

Stylist Elixir

Become A Fashion Stylist

By Emily Susan Tighe

Welcome to Our Stylist Elixir Community

Welcome to the Stylist Elixir Community! I'm Emily Tighe, an Editorial and Celebrity Fashion Stylist with over a decade of industry experience. Throughout my career, I've had the privilege of working with top publications and high-profile clients. Yet, like many, my journey was full of challenges and hard-learned lessons. That's why I created Stylist Elixir: to offer the guidance, tools, and mentorship I wish I'd had when I started out.

At Stylist Elixir, we provide the support and insider insights that empower stylists at every stage. Our Fashion Stylist Mentorship Program is the cornerstone of this mission, offering you personalised guidance, industry strategies, and a community that's dedicated to helping you succeed.

The fashion industry is brimming with opportunity, but it can feel overwhelming without clear guidance. That's where our mentorship program comes in—helping you break down barriers and giving you the support to navigate your unique path with confidence.

Every stylist's journey begins with vision and determination, just like yours. You have what it takes to thrive, and I'm here to guide you every step of the way. Click the button below to learn more about our Fashion Stylist Mentorship Program.

[Stylist Elixir Mentorship Program](#)

Editorial
Moodboard

Editorial

Moodboarding

Creating an editorial moodboard requires a clear and cohesive vision, as it sets the tone for the entire shoot. Each element must work together to tell a compelling story that aligns with the publication's style and the creative brief. Below are key areas to include in an editorial moodboard:

Theme References

The theme is the backbone of your editorial shoot. It defines the narrative and emotional tone you want to convey. Start by gathering visual references that reflect the overall theme, whether it's avant-garde, minimalism, or a specific cultural influence. These references could include art, photography, films, or even nature. The goal is to communicate the mood and atmosphere you want to capture.

Fashion References

Fashion is the heart of an editorial shoot, so your moodboard should include specific references to clothing styles, designers, and trends that fit the theme. Look for inspiration from runway collections, past editorials, or iconic fashion moments. Include images of garments, fabrics, and silhouettes that inspire your styling choices. This will help guide your wardrobe selections and ensure the fashion reflects the narrative you've envisioned.

Model

Choosing the right model is crucial to bringing your vision to life. Your moodboard should include references to the type of model you want to cast, whether that's based on their look, energy, or persona. Consider how their presence will enhance the theme and clothing. Include images of models that inspire you, highlighting their pose, attitude, and versatility. Think about diversity and how the model will add dimension to the shoot's story.

Hair and Makeup

Hair and makeup are key in refining the overall aesthetic of the shoot. Include references to hairstyles and makeup looks that complement the theme and fashion choices. Whether it's bold, natural, or avant-garde, hair and makeup should enhance the story you're telling through fashion. Include close-up shots of specific styles or creative looks that align with your vision.

Location

The setting of your shoot plays a major role in establishing the mood. Whether it's an urban landscape, a studio, or a nature-inspired backdrop, the location should align with your theme and enhance the visual story. Include references to possible locations or environments that complement the clothing and narrative. If the shoot is set indoors, consider how props or lighting will help create the desired atmosphere.

Bringing all of these elements together on a moodboard will help you maintain a cohesive vision throughout the shoot, ensuring that every detail works in harmony to tell a compelling editorial story.

Editorial moodboarding is where art meets fashion, transforming images into a compelling story, scene by scene. It's not just about visuals—it's about crafting a narrative that moves people. When creating a moodboard, every element contributes to the feeling you want to evoke, building towards a powerful, cohesive vision.

In our mentorship program, I'll guide you through the process of moodboarding, showing you how to bring depth and emotion to every shoot. Discover how to create moodboards that go beyond aesthetics to truly capture the essence of your styling vision.

Click the button below to learn more about our Fashion Stylist Mentorship Program.

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"The only way to do great work is to love what you do."

— Steve Jobs



Celebrity Moodboard

Celebrity Moodboarding

Celebrity moodboarding differs from editorial moodboarding, as it primarily focuses on dressing the individual for specific events or appearances. This process involves creating visual boards that encapsulate the desired style and look for a celebrity, ensuring that every detail aligns with their image and the event's theme.

Vision Board Options

A vision board is a creative representation of the overall aesthetic you wish to achieve. It includes a mix of inspirational images that convey the mood and style you envision for the celebrity. This board serves as a source of inspiration and helps communicate your ideas clearly to both the client and the team.

Confirmed Looks Board

Once you have a clear vision, you can create a confirmed looks board. This board showcases the specific outfits that have been chosen for the celebrity, including details about each look, such as designer names, accessories, and styling notes. By visually presenting the confirmed looks, you provide a concrete plan for the styling process, ensuring that everyone is aligned and prepared for the event.

Using both vision boards and confirmed looks boards in your celebrity moodboarding process provides a comprehensive approach that enhances the overall styling experience while staying true to the celebrity's personal brand.

Key Elements for a Powerful Vision Board

When styling a celebrity, the vision board is a vital tool for telling their story and bringing your creative vision to life. This board should reflect the style and mood you aim to achieve, providing a visual guide that influences every choice in the styling process—all while ensuring the celebrity feels confident and incredible in each look.

Designer Inspiration

Choose images from designers whose collections resonate with the desired vibe, helping to convey a look that aligns with the story you're telling and elevates the celebrity's image.

Silhouettes and Styles

Curate silhouettes that suit the celebrity's body type and personal style. Showcasing various shapes and styles lets you create looks that not only flatter but also empower them to feel their best.

Colour Palettes

Include images that represent the intended colour scheme. Thoughtful colour choices bring cohesion to the overall aesthetic while complementing the celebrity's features, enhancing their look on every level.

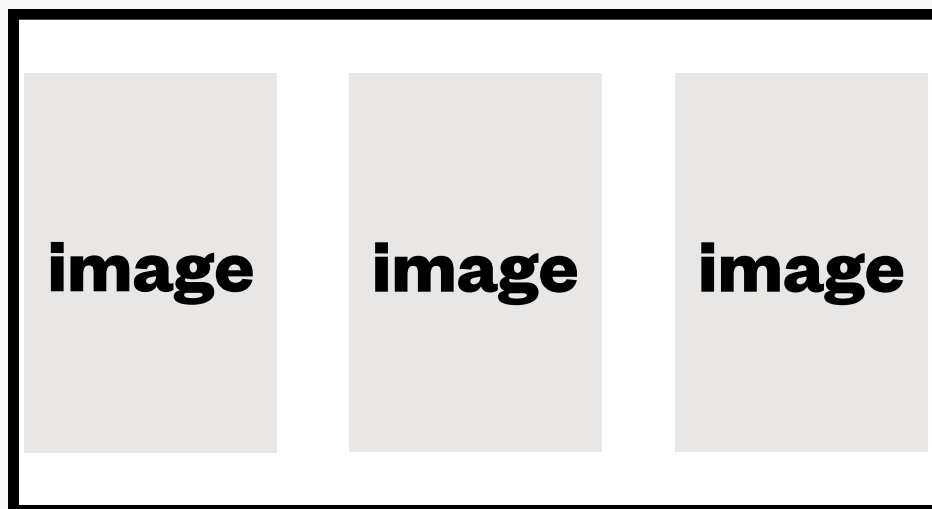
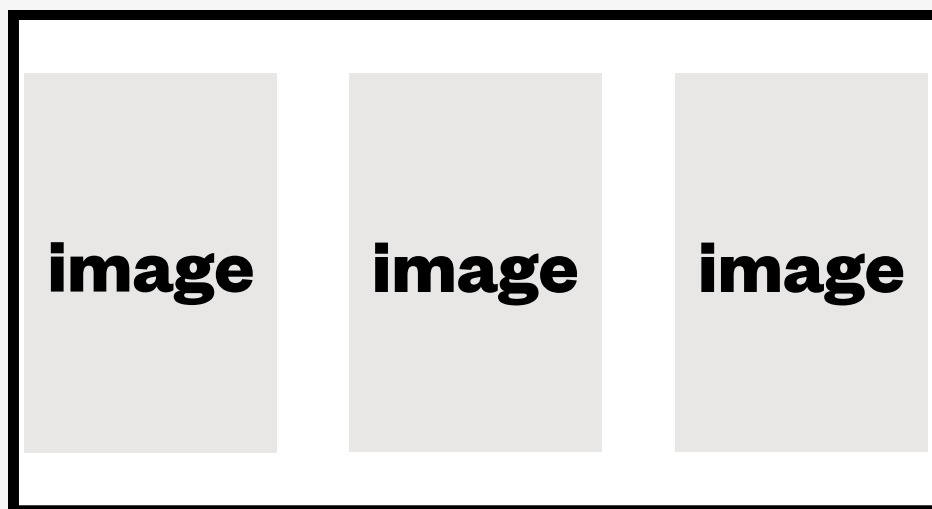
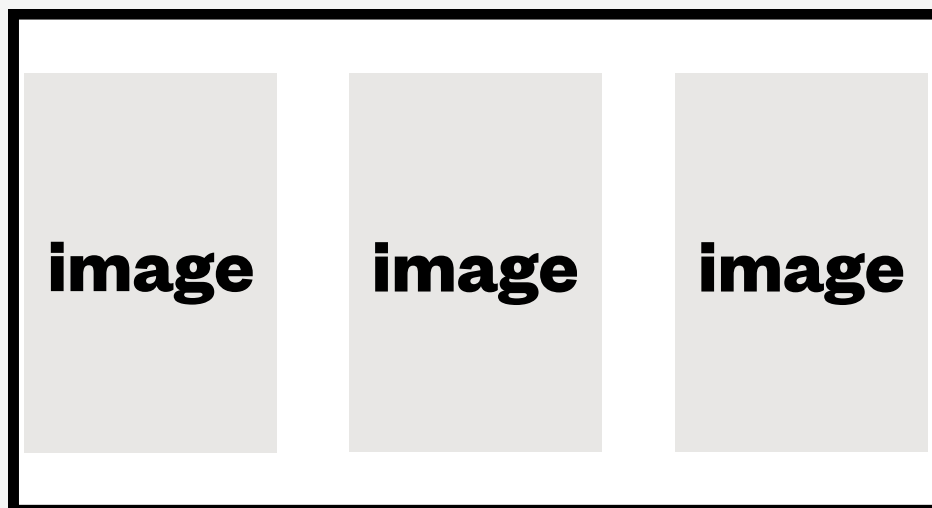
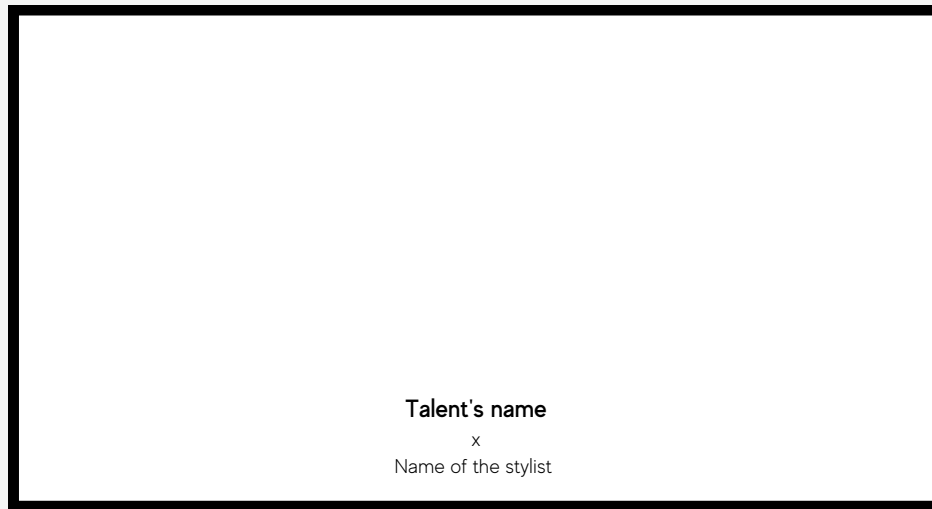
Accessories and Styling Details

Don't forget the finishing touches—accessories are essential to rounding out a look. Highlight statement pieces like jewellery, bags, and footwear to complete each outfit and create a polished, memorable impression.

By thoughtfully selecting these elements, your vision board becomes more than just a guide; it's a roadmap to a cohesive, compelling style that not only reflects the celebrity's image but also makes them feel extraordinary and camera-ready.

Vison Board: Layout

Remember to leave equal gaps between the images.



Confirmed Looks Board

The confirmed looks board is an essential component of celebrity moodboarding, serving as a detailed plan for the specific outfits selected for a celebrity's appearance. Unlike the vision board, which captures the overall aesthetic and inspiration, the confirmed looks board provides a concrete representation of the finalised outfits, ensuring clarity and cohesion in the styling process. By providing such specificity, the confirmed looks board minimises confusion and ensures a smooth styling process.

Outfit Breakdown

Each look should be clearly outlined with an accompanying breakdown that details every element of the outfit. This includes the main garment, such as dresses, suits, or separates, as well as any layering pieces. By specifying each component, you ensure a comprehensive understanding of the overall look.

Designer and Brand Information

Clearly label each outfit with the designer's name and any relevant brand information.

Styling Notes

Include specific styling notes for each look, detailing how the outfit should be presented. This could encompass guidance on fit, how to accessorise, and any particular poses or angles to consider during the event. These notes help align the team's vision and ensure the celebrity is styled to perfection.

Accessories and Footwear

Clearly highlight the accessories and footwear that complement each outfit. This includes jewellery, bags, and shoes that enhance the overall aesthetic while staying true to the celebrity's personal style. By integrating these details, you create a polished and cohesive look.

Visual References

Use high-quality images of each outfit and accessory to provide a visual reference. This can include runway images, lookbook photographs, or studio shots that capture the garments in action. Visuals help everyone involved to understand the desired outcome and can be useful for the celebrity when making final decisions.

Event Context

If applicable, include notes about the event for which each look is intended. This context helps guide styling decisions, ensuring that the outfits align with the occasion, whether it's a red carpet, a photoshoot, or a press event.

By carefully crafting a confirmed looks board with these detailed elements, you create a clear and actionable reference for the styling process. This ensures that the final presentation not only meets the celebrity's standards but also resonates with their personal brand and the event's expectations.

A powerful moodboard is the foundation of a standout look. It's your opportunity to craft a style narrative that not only tells a celebrity's story but also makes them feel extraordinary. In our mentorship program, we dive deep into the art of moodboarding, teaching you how to select references that capture the essence of your vision. When every detail aligns, your final look becomes truly unforgettable.

Click the button below to learn more about our Fashion Stylist Mentorship Program.

[Stylist Elixir Mentorship Program](#)

Fashion Stylist Mentorship Program

Thank you for reading our Moodboard 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.

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

Disclaimer:

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