

Whether you book a virtual stylist or an in-person session depends on what you're trying to accomplish and how you prefer to spend your time. Both deliver real outcomes — they just deliver in different ways.

When In-Person Styling Wins

In-person work has an immediacy that's tough to replicate. You can try things on, feel fabrics, see colors in real light, and walk through a wardrobe together.



Many of Tali's clients fly to Chicago for the full in-person experience — combining it with a personal retreat. It typically includes a comprehensive closet audit, a curated shopping experience in [style coach chicago](#) the Gold Coast and Magnificent Mile area, and outfit planning for what's ahead.

When Virtual Styling Is the Better Choice

Virtual styling makes sense when location is the obstacle. If your home base isn't Chicago, your schedule is packed, or you'd rather work from your [personal stylist chicago](#) own space — a virtual style consultant is the right call.

Virtual sessions also tend to be a better fit for women who want focused, project-based work — building a wardrobe for a content series, getting ready for a public-facing pivot, refreshing for a new chapter.

What's the Same in Both

The core conversation looks the same in both: clarifying identity, naming what's not working, and aligning your outer image with where you're going. Whether on Zoom or in the studio, the Queen Method shapes the experience.



If you're on the fence, reach out for a short conversation about your situation — there's no pressure to choose either before you've talked it through.



Frequently Asked Questions

What's the difference between a personal stylist and image consultant?

A personal stylist focuses on selecting clothing and creating outfits that match your lifestyle and goals, while an image consultant takes a broader approach including body language, communication style, and overall presence - though many professionals offer both services.

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Proudly serving: Chicago, Gold Coast, Magnificent Mile, Lincoln Park, River North, Streeterville, Loop, West Loop, Wicker Park, Bucktown, and surrounding Cook County areas. Virtual styling available nationwide.

Ready to transform your style? Contact Tali Kogan Styling Studio today for a personalized consultation.

 Call: (847) 208-9850

 Visit: www.talikogan.com

Featured in JCK Magazine and NBC Chicago. Specializing in transformation styling for conscious leaders since 2010.