



# STEVE KEMBLE

AT THE FRONTLINE OF

EVENTS **FASHION**

& LIFESTYLE SECTOR

Principal

Steve Kemble Event Design



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**T**he concept of fashion, physical appearance, and clothing is personal to every individual. Choices in apparel depend upon several factors, such as where an individual was born and brought up. The cultural impact of fashion is humungous. The global fashion industry is observing major shifts as the glamor industry has skyrocketed since the last decade. Consumer behavior has also shifted from conventional to modern shopping techniques due to e-commerce. Fashion and lifestyle, for some, is a means of personal expression, it is to spread and promote their respective culture. A similar individual, in today's issue is Steve Kemble, Fashion and Lifestyle Expert and owner of Steve Kemble Event and Design.

*Believe you can,  
and you're  
halfway there-  
Theodore  
Roosevelt.*

## **CREATIVITY COMBINED WITH PASSION**

Steve has made it to the top by achieving some groundbreaking accomplishments. Profoundly known as "America's Saggiest Lifestyle Guru", his remarkable journey into the fashion industry is the fruit of his dedication and excellence. His passion and love for creativity have put him on a pedestal in the event & fashion industry. His approach to both business and life is the cornerstone of his achievements. Confidence, creativity, integrity, and perseverance are his driving elements through which he achieves nothing but the best. These are the values that not only define his persona but also act as fundamental beliefs in his decisions, actions, and interactions. He believes his creative streak paves the way for him to be creative, be organized, and be a part of people's memorable experiences.

In Steve's developmental years, exposed to culture and diversity which inculcated entrepreneurial zeal and resilience in him to face the scenarios in the event and lifestyle branding sphere. Steve has been an evident fashion figure as he collaborated with distinguished celebrities and presidents and is very humbled to have gotten the opportunity. Such moments are irreplaceable and he will cherish them forever. Whether a quick smart move behind the scenes or a landmark event, each moment is an evolution, he believes.



Cover Story - Steve Kemble

# THE CAPTIVATOR HOST

Steve brings his trademark aura to the hosting events, which makes him distinctive and unique elevating his brand identity. He injects energy by taking an immersive approach for the audience while subtly accommodating storytelling in dynamic ways. He has the knack of keeping the audience hooked as he successfully keeps the momentum going. Gradually the audience becomes a reflection of Steve which proves as an evolutionary experience. He has a fire within to plan meticulously for each event, as he adapts audience immersivity in each of his shows.

Steve states, "To become an excellent host, you need thoughtful planning and preparation, the ability to create a welcoming atmosphere, effective communication, attention to the details of the event, and always maintaining composure and flexibility."

Audience resonance plays an irreplaceable role that elevates the event beyond measure, believes Steve. His unforgettable events consist of some enthralling components like surprise and delight, sensory elements, personalized touches, meaningful details, etc.



## Open to Learning

To stay relevant and innovative in this industry, Steve far sees the on-going trends in the industry. It enhances personal growth and imparts trend awareness. He diligently follows other industry leaders, has subscriptions to industry publications, and visits trade shows and conferences to draw inspiration from. These elements help him network and experiment as and when required.

## Exercising Right Balance

Being the founding member and Chairman of the Special Event Assistance Relief & Crisis Help (SEARCH), Steve has guided event professionals in crisis situations. It highlights his commitment to the well-being and concern towards the industry. His passion for industry advocacy is driven by a deep commitment to support professionals in crisis which results in the elevation of the industry. His associations with organizations like Meeting Professionals International (MPI), and the National Association for Catering & Events (NACE), have molded these organizations to instill a culture of innovation and support within the events industry. It leaves a prolonged impact on the organization's growth.



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Atali Samuel Photography**

As an esteemed figure in the event industry, Steve has a message for the upcoming generation of the events industry. It is as follows:

- Embracing continuous learning
- Boost core qualities
- Engage all five senses
- Build a strong professional network
- Upholding professional etiquette
- Foster leadership skills

By focusing on these areas, aspiring event professionals can build a solid foundation for a successful and fulfilling career in the events industry.

#### **Amplifying via Media**

The media sphere has been vital in elevating Steve's personal brand. He got opportunities in lifestyle branding and event design by which he received surged visibility, higher client engagement, and brand consistency. Also, a lot of authentic research goes on behind attending high-profile events like Oscar's Red Carpet, or NBC's Golden Globe Red Carpet. Steve goes through in-depth research, analyzes fashion trends, co-ordinates with prediction teams for insights, and strategizes his audience engagement plan. To impart impeccable coverage, that relates to the audience, and highly obliges to events of this stature.

Steve believes his television appearances are dynamic due to his authentic self, expertise, authority in the industry, ability to relate, and charisma. Facing the camera, allows him to interact with the audience, express his love for creativity, and gives him great inner joy. It fulfills him in a true sense as he is sheerly passionate about the work he does.

#### **Authenticity is the Key**

Doning the hat of America's Saggiest Lifestyle Guru, Steve maintains authenticity in his personal brand via several principles. He is true to his values, has genuine engagement with audiences, consistency, and maintains the highest ethical standards are his unformidable principles. His personal brand, America's Saggiest Lifestyle Guru, is a bold, unapologetic taste master who uses sharp wit with impeccable style, offering practical advice with a side of flair and attitude.

#### **Future and the Aftermath**

When asked about upcoming plans, Steve informed me that he would be dedicated to producing high-profile events, bringing unparalleled enthusiasm and creativity to each celebration. He aims to turn ordinary events into extraordinary ones and leave a mark on client's minds. This will inturn contribute to leaving a legacy of inspired professionals who contribute to the industry's evolution. His work will keep newcomers reminded of sustainability, inclusivity, and the necessity to innovate for future events and lifestyle industries.

#### **Some of Steve's favorite quotes to refer to when one feels low:**

- Believe you can, and you're halfway there- Theodore Roosevelt.
- The only way to do great work is to love what you do- Steve Jobs.
- Success is not final; failure is not fatal: it is the courage to continue that counts- Winston Churchill.
- You miss 100% of the shots you don't take- Wayne Gretzky.
- The only way to achieve the impossible is to believe it is possible- Charles Kingsleigh.