



The Pursuit of the Power-Suit: Optimising Women's Wellbeing Today Through the Application of Science to Style

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COLLECTION

Fashion and Personal
Style Studies

EDITION

1st edition

MARKET

College/higher education
and Professional and
scholarly

This course reading...

- Draws on both research and testimonials of people from different backgrounds and personalities who apply fashion theory to their individual lives.
- Provides a simple approach for readers to replicate and experiment with.
- Explores how science and fashion psychology can be implemented in everyday life to help maximise mental, physical, and emotional well-being.
- Is ideal reading for students of Fashion Psychology, Psychology, Fashion Studies, History, and Mental Health Studies.

What if the key to wellbeing lay not only on a therapist's couch, but on a coat hanger? And what if your wardrobe wasn't just storage — but strategy?

In ***The Pursuit of the Power-Suit***, fashion psychologist **Yasmina Nessim** unveils the transformative power of clothing through S.U.I.T.S.; her five-pillar framework. With elegance and wit, Nessim guides readers through the emerging field of fashion psychology, where neuroscience meets style, and getting dressed becomes an act of empowerment. And this is no dry academic thesis, far from it. With a voice equal parts professor and provocateur, Nessim blends research, case studies, and cultural commentary to show how the garments we choose shape not just how we look — but how we feel, think, and connect.

Equal parts theory and theatre, ***The Pursuit of the Power-Suit*** is a sartorial symposium for the curious, the considered, and the chronically overdressed. So, sit back and layer up — you're about to be intellectually tailored.

Yasmina Nessim is a fashion psychologist, researcher, and founder of pstyled — a global consultancy dedicated to helping individuals harness the psychological power of clothing. With an academic background in organisational psychology, and positive psychology, her work blends scientific rigour with real-world application. Through her own empirical research, Yasmina explores how fashion influences emotional wellbeing, identity, and performance. She currently consults clients around the world, using style as a tool for transformation. *The Pursuit of the Power-Suit* is her debut book — and her life's mission in hardcover.

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