

AUTHOR MEDIA KIT

Emanuela Neculai

AUTHOR · PERSONAL STYLIST · IMAGE & ETIQUETTE CONSULTANT

SHORT BIO

Emanuela Neculai is a personal stylist, certified image and etiquette consultant, and the author of *Style with Presence: The Psychology of Dressing as Yourself* (Presence Atelier Press). A former nurse, she is the founder and CEO of Emma.Fashion — The School of Presence — and has taught nearly 1,000 students through her online courses. She lives in North Myrtle Beach, South Carolina.

FULL BIO

Emanuela Neculai's journey began in Bucharest, but her professional foundation was built in decades of nursing — from emergency care at one of Eastern Europe's largest shipyards, where her skill and composure helped save workers' lives after grave accidents, to one of Bucharest's leading medical clinics. Nursing trained the habit that defines her work today: seeing the person in front of her before anything else.

After crossing the Atlantic and settling in North Myrtle Beach, South Carolina, she became a recognised fashion blogger in the American South — covering the runway shows of Charleston and Columbia and interviewing designers and industry leaders, among them AnnaBelle LaRoque of LaRoque and Arlene Goldstein, Vice President for Merchandise and Fashion Director of Belk Inc.

In 2014 she completed professional training in image consulting, receiving her Image Consultant Diploma from the International Association of Professions Career College. As founder and CEO of Emma.Fashion she now advises private clients, teaches online courses that have reached nearly 1,000 students, and writes on the psychology of dressing as yourself.

AT A GLANCE

BASED IN

North Myrtle Beach, South Carolina, USA

ROLES

Founder & CEO, Emma.Fashion · Author

LANGUAGES

English · Romanian

CREDENTIAL

Image Consultant Diploma — IAP Career College, 2014

TEACHING

Nearly 1,000 online students (Skillshare & Udemy)

FOCUS

Women entering a more visible chapter of their lives



*Author photograph
available for editorial use*

THE BOOK

Style with Presence

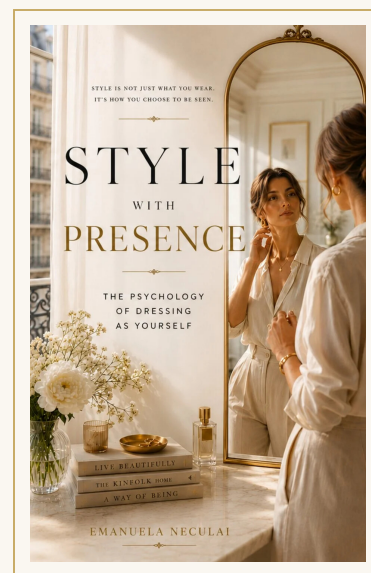
The Psychology of Dressing as Yourself

Style with Presence explores how psychological beliefs shape the way women present themselves — and what happens when a woman begins dressing not from expectation, but from recognition. Part psychology, part style philosophy, the book treats appearance not as a performance for others but as appearance in service of selfhood.

Published by Presence Atelier Press, an imprint of Style Strand Media. Available in hardcover, paperback, and Kindle editions; a Romanian edition is forthcoming. Review copies, excerpts, and rights information are available through the press office.

SUGGESTED INTERVIEW TOPICS

- The psychology of dressing as yourself — why a wardrobe change is identity work
- From nursing to styling: what decades of caring for people taught her about seeing them
- Dressing for a more visible chapter: entrepreneurship, leadership, speaking, reinvention
- Style after change: rebuilding a wardrobe when your life no longer matches your clothes
- Presence and etiquette in a casual age — why manners are a form of attention



CONTACTS & MATERIALS

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AUTHOR PHOTOGRAPH (JPG)

emanuelaneculai.com/assets/press/emanuela-neculai-author-photo.jpg

SOCIAL

Instagram & Facebook: @emmadoofashion

“Style is not just what you wear. It’s how you choose to be seen.”