

Ruchi Raj: From Style Enthusiast to India's New Age Image Coach

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Ruchi Raj has emerged as a fresh face in India's evolving fashion-and-personal-branding landscape. As per a recent profile, she holds credentials from top institutions — including a background at National Institute of Fashion Technology (NIFT), Delhi — and has worked across global fashion settings including a stint with Burberry.

Rather than confining herself to traditional design or modelling, Ruchi chose a different path: she founded Poised Presence — an image-coaching and personal-branding initiative aimed at helping individuals build confidence, refine their style, and project a polished public image.

Her work stands at the intersection of fashion, self-expression, and personal development—clearly shaped by her exposure to both global couture and Indian sensibilities.

From Fashion Roots to Image Coaching Vision

Ruchi's journey reflects a blend of aesthetic training and real-world industry exposure. Her education at NIFT gave her strong foundational understanding of fabric, design, fit and styling — while her experience working with Burberry exposed her to global standards of fashion, grooming and presentation.

Over time, she realized the value of “style beyond clothes” — how posture, confidence, grooming, and self-presentation can shape perceptions as much as clothes themselves. This insight motivated her to launch Poised Presence, with a philosophy centered on empowering individuals (not just models or celebrities) to build a confident, refined personal brand.

Today, she mentors people in areas like wardrobe styling, personal grooming, communication, and brand-building — focusing on a holistic, personalized style rather than one-size-fits-all fashion advice.

What Sets Her Apart — A Fresh Take on Personal Branding

According to her feature, Ruchi believes that *style is more than appearance — it's identity, confidence, and clarity*. Under her guidance:

- Clients learn to dress for *their body type, personality and aspirations* rather than blindly follow trends.
- She merges *global fashion sensibilities* with *Indian cultural aesthetics*, making style relevant and relatable for contemporary Indians.

- Her coaching goes beyond clothing — including *grooming, posture, etiquette and self-confidence*, aiming to create a cohesive “personal brand” that works for professional, social, or creative contexts.

This holistic approach resonates especially in 2025, as many young Indians seek to build personal identities that balance tradition, modernity and global exposure.

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