

THE
STYLE
STORY

About Me

- Studied Fashion & Textile Management at university
- Worked in Buying for over 10 years at Debenhams and Jane Norman
- Have 3 children
- Set up The Style Story in 2018 to help people with all of their styling needs





- Introduction from Neon Leo
- Presentation on Autumn Winter 23 Trends
- Browse product & try on
- Styling advice throughout the evening from myself, Abi & Mandy

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**EMPOWERING WOMEN TO FEEL THEIR BEST IN
RENTAL AND PRELOVED FASHION**

[Mandy Weetch + Abi North]

Founders - Neon Leo

www.neonleo.co.uk | [@thisisneonleo](https://www.instagram.com/thisisneonleo)

WHO ARE WE?



Founder & Director
Mandy Weetch

With a love for fashion that was very much established as a clothes-obsessed teenager, Mandy's experience is in fashion and music PR. More recently expanding into social media and content creation.

Mandy loves colour, pattern and all things sequin. She is passionate about sustainable fashion and making women feel incredible by elevating their style and wardrobe.



Founder & Director
Abigail North

With experience in marketing and business development in education and art, Abi's love of fashion is very much rooted in personal experience.

Passionate about embracing slow fashion and the future of rental. She wants to promote body confidence and show that you can be stylish in sustainable fashion. New isn't always best!

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WHAT DO WE OFFER?

- Fashion rental
- Preloved sales
- Pop-up events
- Styling appointments
- Wardrobe curation

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Neon Leo is a local fashion rental & preloved platform that allows women to embrace their style through sustainable fashion choices.

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SUSTAINABLE FASHION

According to the Waste & Resources Action Programme (WRAP), extending clothing life is the single largest opportunity to reduce the carbon, water and waste footprints of clothing in the UK.

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SUSTAINABLE FASHION

According to Drapers, GlobalData forecast that the UK rental market will be worth £2.9 billion by 2029.

The global secondhand apparel market is expected to grow 3X faster on average than the global apparel market overall. Secondhand saw strong growth in 2022 at 28%.

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Join us in reducing fast fashion
consumption.

[Mandy Weetch + Abi North]

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Autumn Winter 2023

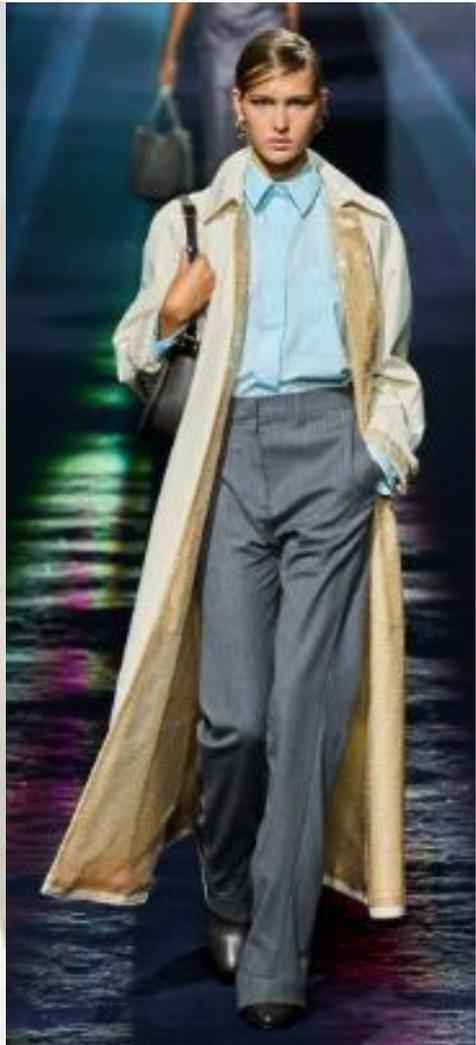
Trend Presentation



“Buy less, choose well, make it last”

Vivienne Westwood

Staples With A Twist



Gothic Florals



Sheer



Punkish Energy



Denim



Shimmering Metallics



Pinstripe Tailoring



Hourglass Silhouette



Draping





Autumn Winter 2023

Key Colours

Red



Mellow Yellow



Hot Chocolate



Black



Grey



Bubblegum Pink



THE
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STORY

Autumn Winter 2023

Key Items

Black Coat



Slip Dress



White Shirt



Circle Skirts





Autumn Winter 2023

Accessories

Accessories

Footwear

- Pointed Toe



Accessories

Footwear

- Thigh High Boots



Accessories

Footwear

- Buckle, Lace Up, Combat Boots



Accessories

Handbags

- Handle Detail



Accessories

Handbags

- Clutch



Accessories

Handbags

- Oversized Tote



Accessories

- Dramatic Scarf



Accessories

Extras

- Tights



- Low Waist Belts





Services

Wardrobe Edits

Online Shopping

Personal Shopping

Virtual Shopping

Photoshoot Styling

Gift Vouchers

Special Events

Private Trend Evenings

For more information please visit:

www.thestylestory.co.uk



Thank you for attending!

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