



**ISABEL VARELA**  
Speaker. Life Coach. Sustainable Artist

Former fashion addict Isabel Varela leveled up her life, and wants to teach you how to do the same. From \$100K in clothing debt to living happily as a debt-free entrepreneur, "Changemaker of the Year" award-winner Isabel has helped a variety of major brands introduce Corporate Social Responsibility (CSR) to their day-to-day, including: LVMH, Saks Fifth Avenue, Balmain, Donate NYC, New York City Fair Trade, Remake, and Climate Reality Leader. She also filmed the award-winning Fashion Addict, which details her harrowing journey from drowning in debt to finding



## Professional Speaking

**Captivating global audiences with her powerful energy and personal truth,** Isabel brings an array of expertise to her roles as a public speaker, life coach, master tailor, and sustainable artist - and her story inspires people to take real, actionable steps towards change. Isabel's mission is to empower Gen X and millennial women to develop healthier relationships with the self: a radical act that will ultimately protect the future of our planet.



### Main Stay Headline Mental Health Strategies for a Sustainable Future

#### Topic #1

##### The Impact of Fast Fashion on the Environment & Society

This topic delves deeply into fast fashion's impact: on individuals, groups, and our collective environment and society. Isabel fearlessly raises some of the biggest issues and risks that come with today's fashion industry - and then offers realistic, achievable solutions for community improvement, tapping into relatability and humanness to remind us all how much stronger we are when we work towards a goal together.

##### Through this talk, your audience will learn:

1. Some startling facts and statistics about fast fashion's impact.
2. How to introduce sustainability into your life in a way that will positively impact you, your family/friends, and/or your business.
3. Navigating anxiety in a chaotic world.
4. How the industry preys on people, resulting in compulsive shopping and fashion addiction struggles.
5. Realistic solutions for turning away from fast fashion and contributing to environmental, societal wellness.

#### Topic #2

##### From Fashion Addict to Sustainable Fashion Advocate

Isabel's speaking prowess is powerfully defined by the adversity she's overcome, and how unafraid she is to bare her own vulnerability for listeners' benefit. Her history with debt and addiction has inspired over 1,000 people in their own approach to shopping, instant gratification, and how they respond to what they see when they look in the mirror. In this topic, Isabel strips herself bare, sharing ways to embrace adversity and vulnerability, tools for identifying and understanding emotions, and the powerful statement that changed her life forever.

##### Through this talk, your audience will learn:

1. The importance of mental health, and how to relate to our own emotions, feelings, and triggers.
2. The tools needed to overcome overspending, impulse buying, shopping addiction, and debt.
3. The tools needed to increase mindfulness and implement it into a daily routine.
4. Five easy, doable, positive solutions to implement in your wardrobe today that will lend a hand in saving the planet.
5. How to become a conscious consumer - and how to pass more empathetic consumerism habits down to future generations.

#### Topic #3

##### Changing The World With Small Steps

This topic will leave your audience feeling determined: to enact change whether it be at home or in an office. Isabel shares her top tips for successful Corporate Social Responsibility - impactful methods that have been implemented at major brands (like Balmain and LVMH) or small, family-owned businesses. Isabel has extensive experience in fashion, and her time as a master tailor helped her speak the corporate language, understand what major companies are looking for in their approach to sustainability, and set achievable, organizational goals that ultimately benefit the planet.

##### Through this talk, your audience will learn:

1. The key to navigating the chains of command in your company from a social responsibility perspective.
2. Three key methods to utilize when presenting your ideas to upper-level management who are stuck in a traditional mindset.
3. How seemingly-small steps towards mindfulness can make a huge difference within your company - and leave a lasting legacy.

#### Topic #4

##### The Most Expensive Life Lesson

In this talk, Isabel discusses her personal experience with perfectionism, and the profound harm it had on her health over the course of 15 years. She speaks truthfully about self-love, addressing topics like compulsive consumerism, body augmentation, and how these pursuits contribute to self-doubt. Isabel's audience will come away from this talk feeling courageous, proud, and empowered to make informed, conscious decisions moving forward.

##### Through this talk, your audience will learn

1. The major effects perfectionism has on our mental and physical health, and how we can reverse this dogged way of thinking.
2. Three powerful tools for increasing self-love and self-respect.
3. A mirror technique designed to help you increase your confidence.
4. Vulnerability as a superpower, and how you can tap into it.
5. Sources for making an informed life decision, and how to go from being your worst enemy to your best friend.

#### Additional Speaking Topics

- Overcoming Low Self Esteem and Body Shaming
- How to Build A Sustainable Brand: Profit, Planet, and People
- How to Live and Shop More Sustainably
- Break out of Your No Budgeting Habit
- The Importance of Feeling Your Feelings
- Healing Your Financial Habits and Building Wealth

#### Isabel speaks to the following audiences:

- Environmental Justice Conferences
- Sustainability Conferences
- Health and Wellness Conferences
- Fashion Industry Conference and Seminars
- Mind and Body Conferences
- Financial Conferences
- National Women's Conferences
- Business Women's Groups
- Law Firms
- Accounting Firms
- Mental Health Conferences

YOU ARE MEANT FOR MORE

Let's *repurpose* your life!

THROUGH SELF-LOVE

## CLIENTS

Bloomberg Philanthropies

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can tv

sustainable FURNISHINGS COUNCIL

SMU

Drexel UNIVERSITY

ids  
INTERDISCIPLINARY SOCIETY

## TESTIMONIALS

"She is clearly a trailblazer in her field, and is demonstrably courageous in her presentations.

When hearing her speak, you will feel empowered to overcome your own personal adversities and challenges. You will find her manner of communicating engaging and entertaining."

Elizabeth M.

"We loved working with Isabel! We invited her to be one of our keynote speakers at "Art & Environmental Justice" workshop at NYU. Her presence and storytelling were very powerful. Personally, I truly appreciated her vulnerability during the event and work ethic leading up to the event. Thank you Isabel!"

Yuko Kudo

"What struck me most about Isabel was her ability to connect with the students through her storytelling, much of it based on her own personal experience. Her presentation highlighted, in a very visceral way, the human cost associated with structural problems within the fashion industry, and left an indelible impression on her audience."

- Camille R. Kraepelin, Associate Professor of Journalism/Fashion Media, Southern

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