



SA
image
ACADEMY

3 DAY
STYLING
COURSE
BECOMING A STYLIST

WHAT IS Fashion Stylist?

Globally, being a fashion stylist is becoming one of the most popular emerging professions in the fashion industry. Fashion stylists select the clothing and accessories for published editorial features, print or television advertising campaigns, music videos, concert performances, and any public appearances made by celebrities, models or other public figures.

Fashion stylists often form part of a larger creative team assembled by the client to collaborate with the fashion designer, photographer/director, hair stylist and makeup artist, as well as put together a particular look or theme for the specific project.

These stylists generally borrow and return clothing and accessories from fashion boutiques, or directly from fashion designers. Items may also be bought if funds are available. Most boutiques and designers require a deposit or credit card details in case the garments or accessories are damaged while on loan



Types of styling

Editorial styling. Conceptualising and organising the photoshoots for the pages in fashion magazines and other media publications. This may also involve selecting items to appear in fashion product pages for magazines, and writing articles on personal style, fashion trends, etc. Here you will find yourself working closely with photographers, art directors, designers, artist managers, and fashion editors. Print assignments may include fashion magazines, publicity shoots, album covers, advertising, and movie posters

Video/commercial styling. Styling models or actors/actresses for advertising commercials, film clips, industrial, and educational videos. This could comprise anything from selecting the wardrobe items, to coordinating the shoot, which may involve selecting the location, models, makeup artists, and even the photographer

Television styling. Styling actors, show hosts or visiting talent for live broadcasts, news and current affairs, breakfast television, sitcoms, soap operas, and dramas

Wardrobe styling. Working on film, television, concert or theatre productions, (sometimes under the direction of the costume designer), developing the look and/or selecting the wardrobe items for the actors/actresses, musicians/performers, dancers or television personalities (i.e. newsreaders). Wardrobe styling is often considered a form of show styling

Show styling. Organising events and fashion parades, and may include public speaking/comparing, working backstage at fashion parades, selecting models, organising the running order, selecting garments and/or accessories, selecting the venue, developing the event concept, dealing with the media, photographers and PR companies

Live performance. Styling musicians and other performers for concerts, special events, road tours, etc

Celebrity styling – corporate styling. Advising companies on their corporate uniforms, providing talks/seminars to staff on their personal appearance, as well as in-house magazine publication





- **Corporate styling.** Styling company executives
- **Personal shopping.** Selecting clothes for a client
- **Runway styling.** Styling for fashion parades
- **Catalogue styling.** Working with designers or businesses on developing promotional material such as product catalogues. Catalogue styling also involves merchandise styling
- **Merchandise styling.** Creating displays of products in retail stores or for photoshoots
- **Retail fashion styling.** Styling retail customers in-store
- **Prop and set styling.** Finding and buying the props which surround the products featured in print advertisements
- **Photo styling.** Styling any photoshoot and includes editorial styling, commercial styling, and catalogue styling

Course Outline

TRAINING DATES:

- Johannesburg - 29 Sept - 1 Oct '17
- Cape Town - 27 - 29 Oct '17

Venues will be confirmed closer to the time.

COST

R 7 500

Full payment is required to book your seat.

COURSE OUTLINE

- Day 1: Body Basics
Everything you need to know about Style
- Day 2: Create your colour
Everything you need to know about colour
- Day 3: Style away!
 - TV Styling
 - Magazine Styling
 - Shoot Styling
 - Bridal Styling



Body Basics

Style and image – the basic building blocks of your brand new and exciting career! And to help you on your road to success is our revolutionary style App, specially developed by and for SAIA! This handy tool places everything you'll ever need to style and guide your clients at your very fingertips. The App, which is available exclusively to SAIA registered consultants, may be used to give your clients advice on figure shape, segments, face shape, and the correct colours to wear. The App also includes a guide that will help them find their fashion style.

Chapter I

- All about Image
- Female Figure and Analysis
- Male Physique and Analysis
- How to use our Style App

Day 1

Create my colour

When it comes to colour, **simply spot on** is the way to go. Our Colour Analysis Syllabus covers all the areas of colour analysis, including the theory of colour and directional colour analysis, performing an accurate, informative and enjoyable colour consultation, as well as teaching your clients how to apply their best colours when shopping for clothing or selecting make-up and hair colour.

Chapter 2

- The Importance of Colour
- Why we include colour analysis in our styling
- Temperature
- Value
- Intensity
- Colour coding various races
- Using the Colour App

Day 2



Style away!

Fashion and style are very often mistaken as being the same thing. However, dressing your clients according to their body shape, skin colour tone, age and other elements, will not necessarily correspond with what's hot and what's not on the catwalk. This syllabus offers an in-depth study of what differentiates a stylist with a qualification in image consulting from those who don't, and how image consulting will equip you with all the skills necessary to style for whichever genre you choose – be it studio, television, magazines, or bridal.

Chapter 3

- Styling for TV
- Styling for Magazines
- Styling for Brides and their entourage
- Working as a Stylist
- Working with Photographers

Day 3



Pricing

R 7 500

Full payment is required to secure your seat.

PRICING INCLUDES

- Training fees
- Training Hand books
- A discounted rate for membership to the PIAA
- Certification with stamp of approval from SA Image Academy as a Stylist
- Coffee & Tea & snacks during breaks
- Excludes accommodation & Lunch

Contact us

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