

the **Visibility** *Edit*

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Your signature self, made visible through story and style.

There is a moment, right before you are seen, whether stepping into a room or appearing in someone's feed, that quietly decides who you are remembered as. We live in an age where **visibility has become currency**. Where attention is one of the most valuable assets you hold, especially online, where a single photo often reaches someone long before you ever meet them in person. A profile picture. A keynote thumbnail. A LinkedIn banner. These small frames decide, often instantly, who people believe you to be, before you have said a single word. The Visibility Edit was created for exactly this. **A personal branding day** built by two women who believe that being seen is not vanity, but a strategy.

FOR THE WOMAN READY *TO BE SEEN*

This is for the woman who has built something worth noticing, regardless of her industry, her background, whether her work lives in products or in service. What she needs is to walk into every room already looking like the version of herself she has worked so hard to become. **Confident. Considered. Unmistakably her.**



Leonie Brieler
STYLIST



Patrycja Pioch Makurat
PHOTOGRAPHER



Olga Leuenberger
MUA & HAIR

Before the day itself, two conversations set the stage.

- A thirty minute call with Wardrobe Strategist Leonie, where we talk about what you want to be known for, what you offer the world and how your styling can start telling that story before you say a word.

- A thirty minute call with Photographer Patrycja, where we shape the visual language of your day together, the light, the colour palette, the mood and the angles that will best capture the woman you are becoming.

On the day, you step into a beautifully curated Zurich apartment, chosen deliberately over a studio, for its warmth, its light and the quiet luxury of a space that feels lived in rather than staged.

Three hours unfold slowly.

1. One hour with **talented hair and makeup artist Olga**, whose hands shape you into your most polished self.
2. One hour with **Leonie, styling two distinct looks**, drawn from your own wardrobe and complemented with curated pieces, each showing a valuable facet of who you are.
3. One hour **in front of Patrycja's camera**, where it is you who comes to life.

Throughout, there is space to breathe. Bubbles, water, fresh juices and light bites accompany the experience, because feeling cared for is part of feeling confident.

YOUR SURPRISE GIFT



NIANCE®

 SWITZERLAND

In partnership with House of NIANCE

As little extra, on us: every woman joining The Visibility Edit receives a complimentary **Facial Treatment voucher**, courtesy of House of NIANCE, Zurich's Swiss skin longevity studio.

Rooted in science and the 14 biological hallmarks of ageing, their treatments go beyond surface-level care, working from within to restore radiance and vitality.

One more way we make sure you leave not only looking like the woman you've worked so hard to become, but feeling like her too.

WHAT YOU TAKE HOME

This is a curated, boutique-level experience, distilled into something tangible, elevated and entirely yours. It is the feeling of presence, of finally having images that align with the woman you have become and the business you are building.

- **Seven fully edited photographs** are included in your investment, with the option to add more from your session at any time, among them the new profile picture you have been meaning to create for months, finally done right and imagery ready for the stage that awaits you next; a keynote, a pitch, a website, a new chapter of your business, each one carrying your signature, unmistakably yours.
- **Two curated looks**, chosen and styled intentionally, each one capturing a unique facet of who you are, completed with on-site styling impulses on alignment, presence and how you want to be perceived, giving you ensembles you can return to again and again in your business life.
- **Personal hair and makeup impulses**, tailored to your features, colors and textures, so you leave with insight you can carry forward long after the session.
- **Behind-the-scenes footage and B-roll content**, captured thoughtfully within each of your three sessions: hair and makeup, styling, and photography, on top of which you are welcome to keep your own phone running throughout, versatile material ready to be used across platforms for your content and marketing.
- **The certainty of knowing exactly how you show up and the quiet confidence of feeling truly represented**, of knowing these images make you visible in the way that is authentically yours. It is the decision to take your image and your business seriously, to invest in how you are seen rather than leaving it to chance, an investment that pays back into your business again and again.
- **A facial treatment voucher at Niance**, a prestigious **Swiss Clinic in Zurich** - a moment of care, glow and renewal.

the **INVESTMENT**

The Visibility Edit is **offered at CHF 1.300**, an investment in the version of you that the world has yet to fully see. Spaces are limited, as every session is designed around individual attention and an intimate, unhurried experience.

The Visibility Edit takes place on **Sunday, September 13**, in **Zurich**.

get in Touch



To secure your place
book via this code



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