



Sandra L Taljaard

CEO & Founder of Style Challenge International

I am Sandra L Taljaard, the CEO and Founder of Style Challenge International, South Africa, United Arab Emirates, New Zealand, United Kingdom and Mozambique.

I qualified in 7 countries as an International Image, Style & Fashion Specialist, Stylist and Professional Shopper.

Highlights of my career: I trained in Britain, with NHJ, the presenter of the award-winning BBC Lifestyle show "10 Years Younger" Channel 4.

I am the Executive Producer and Presenter of TV shows.

I dressed members of the British parliament.

I am a guest lecturer (mentor Prof. R Lotriet) for the MBA students at the North-West University, South Africa - Corporate Image/Business Etiquette and Protocols.

In October 2022 I visited Dubai for an International Corporate presentation as a Keynote speaker for DELL Technologies Middle East & Europe.

In October 2022 I was a keynote speaker for a LEC Worldwide Magazine ladies event in Dubai.

In November 2022 I was nominated as Business Women of The Year 2022 and nominated in the Fashion Industry Category.

In December 2022 I was overall category winner as East Rand Business Women of the Year in both categories.

I have been invited to New Zealand in May 2023 for 5 sold-out ladies events, as the Keynote speaker, in Auckland, Hamilton, Tauranga and Rotorua.
(Job successfully completed)

QUALIFICATIONS:

International and national qualifications as Image, Style and Fashion specialist:

- South Africa - Diploma - Color Me Beautiful - Pretoria
- International Image consultant - Business and Social wardrobe planning/organizing, psychology of color, color analysis, style, figure analysis, style personality, hair, make-up
- Color Worx - Johannesburg South Africa -
- Fashion stylist for men and women, personal shopper, detox and edit wardrobe, wardrobe planning for your social and business needs
- Australia - C Romano - Image Consultant course
- Great Britain - Diploma - London College of Fashion - Business Management
- Diploma - Choreography, Make-up & Beauty
- Fashion styling and Business image
- Germany - Diploma - Aesthetic Cosmetic International - Color -, Style-, image Consultant
- Business and Office dress etiquette
- New York USA - Diploma NYC Image Consultant Academy - Image, Style and Fashion for men and women, Psychology of Color, International shopper
- Washington USA - Dress For Success - Business and politicians
- Chicago USA - AICI Global Conference:
 - Leadership Presence
 - Power Dressing
 - Dress like a CEO
 - Enhance the over 45 male and female client's image
 - Masterclass - Unlocking your clients style from the inside out
 - Body language
 - Makeover : Reinvent yourself fr impact, influence & incredible income
- Italy - International fashion scouting - International shopping
- The male image - How to shop for a business wardrobe
- Great Britain - Diploma London - NHJ Academy - Presenters of 10 Years Younger, BBC Channel 4 - Diploma - Image, Style and Fashion and Body Language



DIPLOMAS - SOUTH AFRICA & INTERNATIONAL

- Diploma - Associated social worker - SAVF
- Teachers & Education Diploma in professional modelling, finishing, personal development, make-up, hair styling, wardrobe planning, etiquette (business & social), figure correction and deportment
- Psychology - Personal development, human relations, positive mental orientation, self-esteem @ Cleopatra International
- Teachers & Education Diploma in professional model training - TOPCO Model Agency, Cape Town
- Diploma Editorial fashion styling for TV and Magazines, figure correction, deportment, human relations, self confidence - The Model Workshop, Pretoria
- Diploma - Business Management (CUM LAUDE) - Anchor College
- Diploma - Business Protocol and Etiquette - Anchor College
- Diploma for Social- and Business Etiquette (CUM LAUDE) Emsie Schoeman Business School, Pretoria
- Diploma - Choreography, Production composition, Model technique - Lucilla Booyens - Runway Productions, Johannesburg & G3 Model Agency - Johannesburg - Mercedes Bens Fashion Week
- Teachers Diploma GAPA Models - Model Technique, Projections and Choreography of fashion shows/ workshops/ coaching sessions
- Great Britain - Diploma London College of fashion - Model training - catwalk, editorial fashion styling for magazines and TV, make-up

MEMBERSHIPS:

- AICI - New York Chapter - Association of Image Consultants International - New York - Global
- Served for 2 years on the management of The Heidelberg Business Chamber
- Member at Heidelberg Business Chamber
- Vice Chairman - SA Council of Businesswoman - Heidelberg 2009
- Chairman - SA Council for Businesswoman 2010
- Chairman Businesswoman Club - Heidelberg
- APICSA - Association of Professional Image Consultants of South Africa

AWARDS:

- Winner of SA Council For Businesswoman - Business Woman of the Year 2011 (Micro) Heidelberg Region.
- National Finalist - SA Council for Businesswoman of the Year (Micro)
- 2015 Heidelberg Chamber of Business - Certificate of Merit for service excellence
- 2022 Business woman of the year - East Rand Woman in Business



ARTICLES : NATIONAL & INTERNATIONAL MAGAZINES

Sandra L Taljaard is the author of numerous articles published in national and international magazines. For example "Fast- and Sustainable Fashion" article in the LEC Worldwide magazine (July 2023) is one of Sandra L Taljaard's most recent published articles.

