



# TOI SWEENEY

*media personality . award-winning fashion stylist*

MEDIA KIT

## MEET TOI

Toi Sweeney is an accomplished media personality with a proven track record in the fashion industry. Her journey began as a fashion stylist, where she curated looks for 30 renowned TV personalities and earned recognition for her impeccable taste and style expertise. Building on her success, Toi has ventured into television hosting, captivating audiences with her engaging presence and insightful interviews. Her TEDx talk has inspired countless individuals, and her best-selling book has empowered readers to embrace their unique style and personal branding.



The Telly Awards



AWARD WINNING  
FASHION STYLIST



TEDx  
SPEAKER



BEST SELLING  
AUTHOR



TV SHOW  
HOST



CURATED IMAGE OF  
30 TV PERSONALITIES

## FEATURED ON

Forbes.com

BBC  
NEWS

HGTV



@toisweeney

www.toisweeney.com

toi.sweeney@gmail.com



## BRANDING CERTIFICATIONS


Northwestern  
Kellogg




## INTERNATIONAL AUDIENCE

- North America: 102,850 (89.09%)
- Europe: 4,080 (5.19%)
- Asia: 1,730 (1.50%)
- Africa: 540 (0.47%)
- Oceania: 780 (0.68%)



**84%**   
 age 35-44 **37.6%**  
 age 45-54 **25.3%**

**16%**   
 28.5% age 35-44  
 24.3% age 45-54

**17k**

*SOCIAL MEDIA  
FOLLOWERS*

**1.5k**

*EMAIL  
SUBSCRIBERS*

**2k**

*LIVE  
STREAMS*

**116k**

*INTERNATIONAL  
AUDIENCE*



## THE WELL DRESSED BRAND TV SHOW

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Toi Sweeney's captivating television program, "The Well Dressed Brand TV Show," includes engaging and insightful interviews with notable celebrities, providing a unique perspective on their personal journeys, accomplishments, and style inspirations.



## BEST SELLING AUTHOR

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Most professionals don't realize they're making major mistakes with their wardrobe that could cost them clients, money, and influence. Why? They don't look the part. Gone are the days of making a good first impression. It is time to make the right impression the first time. In **Secrets of a Well Dressed Brand**, Toi Sweeney shares industry secrets with readers, teaching them how to use their wardrobe as a business and career strategy to create the right brand image and increase their perceived value.

## REVOLUTIONARY THOUGHT LEADERSHIP

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Toi Sweeney helps organizations level up with the "Why What You Wear Matters" corporate workshop for big-picture problem-solving and creative growth strategy. She helps leaders and their teams think about how they show up in a whole new way.





## SPEAKING TOPICS

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### *YOUR WARDROBE IS A BUSINESS STRATEGY*

Toi Sweeney revolutionizes the way individuals think about their wardrobe as a business strategy. She highlights the power of personal style and how it can influence confidence, credibility, and success. Attendees learn how to elevate their professional image and make a lasting impression.

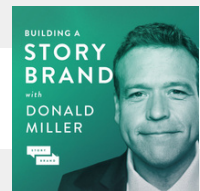
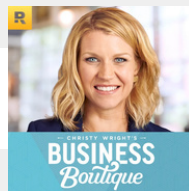
### *HOW YOU LIVE YOUR BRAND*

In this interactive and thought-provoking presentation, Toi Sweeney shares strategies and actionable steps to align personal branding with everyday actions. Audiences gain insights on living their brand authentically and effectively, creating a strong and consistent professional presence.

### *WHY DOES WHAT YOU WEAR MATTER?*

Toi Sweeney dives into the significance of clothing choices and explores why what we wear goes beyond aesthetics. She emphasizes the impact of personal style on self-perception, relationships, and overall success. Attendees gain a deeper understanding of the importance of wardrobe decisions in various aspects of life.

FEATURED ON  
OVER 30 PODCASTS



+ MORE

“My self-confidence in doing my job [TV Host & Designer] increased ten-fold after learning from Toi Sweeney.

— Jess Jackson, Television  
Program Host & Interior Designer

“Very inspiring talk. I was sitting here stewing in my own unproductive “story”. Listening to you woke me up and got me moving along in my adventure.

— TEDx Attendee

# WORK WITH TOI



*@toisweeney*



*www.toisweeney.com*



*toi.sweeney@gmail.com*



*(201) 429-5665*