



# Meet Dr. Charlene Lawson

PH.D. CHEMIST & WARDROBE STYLIST

By Angela Brickley

**W**hat is your favorite thing about being an entrepreneur?

Being able to turn my dreams into a reality and feel fulfilled knowing that I'm doing exactly what I was created to do.

**Who or what inspires you to chase your dreams?**

I'm inspired by the women that have come before me and shared their gifts and talents with the world. When I see a woman in her element and making a difference, it encourages me to pursue my dreams. My two sons also inspire me. They give me the strength and motivation to chase my dreams. I want to be an example and show them that they too can do anything that they set their minds to do.

**Why did you decide to start your own business?**

While working in Corporate America as a Ph.D. Scientist, I met the most amazing, brilliant women who were killing it professionally but struggling with their personal style. You know scientists aren't exactly known to be fashionable lol. I've always had a love affair with fashion and was well known around the office for my sense of style. My female colleagues would always ask for fashion advice and how they too could express their personal style in the workplace. After helping a colleague revamp her closet and seeing her confidence shoot through the roof, I felt I had found my true calling and knew I needed to move forward with my own business.





**What is your dream-level goal for your business?**

Ultimately, I would LOVE to have my own television show to help women get out of their style ruts and revamp their closets. That would be my dream.

**What does your current business model look like?**

I'm the Lead Stylist and currently have 2 style assistants who help with shopping and client fittings. When it comes to all other aspects of my business including style consultations, closet detoxes, wardrobe revamps and special occasion styling, I take full responsibility.

**"YOU CAN BE STYLISH, SUCCESSFUL, AND POWERFUL ALL WHILE STAYING TRUE TO WHO YOU ARE."**

**Talk us through what your typical day looks like.**

It depends on the day of the week. The first half of the week, I spend most of my days shopping online or in person for my clients. I simply don't just pick out the first thing I see, I take the time to understand my clients' personalities and ensure that I'm pulling pieces that are aligned with their body shape, personal style, and image. My evenings during the first half of the week are reserved for new client consultations and networking events. The weekend is when I do any closet detoxes, in-person meetings and client fittings scheduled for that week.

**What is your brand mission?**

My brand mission is for all women to know that you don't have to sacrifice style for success or authenticity for ambition. You can be stylish, successful, and powerful all while staying true to who you are. When we look good we feel good and when we feel good, our performance improves in all areas of our lives. You know, Style is powerful and my goal to help women start living their best, most stylish lives yet.



**BE CONSISTENT,  
PERSISTENT AND  
PATIENT.  
BUILDING A  
BUSINESS AND A  
BRAND TAKES  
TIME.**

### **What's next for your business?**

I've started doing more speaking engagements to help women in professional settings understand the importance of personal image, branding, body shapes and how to develop their own unique personal style. I would love to take that a step further and hold 1-day workshops/seminars. I also plan to start coaching aspiring stylists who need help starting their own business.



### **What advice would you give to someone who is just starting out?**

To be consistent, persistent and patient. Building a business and a brand takes time. Also, there is no substitute for doing the work. I would also say not to overthink things. I tend to be a perfectionist which can be good and bad. I delayed launching my business for months because everything was not perfect. Then I realized that it's never going to be perfect and I just need to jump out there and get started! Set your goals, be focused and intentional about building your business and being successful.



## FUN FACTS ABOUT DR. CHARLENE LAWSON

**What celebrity would you love to have dinner with?**

Michelle Obama

**What is your favorite vacation location?**

Jamaica

**What is one thing on your bucket list that you would like to complete by end of the year?**

Getting a style segment on the local news...stay tuned lol.

**Coffee or Tea?**

Coffee for sure!

**What does your current workspace look like?**

Studio



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