

This is a pair-work assignment.

Assignment title: TIPS FOR BECOMING A SUCCESSFUL FASHION STYLIST

Objectives: the goal of this assignment is to listen, read, write, learn and practice Fashion related vocabulary in English.

Deadline: _____

Make sure you get your work done and hand it in by the final deadline.

Grading: GO/NO GO

Instructions:



1. Work in pairs
2. **Read** the text beneath.
4. Underline and learn the words and phrases related to fashion and that you don't know (*bijv. select wardrobe items, etc.*).



Fashion Stylists at work

Fashion styling is one of the most popular emerging professions in the fashion world globally. However finding work as a fashion stylist is very competitive and one has to work very hard to gain consistent employment in this field. Unfortunately there are several misconceptions about how to obtain a career as a fashion stylist - for example:

- A Fashion Stylist job is easy to get and can be done by anybody
- One can lead a comfortable life after getting a job as a Fashion Stylist
- One doesn't have to work very hard to get ahead in this field

Below are the essential skills you will need to gain and keep a career as a successful fashion stylist:

It goes without saying that any good fashion stylist must have a passion for fashion and a keen eye for detail. In addition you must be constantly researching the most recent trends and colour schemes, be on the lookout for emerging fashion trends and be in the know about fashion labels. It will help if you watch fashion shows on websites like Vogue, and Fashion TV, read fashion magazines, fashion blogs and regularly look at top fashion sites like Fashionising. Please see the Links page for more suggestions.

Undertake some professional training. While this is not essential it will not only greatly improve your credibility, but it will give you a good grounding in understanding how the industry works and will definitely open up more doors for you than if you tried to break into the industry on your own. A good course should teach you essentials such as fashion history, cycles and trends, the importance of colour, sourcing locations, props and outfits, and building your business amongst other things. There are many certified courses available today, both online and in classrooms, that can help you become a professional fashion stylist.

Get hands on experience. The best way to do this is to find an internship with a fashion magazine or an already established and experienced fashion stylist who is looking for an assistant. Websites like The Loop, Free Fashion Internships, Fashion Jobs and Fashionista are great places to find internships all over the world. You can also call up established fashion stylists in your area and ask them if they need an assistant. Either way you need to be prepared to work long and hard for free. An assistants' responsibilities can vary greatly depending on the stylist and the assignment. Some are hired only to perform physical labour, such as setting up for a client fitting; others may help the stylist with selecting wardrobe options, preparing clients for public events, or any other task needed to complete an assignment.

You also **MUST** have the ability to learn from other experienced stylists, work long and demanding hours, do seemingly boring but necessary tasks and at the end of the day have a positive attitude.

You **MUST** be highly organized, have the ability to work to a schedule.

In addition you will need excellent interpersonal skills, flexibility when it comes to dealing with different types of clients, a sense of humour, a professional attitude, creativity and the ability to think outside the box, the ability to work to deadlines, the ability to work in a team, punctuality, motivation and the ability to work long hours under pressure. Don't let your ego rule.

Learn about fabrics, garment construction, and fit.

Compare pants and shirts you own to the pricier garments, and really try to notice the differences in cuts and design. Turn those same garments inside out to see how they're made. Chop it up with different associates who seem to know the product, and learn what makes it "good." As you see more and more clothes from different designers you'll know Balenciaga without having to look at the tags.

Attend fashion-related events.



Catching shows during fashion week is essential. Whether you manage to score an invitation or have to sneak in, it's great to see the clothes come down the runway. That gives you a chance to see the fabrics up close, and get a sense for how they move on the body. And of course, attending fashion-related events are a good way to show your face, network, and the after party could be also very productive.

Stay on top of trends.



Pay attention to what trends are happening on the runway and in the marketplace—that knowledge is invaluable in this industry. You'll have a head start on what's hot, and what's corny, because most clients have no idea of either.

Use social media as a tool, not to look like a tool.



Use Facebook, Instagram, and Twitter to follow your favourite stylists and their clients to see what they're working on, and pictures of clothing and shoes they think are awesome. This gives you a bird's eye view of what's going on behind-the-scenes, often times long before a trend or brand really begins to pop off. This is a great way to develop an eye for what's next.

Pay your dues.

Almost all successful stylists have interned for other stylists in the past. Most internships are unpaid, but the knowledge you gain is priceless, and in most cases if you are a great intern, you'll get a paid job as an assistant. This is a step you can't skip, you'll need references along the way—and these people can do that for you, especially if they've got connections. That's why it pays to make sure everything you do is your best work. On the bright side, you'll make a lot of new friends... who are mostly inanimate objects like garment bags, rolling racks, and steamers.

Create your own portfolio. You MUST have a great and well presented portfolio of work to present to prospective clients, and if you are good enough, find an Agency to represent you and help find you work. A professional looking website will also be an advantage.

Build your network and nurture relationships.

As you start working, you'll meet so many people that can help you along the way. But don't jump the gun, try too hard, or do anything sneaky or unprofessional (like pretend you actually work some place when you're really just an intern). Relationships take time to build with brands, designers, and pretty much anyone. Play the line between professional and laid-back cool guy. You never know who you are going to meet, what doors could be opened, or what opportunity awaits you.



**Assignment A4 is gekozen als onderdeel van de
Fashion Magazine**