



Styled — for — *Success*

by DIONNA BAKER
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Wardrobe Provided by FEATURE

*YVETTE
ALEXANDER
SLATE*

“Fashion is not only a means to a professional end, and this dressmaker’s daughter embraces the diversity it has to offer.”



“Fashionably conservative, creatively vogue and comfortably casual,” Yvette Alexander Slate epitomizes the phrase “a force to be reckoned with.” This entrepreneur from Cleveland, Ohio has done it all and happily shares her exciting life experiences. It isn’t every day one meets a woman who has danced with the Cleveland Ballet, excelled on the track and studied Sociology/Criminology at Ohio University. Yvette has mastered the art of successfully balancing work and play: she’s a full-time wife and mom; she mentors incarcerated women through a nonprofit known as Seven Circles of Hope; and she still finds time to run competitively, knit some trendy accessories and get lost in a hair-raising mystery novel.

As Founder of Carried the Bag, LLC, Yvette’s expertise lies in the areas of personal and professional development, business sales coaching and sales effectiveness strategies. In this realm, it only makes sense that Yvette’s style would portray the confidence and professionalism she wants to infuse in her clients. Her determination to consistently bring her “A game” does not leave much room for business casual. Never without her hosiery, pearls or black patent leather shoes, Yvette’s polished look keeps her prepared for any opportunity that may present itself. It is this mindset that has allowed Yvette’s style to serve not only her personal preferences but it also has had a positive impact on her professional brand. Clients understand and appreciate the notion that Yvette’s style aligns with her superb ideas and are thus more inclined to respect and follow

her recommendations.

Of course, Yvette has the advantages of tenure and experience on her side. So what does she suggest for young entrepreneurs who would like to develop their own brands based on their respective styles? Here are Yvette’s top four tips for today’s emerging entrepreneurs:

- Dress the way you want to be perceived.
- Your appearance should reflect your knowledge and competency.
- Dress to suit your personality. Your style should portray the confidence you have in yourself and your work.
- Clients should play a role in what you choose to wear; know your audience.

Fashion is not only a means to a professional end, and this dressmaker’s daughter embraces the diversity it has to offer. Early lessons in texture, blends and patterns taught Yvette to infuse her outfits with pieces of her own personality. Knowing what pieces best complement her shape and style allows her to optimize her shopping trips, leaving time for other experiences—perhaps a trip to Europe or possibly an attempt at a full marathon. One thing is certain: Yvette Alexander Slate has much to offer this community in the realms of business and fashion and one would be wise to follow this extraordinary woman’s advice. ❖

