion Stylist for **Pacific Fair Shopping Centre QLD, 2015**
- Personal Styling and Sales workshop for staff at **Myer Robina QLD, 2015**
- Hosted Fashion Bloggers Breakfast **Pacific Fair Shopping Centre QLD, 2015** – drew top Australian bloggers like **Sarah Donaldson**
- Fashion Director and Editor for Gold Coast's **Get It Magazine, 2014 to current**
- Dressed Australian actress **Aleisha Groth – Logies Award Night, 2014**
- Dressed celebrities **Michael Caton, Peter Phelps, John Jarrat, Tony Bonner, Kevin Dobson and Mark Hembrow – Australian TV and Film Industry Gala Ball, 2013**
- Judging panel for Fashion on the Field events: **Doomben Race Course QLD, 2009, Dalby Race Course QLD, 2010, Gold Coast Turf Club, 2014 and 2015**
- Dressing for success training program for **The French Beauty Academy, 2012, 2013 and 2014**
- Voted as one of the **Top 4 Sexiest Women** on the Gold Coast, **2012**.
- Fashion styling training program for teens at the **Beautiful Minds Workshop, 2011 and 2012**
- The Gold Coast Bulletin nominated Elizabeth as one of the **'50 Best Dressed Women'** two years in a row, **2010 and 2011**.
- Grooming and deportment program for teens for **Reeder Model Management, 2010**
- Dressed Channel Nine Newsreaders **Heather Foord and Melissa Downes, "Extra TV", 2009**
- Styled Australian pop star **Ricki Lee Coulter** for a concert in the Westfield Carindale Shopping Centre, **2009**
- "I assisted in styling participants at the Westfield Carindale Shopping Centre **Carson Kressley and Trinny and Sussanah** appearances in **2010**; an amazing experience".
- Two years fashion styling for Westfield Shopping Centre, **2008 and 2009**.
- Editorial and photographic styling for **Get it Magazine, the Gold Coast Bulletin, and Style Magazine**, including advertisements and catalogue shoots.

- Launches and fashion shows for the **Flight Centre Campaign, Westfield Shopping Centre, Myer, Broadway on the Mall Brisbane, Runaway Bay Shopping Centre, QT Hotels Group, Tedder Avenue Association**, June Dally Model Management and **Vivien's Model Management** Brisbane.
- Corporate workshops for **Pert and Associates, Marymount College, All Saints School** and **Evohe Day Spa**.
- TV and film appearances: **Scooby Doo, Sea Patrol, Inspector Gadget, House of Wax, The Marines** and **Daybreakers**.

WHY EM LOVES HER JOB

1. **Training** – “Interacting with the students, seeing their progression throughout the year and knowing that I have contributed to their development in their professional and personal life.”
2. **Organising and emceeing fashion shows** – “I love assisting retailers to increase their sales and designers to showcase their new designs. I get excited by new season trends and showing the public how to put looks together practically.”
3. **Styling a photographic shoot** – “I love being creative and putting the looks together for a photographic shoot. Then to see the final image published is very satisfying.”
4. **Being inspired to create** – “By travelling, interior decorating of my house, reading fashion journals and books, and attending social events.”
5. **Shopping** – “It helps with research for me and my clients, updating my wardrobe, and knowing what is new in the stores.”



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SERVICES

Personal Styling Sessions

Whether you're preparing for a special event or simply wanting to improve your everyday style, EM is here to help. By understanding your lifestyle and fashion needs, EM will demonstrate how to identify and create your own personal look through her 'Three S Factor' – Shade, Size and Style.

She can either assist to sort and edit your existing wardrobe or provide a personal shopping experience to update your look entirely.

By the end of your personal styling session, you'll be able to clearly identify the best clothing styles for your needs and shop more confidently (and cost effectively) in the future.

Group Styling Sessions + Workshops

EM offers group styling sessions and workshops for private and corporate groups. She is happy to address a certain topic of interest or deliver a generalised beauty and fashion education for everyday style and confidence.

Guest Speaker

Having presented at a myriad of social and corporate events over the years, EM is a striking, inspiring and engaging speaker for any special event setting.

Consult with EM on your desired event outcomes for a tailored beauty, styling and fashion education or guest appearance.

Editorial and Photoshoots

Engage with EM to organise, style and generate editorial and photoshoots. Drawing on a range of key industry partners, EM will happily project-manage models, photographers, videographers and hair and make-up artists to achieve your editorial and photography needs.

Designer Showcase Evenings

EM regularly partners with Designers and Boutiques to host exclusive showcase and shopping evenings for her VIP clients. If you'd like to showcase your label to EM's fashion savvy clientele, please email elizabeth@elizabethmcmahon.com.au.

Beauty Services

EM Studio offers a range of beauty services from hair and make-up, manicures and pedicures, massage and hair removal. For a full list of beauty services visit www.elizabethmcmahon.com.au.