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Hello!

I am Shaunda Necole

Style Influencer, Blogger and Personal Shopper. I help my readers and clients update their personal styles by adding a signature touch of whimsy! You'll find me living and sharing a whimsical lifestyle, with style and décor at the heart of everything that I do.

An entrepreneur for most of my life, I spent 7 years as an executive at a Fortune 500 company managing sales, employee training and recruitment marketing before breaking out and starting my own **family operated business** of wholesale apparel and accessories for cheerleaders. More recently, I've created a niche in attending luxury brand sample sales where I personal shop for a select clientele.

The iPersonal Shop brand was born when I decided on a whim to attend a **luxury brand sample sale** in upstate New York. I opened the trip up to other ladies who wanted to take advantage of the extreme savings, and I offered my advice on their purchases. It was an amazing experience and at the end of it I found my talent for personal shopping. An **Instagram account** I initially created to enter a contest hosted by the sample sale grew and developed into a website and **blog**, which opened the door for the brand collaborations and style influencing I do today.

Professionally, I have been spotlighted by the Governor of Virginia's Small Business Supplier and Diversity Department, and have been the recipient of an entrepreneurial award from the City of Virginia Beach for Community Development. My business' success story was highlighted in Old Dominion University's Women's Business Center's "Success Spotlight" and I've even been featured on the TV show "**Hampton Roads Business Weekly**." Socially, my work has been published multiple times by Target.com and also featured by OvernightPrints.com and Williams-Sonoma. I've completed brand work for companies such as Uber, Jord Watches and MacKenzie-Childs. I was also selected to join rewardStyle's exclusive **LIKEtoKNOW.it** influencer platform.

I hope that you'll stop by here more often and follow along with me on my journeys. I love sharing my fanciful ideas, which I hope will inspire you to find the whimsy in everything that you do!

A few Fun Facts about Me:

I'm a wife, mom of two teenagers (girl & boy) & I have 2 fur babies (Prince George the Pup & Courtly the Cat)
I'm currently an East Coast resident (Virginia Beach) with a super sunny West Coast heart (2 years 'til Summerlin Las Vegas! ;-)
I'm a Lover of Christ, life, doggies, kitties, unicorns, music, Mariah Carey, mermaids, seafood, hair bows, and slightly obsessed with poodles!

Some of My Favs...

Colors: Red, Hot Pink & Turquoise (No way I can pick just one ;-)

Brand: The Everyday Extraordinary of MacKenzie-Childs

Persons: My Mom & My Hubby

State: Nevada

Movies: Beaches & Purple Rain

Food: Most things gourmet

Kardashian: Kris (I know, she's technically a Jenner, but "Fav Jenner" just didn't sound as fun!)

Place: Los Angeles

I Love to: Shop, Dress Up, Decorate, Create, Garden & Travel to sunny places

*So glad you're here ~ Let's chat
I'd love to hear from You!*

Name	Message
Email	
Subject	

Send

For collaboration inquiries, please contact luxury@ipersonalshop.com



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