

Jenesse Center, Inc.

# The Style Center

## Concept

A *destination* to support one's inner and outer beauty and encourage feelings of self-appreciation, empowerment and utter well-being.

## Vision

Part emporium and part beauty haven, the site will be one where women will be informed, inspired and nurtured. The area should appear to be an "oasis" that generates a feeling of peace, calm and restoration through all aspects -- from its ethereal hues and soft curvy furnishings in fabrics that offer tactile seduction and embrace the female form, to its alcoves of beauty and wellness. It is in the alcoves where women will have an opportunity to view informational videos that teach and inspire on makeup, wardrobe basics, how to establish personal style, hair do's & don'ts, nutrition, exercise, motivational/empowerment presentations and more, direct from experts on each topic.

There will also be a meeting room, where experts will come to give presentations on empowering topics, followed by informative Q & A sessions. This room will also double as an "experiential center" where the women will be instructed in various aspects of well-being like yoga, self-massage and other tension reducing practices by visiting experts or previously programmed videos.

At the end of the oasis, there will be a beauty and well-being closet sponsored by leading health and beauty companies that will be stocked with products that will be available to the women on specific days and times.

## Purpose

The goal of this haven is to rebuild the self-esteem of the women passing through the Jenesse Center and arm them to be the empowered women they are called to be simply through an increased self-awareness and ultimately a supreme self-appreciation of their unique inner and outer beauty and purpose.

Visits to the destination will enable them to see themselves outside of the crippling realm of challenge and realize that they are *not* their troubles, they are no longer victims and encourage them to understand that they deserve to be loved and appreciated. It will be the experience that keeps on giving for a life-time in that it will give women the following:

- The all-empowering gift of self-discovery
- Offer them “creative think time”
- Provide them with the essential stillness to sort out the life they desire, pragmatically define it and close the gap between the life they are leaving and the one they want to own
- Offer them the fundamental “access pass” to their “best self” and what they need to know to remain in full knowledge of this life-altering awareness for keeps

## Function

The destination will be open seven (7) days a week for specific time frames to encourage the mindsets of its visitors through informational videos that teach and inspire on makeup, wardrobe basics, establishing personal style, hair do's & don'ts, nutrition, exercise, motivational/empowerment presentations and more from the experts. It will also offer specifically scheduled programming through guest appearances (i.e. exercise sessions, hair education, makeovers, expert lectures with Q & A's, etc.) Finally, it will offer a beauty closet with both full-size and sample products, instructional brochures, magazines and other deliverables as sponsored by a caring health and beauty industry looking to impact our future through the lives of women so deserving.

*"First, I have to **know** I am somebody before I can tell you I won't be abused anymore"*

Dr. Rhonda Brinkley Kennedy, Clinical Director, Jenesse Center, Inc.

## OVERVIEW -- PURPOSE OF STYLE CENTER/BEAUTY EMPORIUM

Jenesse Center, Inc. through its programs and services is here to let the amazing women who come here as clients believe **AND know for sure** that they are somebody and deserve the very best in life.

Our service population is what the United Way and the California Endowment define as the "forsaken five percent" -- they come from areas that have been bypassed by the digital economy...and face an extremely constrained range of opportunities and choices. Last year, Jenesse received 1600 crisis hotline calls. To date in 2011 we have received 700 calls. These calls are from all over the United States. However, the majority are from the communities described by the United Way.

Jenesse has a comprehensive service approach beginning with shelter. However, shelter is just the beginning. Every aspect of her life is considered as we work together to ensure that she knows she is somebody.

An essential area is employment/career preparation. Sometimes that means introducing them to the **concept** of work. Sometimes it means training. Sometimes it means an actual job.

We envision a committee of Jenesse Angels that oversees the ongoing coordination of activities in the Style Center. The goal is to introduce women to their best style. What works best for them. What colors accentuate their beauty. What is appropriate for work. What hair styles, colors, cuts..work for them.

They should leave the Style Center with a comprehensive overview of what makes them look and feel their very best. The Center should be stocked with various and representative styles with representative sizes. (Not all sizes will be available. That is not the goal).

This work will be in conjunction with case managers and the client to ascertain what she needs as it relates to the agreed upon goals in her case plan.

We are well on our way with the concept.

We are in need of a plan for implementation and for Jenesse Angels who will work on the Style Center/Beauty Emporium project.