



# Shauna Cashell

## Style Search

Shauna Cashell is a stylist, digital marketer and the founder and CEO of style consultancy and online fashion search engine, StyleSearch.ie. Style Search is an intelligent fashion search engine, utilising Artificial Intelligence that matches you with the best fashion choices in your size, for your occasion and budget, across a whole range of brands, all on one platform. StyleSearch.ie personalises the hugely impersonal online shopping world, making shopping easy and enabling consumers to make inspired fashion choices and spend their time and money wisely.

Items purchased through Style Search have a significantly reduced returns rate of 9-11%, versus the industry average of 30-40%. Shopping on StyleSearch.ie instils confidence that what you are purchasing is the right choice for you and therefore reduces the need for returns.

Shauna has built a successful digital community of 65,000 people across Facebook and Instagram; has a proven track record of working with many high profile companies and designers; and has established herself as an expert in her field.

In 2018, she set up Ireland's first online personal styling service, which was awarded 'Best Fashion Styling Consultancy 2021' in the Irish Enterprise Awards. Shauna has extensive experience in styling hundreds of clients for all occasions from everyday wear, to workwear, to special occasions. Through this she saw the need and demand to offer a more scalable service and so StyleSearch.ie was born.

Shauna believes that how you dress has a direct impact on how you feel. Her aim is to help as many people as possible look and feel amazing. She also provides seminars and advises individuals and organisations on their professional style and image, as well as the best way to build an effective personal brand.

[www.stylesearch.ie](http://www.stylesearch.ie)

