



**100 women in  
hedge funds®**

**Tips to Dress for Success - a Private Shopping event at Theory**

April 20, 2016 at 6:30 PM  
New York

Mix and mingle with your peers. Take a fresh look at your professional image and get tips from Sylvie di Giusto, personal brand consultant. Bring your questions and, as you define your own professional image, shop the Theory collection with a special 25% discount. Enjoy an evening of networking, champagne and shopping.

**Event Details**

**Date:** April 20, 2016

**Time:** 6:15 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails before and after session.

**Host:** Theory

**Location:** 151 Spring Street, New York, NY 10012 - [Directions](#)

**RSVP:** [RSVP Now](#)

If you have any questions about this event, please contact [nynextgen@100womeninhedgefunds.org](mailto:nynextgen@100womeninhedgefunds.org)

**This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.**

**Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to the beneficiary of 100WHF's most recent US philanthropic initiatives.**

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

## Biography

### **Sylvie di Giusto**, Executive Image Consultant

Sylvie di Giusto helps individuals and organizations to explore how people make up their minds very quickly about them, their leadership potential, or their company, and either open the door or slam it shut.

Twenty years of corporate experience and her ability to empower people to influence the success of their own career has led to her launching Executive Image Consulting (<http://executive-image-consulting.com>), based in New York City. It's where she uses her extensive corporate expertise as a professional speaker, corporate trainer and image consultant for professionals, politicians and companies who place great importance in themselves and their powerful appearance.

Sylvie is Austrian by birth, French in her heart, Italian in her kitchen, German with her work ethic and American by choice.

### **About Theory**

Theory was founded in 1997 on the principle that men and women want to feel comfortable and sexy in modern clothing. Sophisticated, urban, and discriminating, yet seeking comfort and value. Theory defines its customer as global, intelligent, and fashion-savvy. Placing a premium on fit and fabric quality, Theory created a collection of stand alone pieces that serve as the foundation of the consumer's wardrobe. Theory incorporated the successful merchandising models of American fashion companies, with the quality and craftsmanship of European fashion houses. By merging the two ideologies Theory has been able to deliver a superior product. In 2003, Link International purchased Theory LLC to form Link Theory Holdings, giving Theory the ability to grow strategically with an emphasis on global positioning and expansion. Theory opened its Global Headquarters in New York City's Meatpacking District in 2006. In 2009, Link Theory Holdings joined the Fast Retailing family of brands to further extend Theory's presence throughout the Americas, Europe, the Middle East and Asia.

### **About 100 Women in Hedge Funds** ([www.100womeninhedgefunds.org](http://www.100womeninhedgefunds.org))

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 500 industry education events globally, connected more than 350 senior women through Peer Advisory Groups and raised over \$38 million for philanthropic causes in the areas of women's and family health, education and mentoring.