




SUPERSTYLE

**HOSPITALITY
INDUSTRY
TRAINING**

WWW.SUPERSTYLE.ASIA

INTRODUCTION

SuperStyle Asia was founded as a Personal Development & Etiquette consultancy in Hong Kong by internationally acclaimed musician, Kate Targett-Adams, in order to help others both feel and project the confidence, presence and style that she gained through her Oxford education and her extensive experience as an on stage artiste and emcee across Asia.

With a team of internationally qualified instructors, able to facilitate in English, Cantonese and Mandarin, the company provides modern day, science-backed solutions for both individuals and corporations based on 3 pillars of Communication, Image and Character. Equipped with the right skills, everyone can learn how to enhance their own professional presence and executive power.



“Style should be studied. Once you have it, it’s yours for life”

Kate Targett-Adams

CLIENT PORTFOLIO:



HOW SUPERSTYLE WORKS?



With a focus on Communication Skills, Personal Style and Character, our tailormade programmes enable participants to think for themselves while putting their - and your - best foot forward.

Choose from:

- One-on-one Coaching Sessions
- Small group Seminars for 15-20 participants
- Large scale Workshops for 40- 80 participants

Our customized training programmes are highly interactive, personally engaging and customized to suit each company's individual goals and unique culture.

TRAINING BENEFITS:



SuperStyle Asia's customized training programmes assist staff to:

- Become confident and polite Brand Ambassadors
- Understand the luxury customer mentality and lifestyle
- Develop soft skills in order to make the right first impression
- Manage challenging situations with poise, calm and grace
- Project personality and charisma to build customer loyalty
- Increase productivity and effectiveness as individuals and a team



KATE TARGETT-ADAMS FACILIATOR & FOUNDER

- British-born, with a masters degree from Oxford University, Kate is a multilingual (English, Spanish, Mandarin, German) personal branding specialist and professional stage performer with more than 15 years of international experience.
- Focusing on soft-skills training, communication, etiquette and executive presence, her expertise spans designing and delivering tailor made programmes for global brands such as Wynn Palace, Shangri-la, Miss Universe China, Bloomberg and Maserati.
- Having lived in Hong Kong for more than 10 years, Kate understands cross-cultural nuances and sensitivities in order to achieve best results. In addition, Kate herself is a Prince's Trust Ambassador, an accomplished Emcee and qualified tutor of The English Manner.



LOREY CHAN CANTONESE & MANDARIN FACILITATOR

- Hong Kong born, Lorey, is a talented presenter in Cantonese and Mandarin and highly proficient in English. Together with Kate Targett-Adams, Lorey tutored over 900 staff in etiquette for Wynn Palace's pre-opening training in Macau, and the duo were invited back to provide continued training two years later in 2018.
- Lorey is also an International Project Management Association Trained Professional having studied with the IPMA in the United Kingdom.
- Lorey has facilitated many corporate events across Asia including for Hong Kong Polytechnic University, AIA, BNI Hong Kong, Clarins, Roche Shanghai and has additional expertise as children's etiquette tutor for Prudential and leading public speaking etiquette for corporations such as Clarins in Hong Kong.



CHRISTINE ZHOU IMAGE & STYLE CONSULTANT

- Christine is a UK qualified Image Consultant and USA certified Human Colour Analyst, Personal Shopper, and Specialist in Sartorial Dressing. Christine has been working with business owners, CEO's, senior executives, business leaders, managers, and professionals in many industries.
- Christine's qualifications are broad ranging including a Diploma in Image Consulting UK, MSc in Strategic Quality Management UK, Sci/ART Certified Human Colour Analyst USA, Makeup Advance Course HK.
- Specially featured in Time Out Magazine and Qatar Airways First-Business Class Inflight Magazine Christine's multi-cultured work experiences give her great credibility to work with individuals of all backgrounds.

SUPERSTYLE ASIA TEAM IN ACTION



TESTIMONIALS



- “We chose to engage SuperStyle Asia to provide our team members with Etiquette training because of their interactive and contemporary approach. I was impressed with the way SuperStyle customized the contents to suit our unique branding & culture as well as the luxury service that we provide to all our guests. I would happily recommend SuperStyle in the future.”

Frederic Luvisutto, Chief Operating Officer Wynn Palace, Macau

- We worked with SuperStyle on a specific Asia-wide F & B Star Programme with the goal to help Guest-facing Chefs, Bar Tenders and Sommeliers to project their charisma and personal presence. The team not only delivered their entertaining content with gusto but also went to great lengths to make sure each of the participants achieved the most out of the seminar. We will do this again!

Charles Lankester, EVP | Global Reputation & Risk Management

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