

Stylist Elixir

Become A Fashion Stylist

Step-by-Step Guide

By Emily Susan Tighe

Step-by-Step Guide to Becoming a Stylist

Becoming a successful fashion stylist isn't just about knowing what looks good—it's about developing a unique vision, understanding client needs, and building a strong professional foundation. This guide will walk you through each essential step to help you break into the styling industry and grow with confidence. Whether you're just starting or looking to refine your path, these steps will give you a clear roadmap.

Step 1: Understand the Role of a Fashion Stylist

- **Overview:** Fashion styling is a dynamic role that can vary greatly depending on the type of styling you pursue. From editorial shoots and fashion shows to celebrity styling and personal shopping, each area requires unique skills and approaches.
- **Why It's Important:** Knowing what type of styling aligns with your skills and passions will help you find your niche and define your career direction.
- **Actionable Tip:** Research the different types of styling by reading articles, watching behind-the-scenes videos, and following stylists on social media. Identify which types resonate with you and start focusing on learning those specific skills.

Step 2: Build Foundational Knowledge

- **Overview:** Fashion is constantly evolving, but a strong foundation in the fundamentals will always serve you well. This includes understanding key fashion eras, designers, fabrics, and body types. In our Fashion Stylist Mentorship Program, we guide you through these essentials, giving you a deeper understanding of the industry's core knowledge and how to apply it practically in your work.
- **Why It's Important:** Being knowledgeable in these areas allows you to make informed styling choices and communicate effectively with clients and colleagues.
- **Actionable Tip:** Create a "Fashion Foundations" notebook. Dedicate sections to key designers, important fashion eras, types of fabrics, and essential styling techniques. Update it regularly to stay informed and inspired.

Step 3: Gain Hands-On Experience

- **Overview:** Real-world experience is invaluable in styling. Working under established stylists or volunteering on local shoots can teach you how to operate on-set, manage clothing, and adapt to client needs.
- **Why It's Important:** Assisting helps you build practical skills, understand professional workflows, and make connections with other industry professionals.
- **Actionable Tip:** Look for internships with established stylists, magazines, or fashion brands. If those aren't available, reach out to local photographers or new brands to offer your styling skills in exchange for experience and portfolio work.

Step 4: Develop a Unique Style and Vision

- **Overview:** In an industry filled with talent, your unique style is what sets you apart. Developing a distinct aesthetic that feels true to you will help you stand out to clients and collaborators.
- **Why It's Important:** A recognisable style becomes your "signature" in the industry and helps clients understand your point of view.
- **Actionable Tip:** Practice creating moodboards around different themes, focusing on colours, textures, and silhouettes that resonate with you. Save inspirational images and style references to keep evolving your vision.

Step 5: Create a Portfolio That Tells Your Story

- **Overview:** A portfolio is more than just a collection of photos—it's a visual story that showcases your abilities, versatility, and creative direction.
- **Why It's Important:** Potential clients and collaborators use your portfolio to determine if you're the right fit for their projects, making it one of your most important assets.
- **Actionable Tip:** Curate a portfolio with 10-15 images that represent your style and range. Include images that highlight different aspects of your skills, such as working with colour, textures, and innovative silhouettes. Update your portfolio regularly to keep it fresh and relevant.

Step 6: Network with Industry Professionals

- **Overview:** The fashion industry is built on relationships. Knowing the right people can open doors to collaborations, jobs, and creative partnerships. During our Fashion Stylist Mentorship Program, we help introduce you to industry professionals, giving you a direct link to valuable connections and potential opportunities.
- **Why It's Important:** Networking helps you stay connected with industry trends and opportunities. It's also a great way to learn from others and get inspired.
- **Actionable Tip:** Attend local fashion events, online seminars, and industry mixers. Follow up with the people you meet, and don't be afraid to reach out on social media to express genuine interest in their work.

Step 7: Master the Business Side of Styling

- **Overview:** Styling may be creative, but it's also a business. Learning to manage finances, contracts, invoicing, and client expectations is essential for long-term success.
- **Why It's Important:** Being organised and professional will help you build a trustworthy reputation, which is crucial for client retention and referrals.
- **Actionable Tip:** Familiarise yourself with creating basic contracts to outline deliverables, timelines, and fees. Invest in simple invoicing software to streamline payments and keep track of your expenses. Being financially aware will set you up for sustainable growth.

Step 8: Seek Mentorship and Guidance

- **Overview:** Navigating the fashion world can be daunting, and having a mentor can give you the support, feedback, and industry insights you need to accelerate your growth.
- **Why It's Important:** A mentor can provide personalised guidance, answer your questions, and share the behind-the-scenes knowledge you won't find in books.
- **Actionable Tip:** Join a mentorship program to gain structured, one-on-one guidance as you develop your skills. Our 3-Day and 5-Day Mentorship Programs, along with tailored 1-1 mentoring options, are designed to equip you with the knowledge, confidence, and industry connections needed to thrive in styling. Click the link below to find out more.

[Fashion Mentorship Program](#)

Breaking into the fashion styling industry is challenging, but with the right steps, you can create a career that truly excites you. Each of these steps will help you build a solid foundation, but if you're looking to fast-track your journey, consider joining our Fashion Stylist Mentorship Program.

Our mentorship provides in-depth training on everything from building a portfolio to mastering client relations. Join our waitlist to be the first to hear about enrollment dates and take the next step toward becoming the stylist you're meant to be. We look forward to helping you succeed!

Every stylist, no matter how seasoned, started with an open mind and a willingness to learn. Stay curious, stay determined, and never underestimate the power of experience.

Fashion Stylist Mentorship Program

Thank you for reading our Step-by-Step Guide – welcome to the Stylist Elixir Community! We're here to support you as you build your career in styling, so don't hesitate to reach out if you have any questions.

For those who want to dive deeper, our 3-Day and 5-Day Mentorship Programs offer hands-on training and personalised guidance to help you master essential styling skills. Whether you're looking to refine your editorial vision, build a standout portfolio, or gain insider knowledge on celebrity and client styling, these programs are designed to fast-track your growth and prepare you for real-world success.

Important Dates to Remember:

- **15th November - Enrolment opens (for a short period!)**
- **Program Dates** – Sessions are scheduled for March 2025, with limited spots available:
 - 3-Day Program: 15th - 17th March
 - 5-Day Program: 24th - 28th March

We're excited to be part of your journey, and we look forward to supporting you every step of the way!

“

Jacqueline, USA

Emily is incredibly knowledgeable and straight to the point about what you do and don't need to make it in the industry. She is a wonderful mentor!

“

Kirsty Fynn, South Africa

Learning from Emily and being beneath her tutelage is not only a supreme privilege but truly an honour! Emily is not only kind, insightful and patient but deeply knowledgeable.

“

Jaypreeth Kaur, UK

Emily is so passionate about sharing her knowledge and teaching others and it really shows. Sharing things that would take years for us to learn otherwise, especially in this cut throat industry. This mentorship really exceeded my expectations

3 Day Program

What You Will Learn

15th - 17th March 2025

01

Foundations of Fashion Styling & Editorial Vision

Start strong with the essentials of styling across various sectors, including editorial, commercial, and personal styling. You'll learn the unique demands of each area and create your first editorial mood board. We'll cover the role of a stylist, industry pathways, and how to build a network that supports your growth. By the end of day one, you'll have a clear direction and foundational skills to stand out in any styling field.

02

Celebrity Styling & Client Dynamics

Enter the world of celebrity styling and beyond! Day two dives into client management for celebrities, personal clients, and influencers, teaching you to adapt your styling approach for each. You'll work on a celebrity mood board, get hands-on with sample sourcing, and learn to manage fittings, budgets, and fast-paced client needs. By the end, you'll have the skills to craft unique looks that leave a lasting impact.

03

Portfolio Mastery & Freelance Success

Day three equips you with the tools to turn your skills into a career, focusing on portfolio building and freelance styling. You'll learn how to tailor your portfolio for editorial, personal, and commercial clients, pitch to secure jobs, and set up a freelance business. Finish the day with a professional portfolio plan and a strategy to navigate the freelance world with confidence.

[Stylist Elixir Mentorship Program](#)

5 Day Program

What You Will Learn

24th - 28th March 2025

01

Foundations of Styling & Industry Essentials

Begin with a solid understanding of styling fundamentals across editorial, commercial, personal, and celebrity styling. Learn the key differences and demands of each field, while building a foundational editorial mood board. Day one covers the role of a stylist, industry pathways, and networking strategies to open doors. By day's end, you'll have a strong grasp of industry expectations and your initial creative direction.

02

Advanced Mood Board Creation & Client Dynamics

Explore mood board creation in-depth, designing advanced boards tailored for celebrity, commercial, and influencer clients. We'll dive into the nuances of client management, showing you how to adapt your styling approach for different personalities and public images. This day equips you with practical tools for sourcing, sample requests, and PR communication, giving you real-world skills to elevate any client's style.

03

Editorial Styling & Portfolio Building

This day is all about editorial styling and developing a portfolio that gets noticed. You'll build a complex editorial mood board that tells a story through fashion, styling looks that capture a distinct narrative. In the afternoon, we focus on curating and refining your portfolio to reflect your unique aesthetic and showcase your versatility across styling fields. By the end of the day, you'll have a cohesive and professional portfolio foundation.

04

Celebrity & Personal Styling Essentials

Day four hones in on styling for celebrities and high-net-worth personal clients. Learn to style for red carpet events, public appearances, and personal wardrobes, all while managing client expectations and handling high-pressure situations. We'll also cover budget management and deal memos, giving you the confidence to style effectively under real-world constraints. By the end, you'll be prepared to create impactful looks for the industry's elite.

05

Freelance Success & Final Presentation

Wrap up with the business essentials of freelance styling. From setting up your business to invoicing, contracts, and pricing, day five is about translating your skills into a successful career. You'll put it all into practice with a final project: a complete client pitch, including a mood board, styling selections, and client presentation. End the day ready to step into the industry with a powerful portfolio, essential business skills, and a clear vision for your styling path.

Stylist Elixir Mentorship Program

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Stylist Elixir - Emily Susan Tighe
emily@emilysusantighe.com