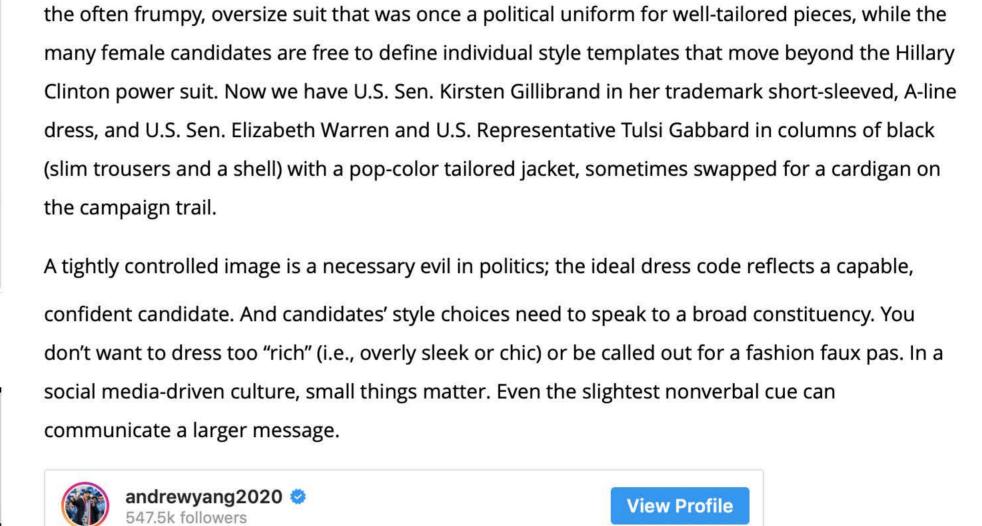
symbols of patriotism, nononsense power, and relatability," says Washington, D.C.-based image consultant Lauren A. Rothman.

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Open > The first two Democratic primary debates of the 2020 presidential campaign kicked off in Miami back-to-back Wednesday and Thursday nights with a lineup of 20 candidates in total. Washington, D.C.-based founder of image consulting firm Styleauteur and Style Bible: What to Wear to Work author Lauren A. Rothman — who counts members of Congress, White House staffers and legal practitioners at the U.S. Supreme Court as clients — watched the debates with *The Hollywood* Reporter. Here, Rothman weighs in on the signals that candidates were sending with their style and how the end goal is not to have anyone talking about the outfits, so the focus can be where it should be: on the messages coming out of the politicians' mouths. — *Ingrid Schmidt*

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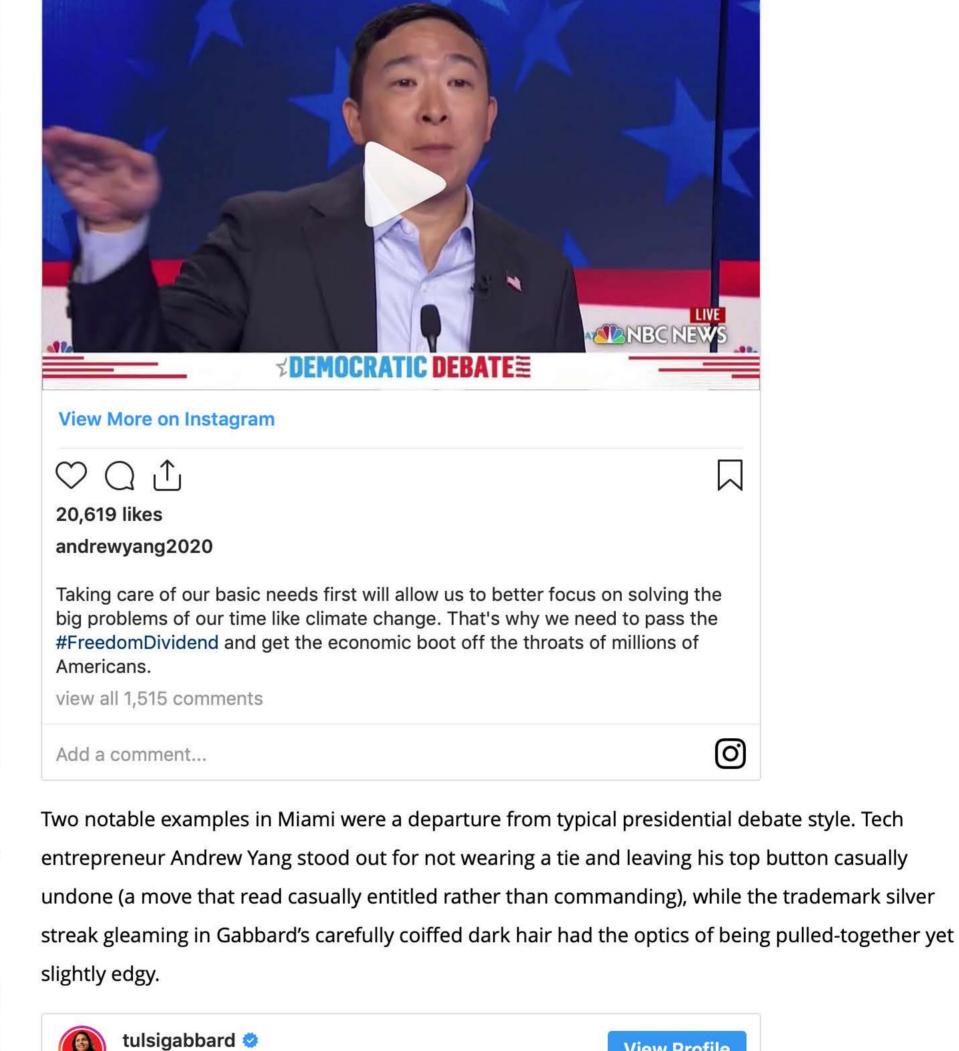




At this week's presidential primary debates, candidates projected power through image. And, for

the first time in years, almost everyone on stage looked polished and professional — a welcome

reprieve from any distracting ensembles that could take the focus off policy. Men have upgraded



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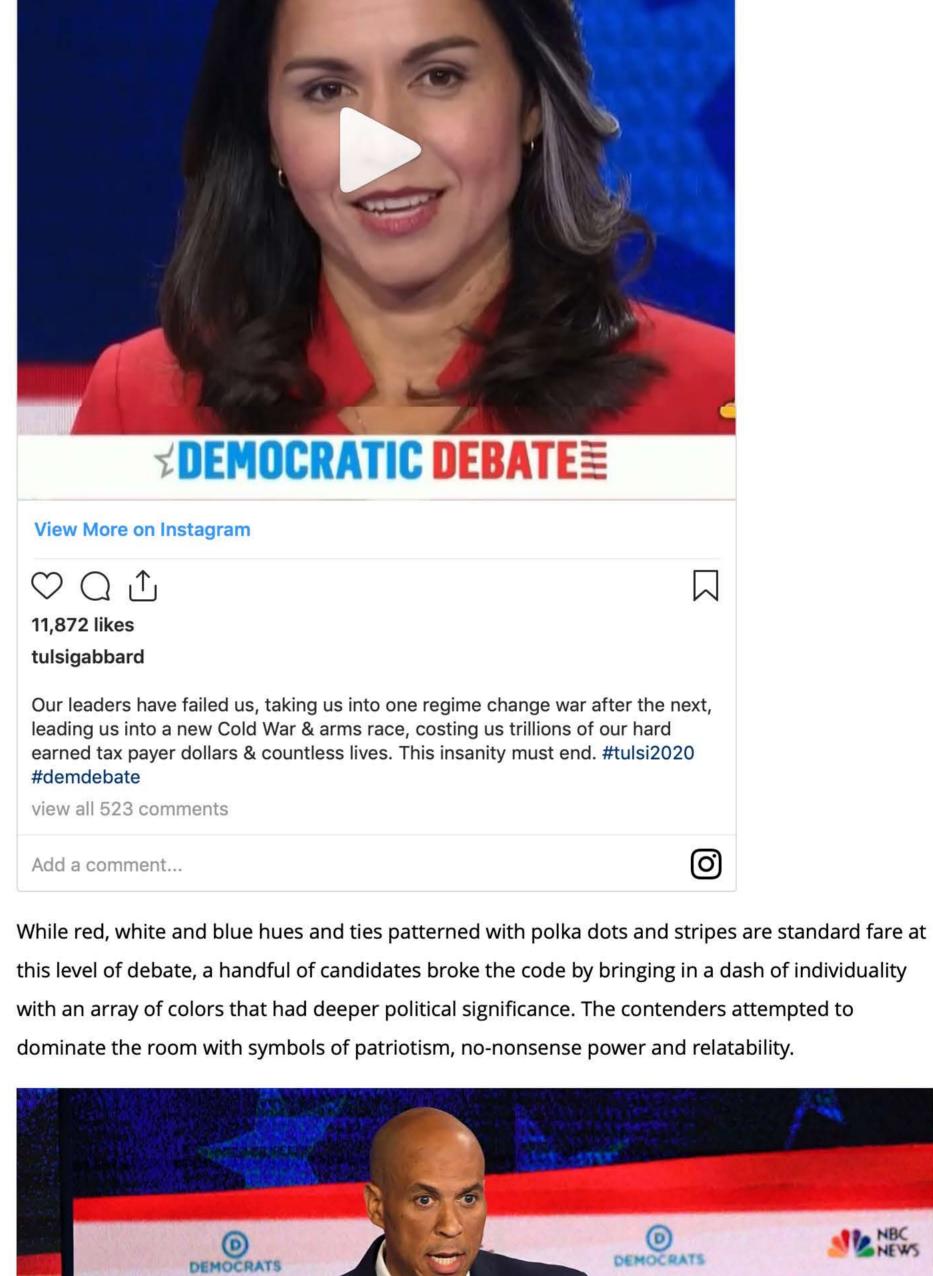
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Hawaiian roots.

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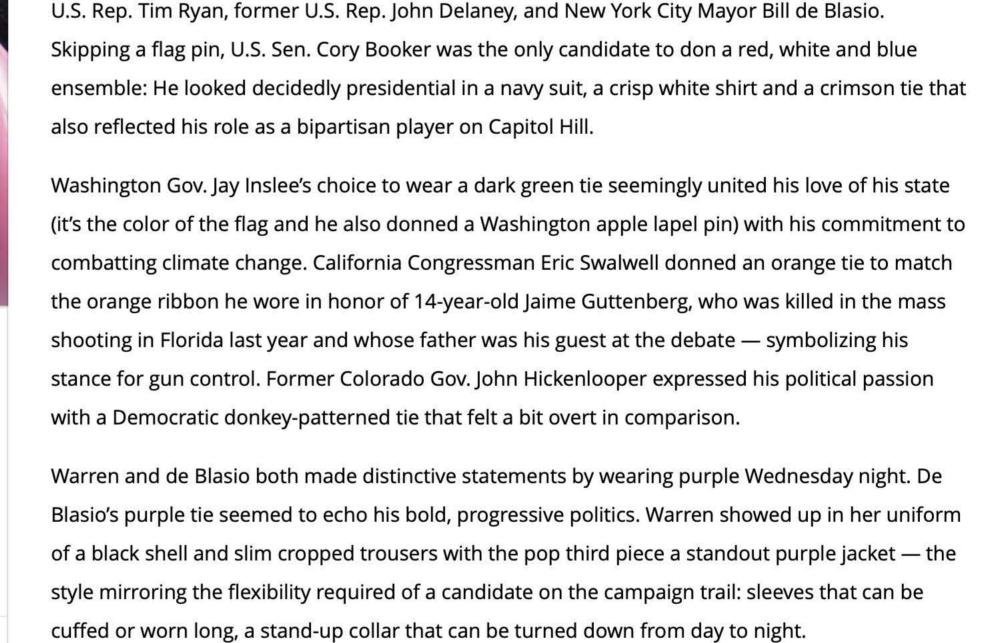
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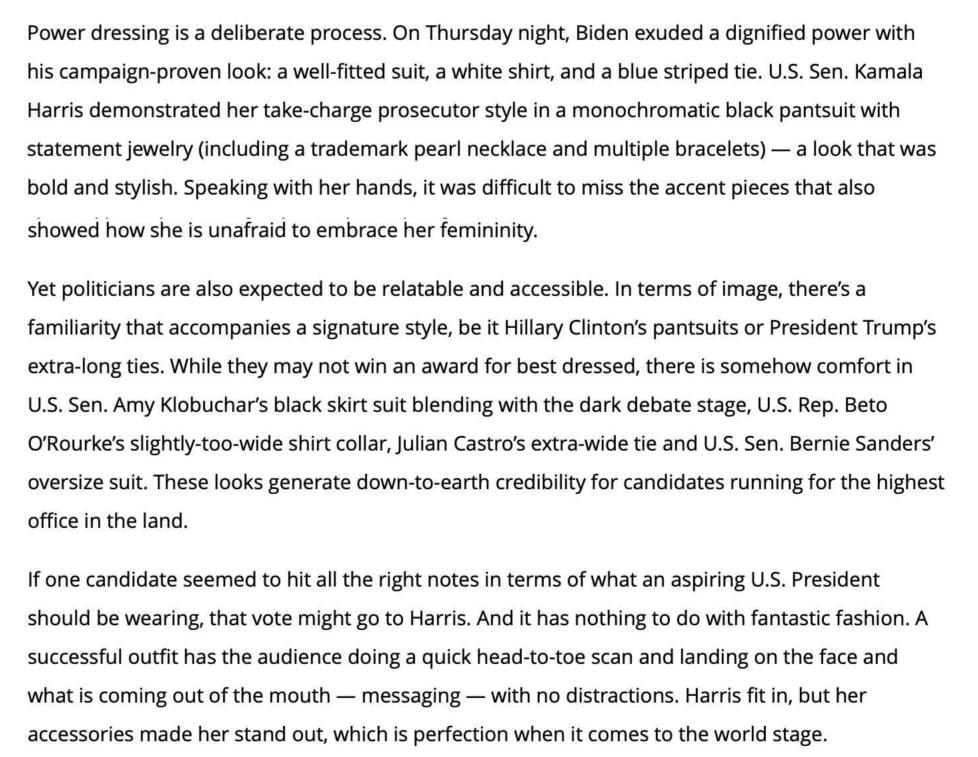
Customary patriotic flag lapel pins were worn by Gabbard, Yang, former Vice President Joe Biden,

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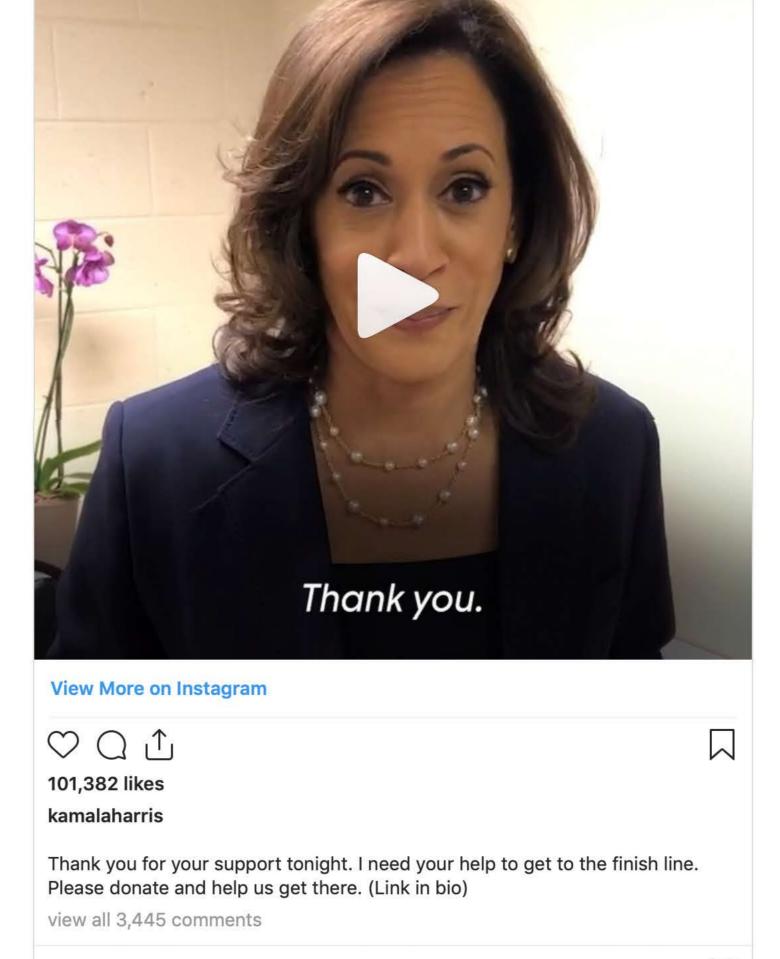


Gabbard's fiery red blazer, combined with her silver hair streak, seemed to signal a combination of

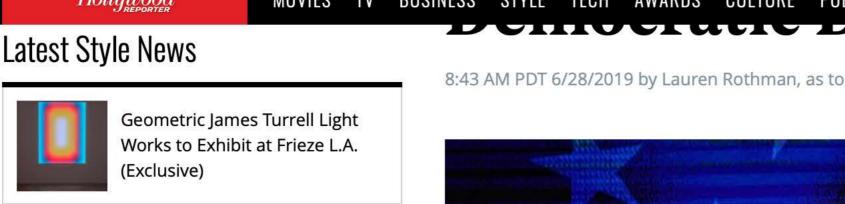
unconventional politics, buttoned-up experience, and the relaxed aloha surfer influence of her



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SAUL LOEB/AFP/Getty Images Democratic primary candidates Joe Biden, Bernie Sanders and Kamala Harris at the debate in Miami on June 27. "The contenders attempted to dominate the room with

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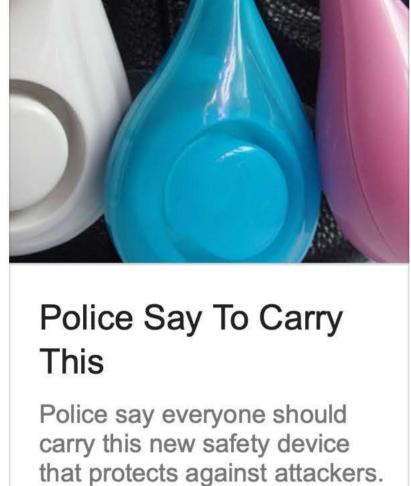
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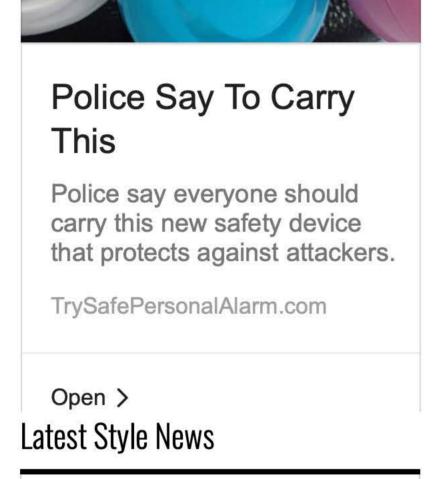


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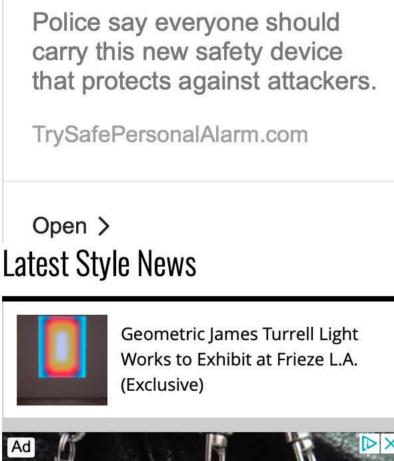
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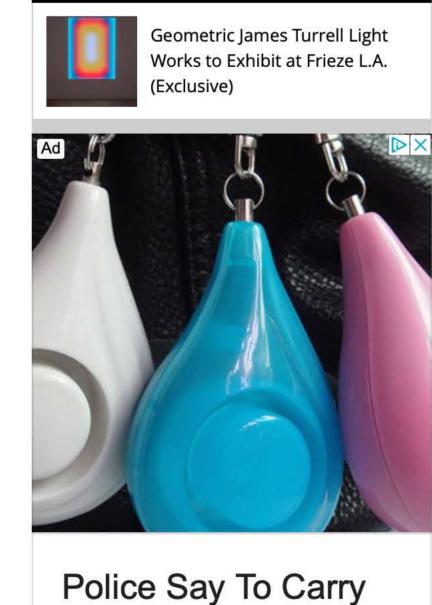


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