



**Sheri Collins**  
marketing / stylist

**Sheri Collins** is an acknowledged marketing / style expert with the ability to inspire breakthrough ideas and engaging strategies to bring to life the vision of her clients. She believes style has no limitations and the combination of marketing and style can stimulate an outside-in perspective that generates thinking outside the box. Her “lifestyle branding” has achieved outstanding results for clients in business, fashion, career transition, publishing, and entertainment.

Although the average dress size in the US is a size 14, Sheri observed that style advice suitable for plus sized women was hard to find. She shares insights from her personal journey to find health, confidence, and style from the inside-out. Sheri is currently the personal stylist for clients in a variety of industries including publishing and entertainment. She helps her clients improve their promotional presentation and body language to build a personal brand of style that creates confidence and gets results.

**Her philosophy is “every BODY wears shoes.”** All women, including plus sizes, want to feel we can look extraordinary, like the women in fashion magazines. She believes it is possible to translate the runway to the everyday curvy women. Sheri will soon launch [www.everybodywearsshoes.com](http://www.everybodywearsshoes.com) a life/style blog to make full-figured women a part of the “normal” style dialogue in a way that can change lives for the better.

Sheri has appeared on ABC Eyewitness News in New York and WNBC’s Today in New York shows featuring full-figured wedding fashions, as the stylist for award-winning author, Chamein Canton; and created a life/style makeover segment on the Access Health and Fitness television show in Detroit. Her editorial work can be seen in the March issue of Venus Diva Magazine online.

A former director of marketing communications and sales training for Blue Cross Blue Shield of Michigan, Sheri has over 19 years of experience in sales, management, and marketing communications. Possessing a bachelor’s degree in public affairs management and a Master’s degree in Business Administration, Sheri has guest lectured on the topics of entrepreneurship, strategic marketing, and organizational management at universities and colleges in the Metropolitan Detroit area.