



Marc Hauser

About Fredda

For Fredda, a director, speaker and visionary, true style never stops at the surface. "Whether we're talking about designing an image for photography, a life, a personal image or business identity," she says, "we're really talking about the same thing. Style, vision, energy and power."

Using outward appearance as the key to the inner being she has worked with hundreds of people as a lecturer and seminar leader and used same philosophy with private clients and as a consultant. Her work on photo sets – from stylist to Creative Director– has embraced the same principles to achieve a highly articulated, truly authentic vision.

Early in her career, she toured the United States and Canada with Dwight Miller, the former European artistic director for Vidal Sassoon, as a platform artist for beauty and fashion shows. At the time, Miller was working with internationally famous hair and makeup teams from Great Britain, France, Canada, Scotland and Australia.

It was here that she started to develop the stage presence that is now her trademark as an empowering speaker on issues of personal, life and business development. She also calls it "the real beginning of my visual education."

As the image-consulting field was forming, Fredda worked with one of its pioneers, the late Paul Glick. With him, she learned how to produce and direct shows and seminars on personal style, image and presentation.

"One of the tenets of his work was that there is no such thing as cosmetic change," she says. "You must change the inside and the outside. He saw that how you look is connected to your self-concept and to your energy. I feel that I am continuing his work."

Her work as an image consultant moved into life coaching that eventually led to her empowering seminar series: *The Challenge of Authenticity™*. "This was where I really refined the concept of using outward appearance as the key to inner being," she says.

Building on her photo set experience with Miller, Fredda worked with many photographers for advertising clients including Marshall Field, The Limited, Alberto Culver and Helene Curtis.

As music producer Arny Granat was starting Jam Productions, she worked with him, creating images for bands and musicians.

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She then worked with world renowned fashion photographer Paul Gremmler on clients such as Jockey, Sears, Playboy and Montgomery Ward, and later became his creative partner. With Gremmler, she worked with creative directors, art directors, stylists, makeup and hair artists, and crews from Chicago, New York, Paris and Britain.

Working with world famous theatrical producer and entrepreneur Michael Butler, she and Gremmler were involved in photographing the international polo scene and celebrities such as H.R.H. Prince Charles, Mick Jagger and Jerry Hall, Frank Zappa and David Bowie.

She opened her first salon in Gremmler's Chicago studio, working with a wide variety of clients including anchor Ron Majors, reporters and producers at NBC Chicago. It was here that she developed The Image Blueprint™ seminar.

She then opened the first of several independent studios she has established, powerfully shaping the lives of her clients as well as their appearance. Studio services included styling, hair and makeup for print, image, wardrobe and shopping services for individuals, makeup with a cosmetic line and custom jewelry and identity development for business. She designed her first The Challenge of Authenticity™ seminars.

Fredda's experience with women in salons and studios, with their issues of self-concept and self-esteem, led to her initial work in personal growth, helping to take image consulting to a new level. "Some of these women," she says, "were models and I was startled by the awareness that even the most beautiful women in the world did not value themselves and were masking their true persona.

"Society can lead women to an inauthentic identity by giving them the message that they must aspire to thin, young, blonde, white perfection. Personal appearance and style of living are as a metaphor for the interior self and the journey to find the authentic life as the way to spiritual evolvment.

"As an image consultant," she said, "I might go into a woman's home to work on her wardrobe and end up helping her arrange her closets, her furniture and all aspects of her life.

In the business world, Fredda has served as a consultant, coaching senior executives, management teams and employees. She created seminars for their staff and directed interior redesign and editorial photography.

More recently, she has concentrated on businesses dedicated to art, style and personal growth. The Ruby Room and other salons and spas hired her to train their employees. At the Ruby Room, she helped their transition into an expanded mission, which required major changes in staff responsibilities. The Ruby Room was also host to the "The Challenge of Authenticity™" seminar series.

In all aspects of her work, Fredda has devoted herself to empowering people to take control of their personal self-presentation and style of living on one level, while penetrating the deeper layers of self-evaluation and realization in the process.

"My background", says Fredda, "has always enabled me to merge the artistic and the practical," she says. "Part of this may come from the fact that I am the daughter of an artist mother and a lawyer father. But before my father were seven unbroken generations of Orthodox rabbis, which may be one reason I see my work as a calling."

Her studio is a source of empowerment and training, where she consults and offers internships to students from Columbia College and The School of The Art Institute, and She is writing a book, "The Challenge of Authenticity™."

