



SA
image
ACADEMY

ONLINE STYLIST COURSE

What is a Fashion Stylist?

Globally, being a fashion stylist is becoming one of the most popular emerging professions in the 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 of anything from selecting wardrobe items, to coordinating the shoot – this 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.



It's all about style

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

Create 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 and photoshoot, including editorial styling, commercial styling and catalogue styling.

COST

R 7 850

COURSE OUTLINE

Part 1: Body basics
Everything you need to know about style
Create your colour
Everything you need to know about colour

Part 2: Style away!
TV styling
Magazine styling
Shoot styling
Bridal styling
Practical exercise





Body Basics

Women come in all shapes and sizes, each adding their distinctiveness to the world. The common denominators in all this variation is that most women want to look and feel attractive. They strive to feel self-assured, which in turn allows them the independence to celebrate their individuality in all its forms without obsessing about the way they look.

Chapter 1

- ✧ Analysing the female form
- ✧ Segments
- ✧ Vertical assessment
- ✧ Measurement pages
- ✧ Body shapes
- ✧ Find your flaws
- ✧ Face shape
- ✧ Female measurements
- ✧ Find your fashion

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

- ✧ Colour fundamentals
 - The importance of colour
 - Why we include colour analysis in our styling

Chapter 3

- ✧ Makeup Fundamentals
 - ✧ Foundation
 - ✧ Bronzer and Blush
 - ✧ Brows
 - ✧ Eyes
 - ✧ Lipstick



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; as well as 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 4

- ✧ Styling for TV
- ✧ Styling for magazines
- ✧ Styling for brides and their entourage
- ✧ Working as a stylist
- ✧ Working with photographers
- ✧ Practical exercises

Part 2





10 Reasons to Train with ^{SA}image ACADEMY

- 01 SA Image Academy is the largest image and etiquette training company in South Africa, and is the only company in the Southern Hemisphere to offer an extensive range of five different courses.
- 02 The entire curriculum offered by SA Image Academy is written by experts within the field who have more than 30 years of accumulated experience. Our curriculum is not just based on existing image principles, but also includes theories and facts from more recent studies within the image industry.
- 03 The trainers presenting the various courses at SA Image Academy are meticulously selected to ensure that you will only be taught by highly experienced, internationally-qualified trainers.
- 04 SA Image Academy evolves as the trends within the fashion industry change. It is imperative that a company specialising in fashion and image does not stagnate in their products, books and consultation equipment, but evolves along with the influencing factors and trends.
- 05 Training with SA Image Academy is an investment in you, or your company's future. It won't be necessary to retrain with other companies, as our courses are a combination of all the principles you need to be a fashion stylist/expert within the optometry industry.
- 06 SA Image courses are the only courses in SA accredited by the IPIA (International Professional Image Association).
- 07 We provide trainees with various training methods and payment options when they can't afford everything at once.
- 08 SA Image is always expanding by creating innovative courses to improve – and enhance – different industries within the image industry.
- 09 We are the only company in the world that has developed a state-of-the-art style & colour App to help clients with all their recommendations at the click of a button
- 10 SA Image is not only training locally, but internationally as well; it's taking the image/style industry by storm...keep watching this space.



Pricing

➤ R 7 850

PAYMENT

➤ Full payment is required upon enrolment

PRICING INCLUDES:

- Training fees
- Training PDF hand books
- A discounted rate for membership to the IPIA
- Annual invitation to IPIA conferences
- Certification with stamp approval from SA Image Academy as a Stylist

Training Evaluation

A participating training evaluation form is required at the end of the module to help us maintain a high standard of training. Trainees have 3 months to qualify.



Contact us

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