



tips, tricks, trends & musings of a
fashion stylist

ICANSTYLEU.COM/BLOG

» MEET CHRISTIE

From National advertising campaigns to editorial fashion layouts, visions of fashion stylist Christie Moeller have graced the pages of some of the world's most recognized magazines. Working in the world of print and television has made Christie no stranger to a fast paced lifestyle and garnered her a sought after fashion expert with over 16 years of experience in the industry and an eye for fashion that rivals no other.

Christie began her blog and fashion writing in 2010 at the urging of models she worked with who clamored for her fashion tips & tricks and Model BootCamp advice (a series for models on how to be prepared for a photo shoot, set etiquette and what to bring to set).

What started as a blog for models and actors has now grown to a readership that consists not only of entertainment professionals but fashionistas of all ages and walks of life, housewives and even self proclaimed nerds and hipsters- all looking for fashion advice, the scoop on the latest trends and Christie's dish on the hottest new products.



cm
christie moeller
fashion stylist for editorial and advertising

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» “I GET AROUND” OTHER PLACES YOU CAN FIND CHRISTIE’S WRITING



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Christie's blog was
featured in Neiman
Marcus' **THE BOOK**

Known for her insightful **Interviews** Christie has sat down for Q&A's with some of **Fashion and Beauty's biggest names** such as:

John Varvatos, **Tim Gunn**, **Deborah Lippmann**, **Robert Duffy** (president of Marc Jacobs International) and **Mitchell Binder** (founder and designer of King Baby Studios), **Holly Bonneville Barden**, Creative Director for John Hardy, **Oliver Creed** (founder of Creed Cologne), **Roberto Coin**, **Johnny Coca** of **Mulberry**, and **Francis Kurkdjian**.



PUBLICATIONS

- » *Caesars Player* magazine
Caesars Entertainment's in-room magazine
caesarsplayer.com
- » *Desert Companion* magazine
desertcompanion.com
- » *M Life* magazine
MGM Resorts International
in-room magazine
- » *Las Vegas* magazine
lasvegasmagazine.com

CRUISE LINE PUBLICATIONS

- » *Style for All*
Carnival Cruise Line In-Cabin magazine
- » *Style at Sea*
Princess Cruises In-Cabin magazine

» ME ON TV

Segment:
"Festival Fashion with
Christie Moeller"

Show:
"Las Vegas Now"

Television station:
News Channel 8



Segment:
"Valentine's Day Gifts for
her with Christie Moeller"

Show:
"Fox News This Morning"

Television station:
Fox 5 Las Vegas

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Segment:
"Swim Fashions with
Christie Moeller"



Segment:
"Spring Fashion Trends
with Christie Moeller"



Segment:
"Valentines's Gift Ideas
with Christie Moeller"



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PRODUCT FLAT LAY

The ultimate goal of any flat lay is to tell a story. The objects you choose to set the scene will help convey the message you're wanting to portray. The magic of flat lay photography is that it allows you to utilize many different objects in a unifying way.



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Showcasing
beauty products in
TREND PRODUCT
"FLAT LAYS."

Christie specializes in dynamic Flat Lay Photos to showcase a variety of products — “Flat Lay” photography has been one of the biggest photography trends across the board and has quickly been snapped up by a wide range of e-commerce sites and businesses for its immediate appeal and distinct look.

PRODUCT FLAT LAY



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The use of props
set-up in the photos
**DRAW THE VIEWER
TO THE PRODUCT.**



Technically simple,
but aesthetically
effective,
**FLAT LAY
PHOTOGRAPHY.**



BRANDS I'VE WORKED WITH

Peet Bros.



Agalima



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GuppyFriend® Washing Bag



Murad



BRANDS I'VE WORKED WITH



Blogging:
TIFFANY & CO.
CUSTOM
ENGRAVING
BLOG POST



Instagram:
**CLARINS VELVET
LIP PERFECTOR**
INSTAGRAM POST



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DIYs and quick printables are used to highlight products with new and exciting way to use them.



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DIYS



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» SOCIAL MEDIA PRESENCE

click below for direct links

INSTAGRAM

» @ChristieMoeller

TIKTOK

» @christiemoeller

PINTEREST

» pinterest.com/icanstyleu/

FACEBOOK

» facebook.com/christie.moeller
facebook.com/Icanstyleu?ref=hl

TWITTER

» @ChristieMoeller



» DEMOGRAPHIC STATS

| | | |
|-------|-------|-------|
| 54.15 | 45.86 | 25-54 |
| Women | Male | Ages |

QUICK STATS

Blog Average Monthly Views: **28K**

Instagram Average Weekly Reach: **20K**

Pinterest Average Monthly Views: **282K**

TIKTOK Average Monthly Views: **600K**



» “HERE’S WHAT PEOPLE ARE SAYIN’ ” TESTIMONIALS FROM THE TOP

many more available upon request



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“Christie is a fashion industry professional that doesn’t keep all of her styling/fashion secrets and tricks of the trade to herself, instead she shares them with her followers in a transparent way. For example the items she brings to set, consignment shopping hacks, when it’s time to tell your old bras goodbye, even alternative uses for vodka!! ;-) the point is, she gives detailed advice that she actually incorporates herself in her daily work instead of just blanket “Tips” that most influencers pass along. She tells us what makes her successful and helps others to be successful! :)

@ellenmagliulo

Model

“Christie is special because if you want to know what’s on trend, where to buy it, how to dress for season, how to look after your clothes, or even how to whip up a delicious cocktail she’s got you covered.

@www.instagram.com/vegasrockdog

Vegas Rock Dog

Radio Talkshow Host

“She has a unique style and a quirky, lovable personality. The two things rarely go together nowadays! She's fun to read/watch and I really love what she does and how she does it.

@francesca_sevenroses

Seven Roses

Blog Reader

“I have worked with Christie Moeller both professionally and personally for more than 8 years. Christie brings an unmatched passion to her work and the set every day. Christie has a great sense of style. Her positive energy keeps the set fun, light and moving. I can honestly say every project is better by the work and styling she does.

On a personal level her article on coming to terms with cleaning out your personal wardrobe has been life changing for me. ”

Debbie Isaacs

Levy Production Group

Producer



NEIMAN MARCUS BEAUTY AMBASSADOR



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Christie's blog
has been featured
in Neiman Marcus'
BEAUTY CUE



Christie provided
beauty tips and
product reviews
Neiman Marcus
**BEAUTY
AMBASSADOR**

» **BRAND** SUPPORT
clients & partners

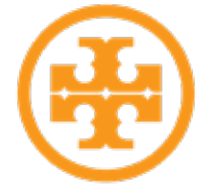
Neiman Marcus


COACH
NEW YORK

TIFFANY & Co.

john varvatos

NARS



TORY BURCH

CLARINS



DAILY HARVEST

DERMA·E



Sugarlands
SMOKEY AUTHENTIC
PENS
Shine

sisley
PARIS




AGALIMA

CREED
1760



 Tiziana Terenzi

Murad.

JOHNNY WAS

The RealReal
AUTHENTICATED LUXURY CONSIGNMENT



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