

# FASHION STYLING

## COURSE GUIDE



# OUR STYLING COURSES

## FASHION FUNDAMENTALS

The Fashion 101 short course is designed to provide you with a bite sized introduction to fashion fundamentals and basics.

**2 WEEKS**

## CERTIFICATE IN STYLING

Personal stylists help clients create the most suitable image by choosing clothes and accessories that fit clients' body types and individual needs. They may also provide style advice and assist with hair, make-up, and even home decor.

**16 WEEKS**

## ADVANCED CERTIFICATE IN STYLING

The demands of a stylist have evolved! Stylists can be involved in nearly every visual element in design. A Stylist's skill set has expanded to working closely with designers, photographers, videographers, producers, directors and retailers to ensure the vision of the brand is executed to the brief created by the creative team.

**24 WEEKS**

## ADVANCED STYLING & DESIGN

The Advanced Certificate in Styling & Design is made up of the Advanced Certificate in Styling and the Advanced Certificate in Fashion Design.

**1 YEAR**

## READY.. SET.. LAUNCH YOUR FASHION STYLING BUSINESS

Learn how to set up and launch your fashion styling business. This program is ideal for anyone who wants to launch or scale up a fashion styling business.

**10 MONTHS**

## MASTERS IN FASHION STYLING

Become a global fashion force on set by completing the Masters in Fashion Styling. This program is ideal for anyone who wants to launch or scale up a fashion styling business.

**1 YEAR**

# FASHION 101

## THE FUNDAMENTALS OF FASHION

The Fashion 101 short course is designed to provide you with a bite sized introduction to fashion fundamentals and basics.

By the end of the course, students will have completed a range of topics to give you an overall understanding of the fashion industry and what it takes to develop a career in Fashion.

Topics covered:

- Fashion Terminology
- Introduction to Fashion
- The History of Fashion
- Fabrics & Fibres
- Body Shapes
- Elements & Principles of Designs
- Colour Theory Colour
- Psychology Seasonal
- Colour
- Sizing Standards
- Understanding Trends

This short course is ideal for anyone who is still deciding if fashion is a path they want to pursue.

### INCLUDED

- VIDEO TUTORIALS
- 24/7 COURSE ACCESS
- EMAIL, PHONE OR ZOOM SUPPORT
- DEDICATED TRAINER
- NEW YORK & LONDON FASHION WEEK INVITATION

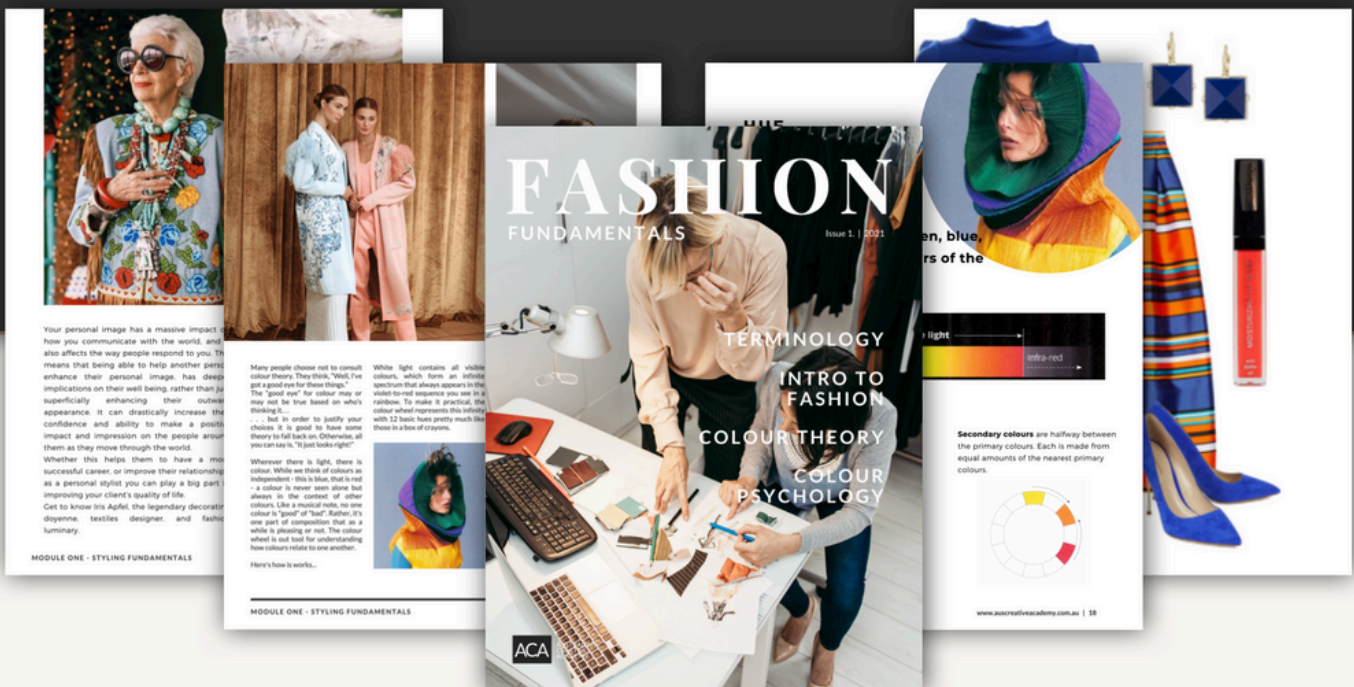
### INVESTMENT

### PAY UPFRONT & SAVE

\*Pay upfront at enrolment, access entire course and save.

### PAY PLAN

Weekly Payment Plan. Upfront registration fee applies.



# CERTIFICATE IN FASHION STYLING

Personal stylists help clients create the most suitable image by choosing clothes and accessories that fit clients' body types and individual needs. They may also provide style advice and assist with hair, make-up, and even home decor.

By the completion of this course you will have:

- Knowledge of fashion trends, colour theory and fabrics & fibres.
- Awareness of design and fashion history.
- Understanding of different body shapes.
- Knowledge of different body types and how to dress them in the most flattering way.

Fashion stylists work for individuals, fashion houses and clothing brands and their main responsibilities include providing fashion advice; choosing and co-ordinating outfits for models in photo shoots or actors in television and film; and choosing props and accessories and preparing them for shoots.

This course will cover the styling fundamentals, body shapes, colour and trends as well as understanding client behaviour and the client consultation process.

Your final project will consist of consulting with a client and completing a professional makeover using the skills, knowledge and documentation created throughout the course for your own Styling business.

## INCLUDED

- VIDEO TUTORIALS
- 24/7 COURSE ACCESS
- EMAIL, PHONE OR ZOOM SUPPORT
- DEDICATED TRAINER
- NEW YORK & LONDON FASHION WEEK INVITATION

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Many people choose not to consult colour theory. They think, "Well I've got a good eye for these things." The "good eye" for colour may or may not be true based on who's thinking... but in order to justify your choices, it is good to have some theory to fall back on. Otherwise, all you can say is, "I just kinda liked it!"

Whenever there is light, there is colour. While we think of colours as independent, this is false. One red and a colour is never seen alone but always in the context of other colours. Like a musical note, no one colour is "good" or "bad". Rather, it's one part of composition that as a whole is pleasing or not. The colour wheel is not just for understanding these colours relate to one another.

Here's how to work...

MODULE ONE - STYLING FUNDAMENTALS

While light creates colour, which then appears through the viewer's light-based sensory network. To make it color wheel makes with 12 basic hues and their relationships. Includes providing fashion advice, choosing and coordinating outfits for models in photo shoots, actors in television and film, and choosing props and accessories and preparing them for shoots.

Your personal image communicates your personality, attitudes, values and beliefs to the world. It is the sum of how you communicate verbally, non-verbally and visually.

MODULE ONE - STYLING FUNDAMENTALS

# STYLING

Issue 1 | 2021

## TERMINOLOGY

Top Fashion Glossary & What They Mean

### WHAT IS A STYLIST?

A fashion stylist is a professional who coordinates the aspects of a person's visual aesthetic.

### COLOUR THEORY

The colour wheel is a vital tool for fashion as it's something that stylists will reference when deciding the colour palette for your aesthetic.

ACA

Get to know Iris Apfel.

Topic: Two Videos

Topic: Two Activities

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Secondary colours are halfway between the primary colours. Each is made from equal amounts of the nearest primary colours.

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# ADVANCED CERTIFICATE IN FASHION STYLING

The demands of a stylist have evolved!

Stylists can be involved in nearly every visual element in design. A Stylist's skill set has expanded to working closely with designers, photographers, videographers, producers, directors and retailers to ensure the vision of the brand is executed to the brief created by the creative team.

Stylists work for individuals, fashion houses and clothing brands and their main responsibilities include providing fashion advice; choosing and co-ordinating outfits for models in photo shoots or actors in television and film; and choosing props and accessories and preparing them for shoots.

\*Students will be required to source and consult with clients to complete a series of personal makeover consultations using the skills, knowledge and documentation learnt throughout the course. Your final Advanced projects will include restructuring a store layout and aesthetic for the topic Visual Merchandising, sourcing suitable styling options for high profile and celebrity clients, planning and conducting two photoshoots for commercial and e-commerce, which will be used to start your professional portfolio.

## INCLUDED

- VIDEO TUTORIALS
- 24/7 COURSE ACCESS
- EMAIL, PHONE OR ZOOM SUPPORT
- DEDICATED TRAINER
- NEW YORK & LONDON FASHION WEEK INVITATION

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# ADVANCED STYLING & DESIGN

The Advanced Certificate in Styling & Design is made up of the Advanced Certificate in Styling and the Advanced Certificate in Fashion Design.

Stylists work for individuals, fashion houses and clothing brands and their main responsibilities include providing fashion advice; choosing and co-ordinating outfits for models in photo shoots or actors in television and film; and choosing props and accessories and preparing them for shoots. By the end of the Styling portion you will have the skills to work closely with designers, photographers, videographers, producers, directors and retailers to ensure the vision of the brand is executed to the brief created by the creative team.

The Design modules will provide you with the fundamentals you need to get out into the fashion industry as soon as possible. The Advanced Certificate in Fashion Design course has been designed for people who are looking at starting their own fashion label or interested in a career as a fashion designer. By the end of the design portion, students will have completed a range of activities and projects and finish with a mini collection of your choice, plus and swimwear and activewear capsule collection.

## INCLUDED

- VIDEO TUTORIALS & COACHING SESSIONS
- 24/7 COURSE ACCESS
- EMAIL, PHONE OR ZOOM SUPPORT
- DEDICATED TRAINER
- NEW YORK & LONDON FASHION WEEK INVITATION

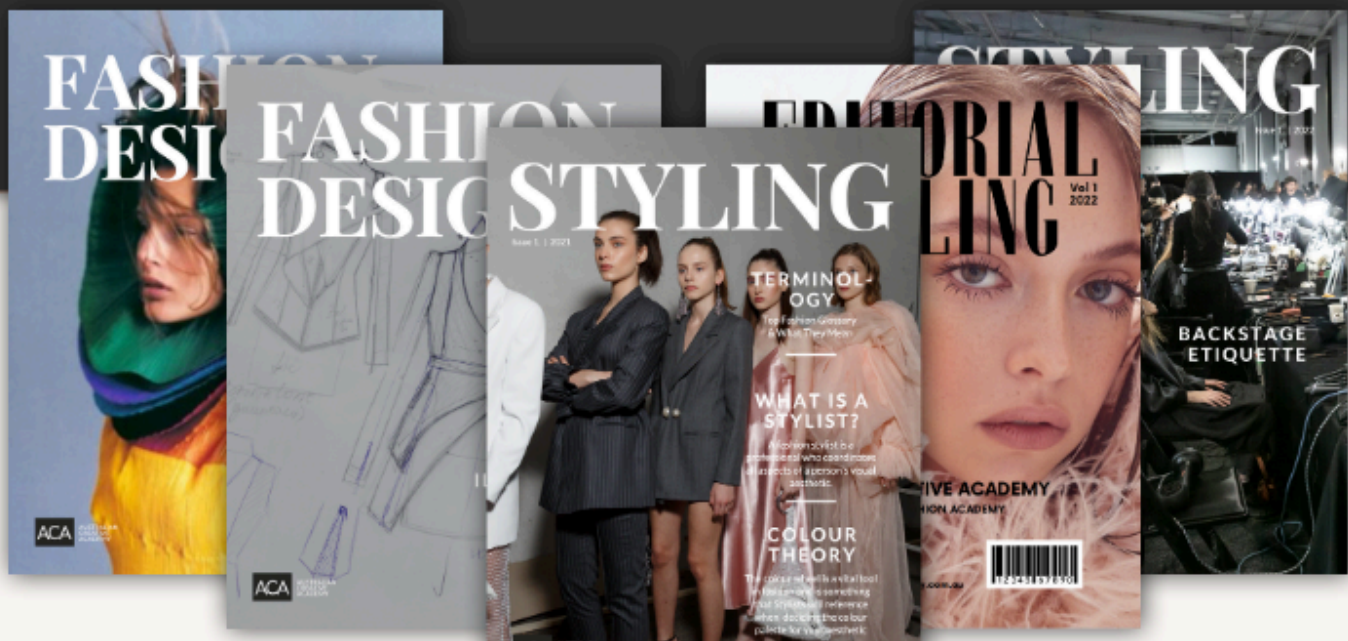
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# READY.. SET.. LAUNCH FASHION STYLING BUSINESS

Learn how to set up and launch your fashion styling business.

This program is ideal for anyone who wants to launch or scale up a fashion styling business.

In this program you will receive guidance from our qualified trainers and mentors on how to:

- Explore the fashion stylist's role by working with a range of clients for photo shoots, tv, and runway shows,
- Master your skills to establish your own style and signature aesthetic to become a professional stylists and consultant.
- Build a professional and innovative online fashion portfolio.

In addition to the fashion specific styling modules, this program focuses on business management topics that will provide you with the skills and knowledge to launch or develop a fashion styling business and achieve your desired goals.

You will be guided on how to set up and start a small fashion business, choosing your business structure, setting up templates and documents such as invoices and financial tracking, software and Insurance. You will also discover a range of business management planning tools and strategies, including how to develop a business plan for your existing or a new fashion business.

Upon completion you will feel confident to get your business off the ground for the best chance of success.

**PRE REQUISITE\*\*** For entry into this course, you must be enrolled or have completed either the Certificate or Advanced Certificate in Styling at the Academy of Fashion and Styling, a higher level Styling certificate or qualification from any other provider or for those who are self taught stylists, pass a skills test.

## INCLUDED

- VIDEO TUTORIALS & COACHING SESSIONS
- 24/7 COURSE ACCESS
- EMAIL, PHONE OR ZOOM SUPPORT
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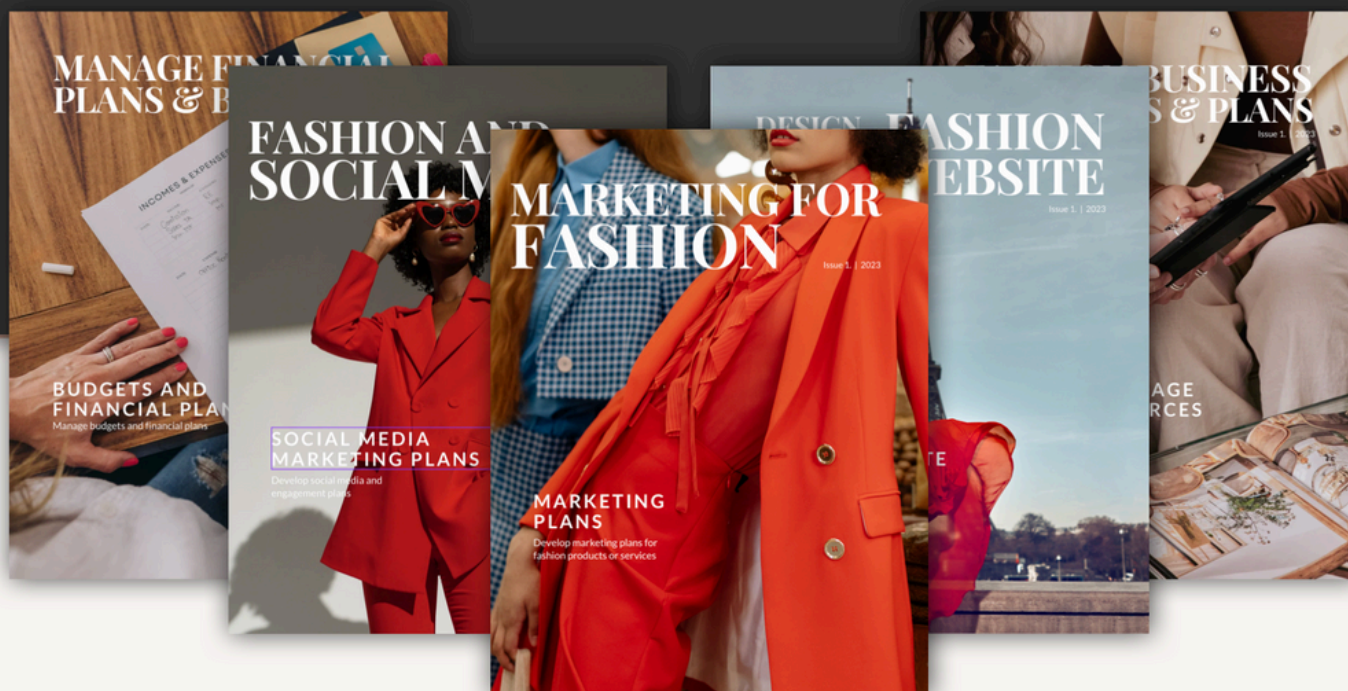
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# MASTERS IN FASHION STYLING

Become a global fashion force on set by completing the Masters in Fashion Styling. In the first portion of this course you will learn how to work to real and simulated briefs, how to provide an individual or brand with styling solutions in the areas of personal styling, image consultancy, fashion editorial, styling for tv and high profile/celebrity clients.

In the second portion of this course you will learn how to set up and launch your fashion styling business.

This program is ideal for anyone who wants to launch or scale up a fashion styling business.

In this program you will receive guidance from our qualified trainers and mentors on how to:

- Explore the fashion stylist's role by working with a range of clients for photo shoots, tv, and runway shows,
- Master your skills to establish your own style and signature aesthetic to become a professional stylists and consultant.
- Build a professional and innovative online fashion portfolio.

In addition to the fashion specific styling modules, this program focuses on business management topics that will provide you with the skills and knowledge to launch or develop a fashion styling business and achieve your desired goals.

You will be guided on how to set up and start a small fashion business, choosing your business structure, setting up templates and documents such as invoices and financial tracking, software and Insurance. You will also discover a range of business management planning tools and strategies, including how to develop a business plan for your existing or a new fashion business.

## INCLUDED

- 3 COURSES: CERTIFICATE IN FASHION STYLING + ADVANCED CERTIFICATE IN FASHION STYLING + FASHION STYLING BUSINESS
- VIDEO TUTORIALS & COACHING SESSIONS
- 24/7 COURSE ACCESS
- EMAIL, PHONE OR ZOOM SUPPORT
- DEDICATED TRAINER
- NEW YORK & LONDON FASHION WEEK INVITATION

## INVESTMENT

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