




WORK IT!

 **VISUAL THERAPY's**
Guide to Your
*Ultimate Career
Wardrobe*

by Jesse Garza and Joe Lupo

Foreword by Lisa Airan, M.D.



FOREWORD

Our friend and muse Dr. Lisa Airan has fused her rocket-scientist’s intellect and movie-star looks to forge an unrivaled career in cosmetic dermatology. From the examination room to the red carpet, Lisa projects an image of elegance, intelligence, control, and creativity—so we thought she’d be the perfect person to inspire you by introducing this book.

Dressing for work shouldn’t be a chore—getting ready to embark on your weekday can absolutely be as enjoyable as prepping for a Saturday night on the town. I am a serious doctor, but I don’t take my clothing too seriously. I enjoy delighting my eye—and the eyes of those around me—with fun, fanciful fashion.

As a cosmetic dermatologist, my career and the way I present myself go hand-in-hand. I’ve always been attracted to beauty; I have an ability that enables me to see what’s needed in order to make people look their best.

The same eye for detail that is crucial to my work reshaping people’s faces is a great help in making fashion decisions, but the work I do has nothing to do with fashion per se. When I am reshaping someone’s face, the decisions I make are always 100 percent individual. It’s about art and architecture. Where can I add? What can I sculpt?

I feel the same way about having my own sense of style. While fashion trends change, true personal style endures, and as your confidence in making the best choices for you increases, so, I think, does your success.

Fashion is a fun hobby for me; it doesn’t feel like work to express myself this way. While most doctors don’t wear scrubs all day, they may feel like they have to choose more conservative pieces in order to be taken seriously. But for me, it’s a personal preference to present myself the way I do. It’s important to me to have fun with what I wear. I am grateful to have created a thriving practice doing what I love to do. I like to think I would be just as successful no matter what I wore—but I certainly wouldn’t enjoy my career as much without the fun that fashion brings!

I’ve loved clothing my entire life. I was a competitive figure skater as a child and I was allowed to have complete creative direction with my skating dresses. I could choose the color and the trim; I would imagine, and then determine, exactly what the outfit was going to look like. I remember those outfits more than anything else I wore throughout my childhood because I had creative input. I’m sure that having creative freedom at a young age inspired me in terms of having a strong sense of style today.

For most of my time in medical school and in residency, I invested in a few great pieces by Jil Sander, which were architectural and refined. It didn’t seem like I was going out on a limb, but I was. It was about luxury, and the super-intellectual fact that she offered everything in a million per-

fect Pantone shades of gray. The look was about precision and perfection—just like my own work.

Now, even though I take some serious fashion risks—my palette extends way beyond the gray scale into the entire spectrum—I won’t wear things that don’t look good on me just because they’re fashionable. I would never force myself into a trend.

Jesse and Joe do a similar thing to what I do—they help people to look their best while remaining true to their individuality. By helping people sort through their fashion clutter—both physical and psychological—Jesse and Joe help clients and readers feel more organized and less out-of-control.

What Jesse and Joe have done for me is helped me to find the time to go through my closet. In six hours we can accomplish what would have taken me three days. Unlike so many people I’ve worked with, Jesse and Joe actually do everything they promise to do. The systems outlined in each of their books actually work. The more busy you are, the more you can’t afford to be disorganized—I’m always wishing for ways to make my life easier, and Jesse and Joe provide them.

My style icons represent a variety of ages and sensibilities—Kate Moss, Anna Wintour, Carine Roitfeld—but what they share is an extreme confidence when it comes to their sense of style. Anything looks good if you’re confident about wearing it.

That’s the real reason many successful women can put almost anything together and look amazing—because their self-perception is so positive. Even in the most offbeat outfit, a successful woman walks with confidence. Her posture is good, she’s got her shoulders thrown back, she strides down the street differently from the average person.

When I’m getting ready in the morning, I don’t just throw on some clothes, I think, “What would I really enjoy wearing today?” Listen to your internal monitor. You know when you look really good! Everyone has days when they know they look and feel their best. That feeling should be what you’re always striving for.

And with Jesse and Joe’s guidance in this book, you’ll always be able to achieve it.

—Lisa Airan, M.D.