



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.





# 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

- Image Basics applied to Styling
- Analysing the Female Form
- Show my Shape
- Show my Segments
- Find my Face

## Chapter 2

- ✧ The Personality of Style

## Chapter 3

- ✧ A World of Colour
- ✧ Colour Theory

# 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 4

- ✧ The Brief
- ✧ The Mood Board

## Chapter 6

- ✧ Styling for Television

## Chapter 5

- ✧ Styling for a Photo Shoot
  - Styling for Fashion Editorials
  - Fashion Photography
  - Styling for a Makeover Book

## Chapter 7

- ✧ Visual Merchandising



# 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 8

- ✧ Being a Blogger/Influencer
  - What is a Blogger?
  - Tips on being a blogger
  - What is an Influencer?
  - Lesson's I've Learned from being an Influencer
  - Making Instagram a Full-Time Career

## Chapter 9

- ✧ Back to reality

## Chapter 10

- ✧ How to Get Started





# 10 Reasons to Train with <sup>SA</sup>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 (available only for Fully qualified Image Consultants).
- 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.

# About the course Developer

Aletté-Johanni Winckler is no stranger to the style and fashion industry. Over the past 11 years, her name and face have appeared multiple times on television, social media, in magazines as well as books. As a published author, motivational speaker, songwriter, television presenter, style consultant, wife to celebrity pop/worship artist Heinz Winckler, and mother of three boys and a girl, this stylish fashionista has proven herself to be a trend setting entrepreneur who will not stop spreading the passion she has for her career before the human race grasps the critical connection between inner and outer beauty.

Aletté is a social media influencer with more than 100k followers between Facebook, Instagram, Twitter and Pinterest. She loves using her platform to inspire, to speak life, to bring hope and spread sunshine. Big brands, such as Daniel Wellington, The Box Fashion, Compex.Sa, Bohemian Bali Boutique, Ally Mae, Airbase Airbrush Makeup and many other local salons and service providers, have asked her to co-lab with them.

As a Public Speaker, Aletté has led multiple speaking events. Her unique sense of humour, topics that touch on everyday reality, warm heartedness and capacity to spread positivity, make Aletté one of the most sought-after speakers in South Africa.

Although enrolled as a Journalism student, Aletté's passion for style started at a young age. But it was only after travelling with her husband through the USA, Japan, Canada and Europe, that her dream of making styling a career became more vivid. Aletté enrolled in a course at the then internationally acclaimed South African Image Company. Here she mastered the ins and outs of Style Analysis, Colour Analysis, Fashion Styling, Corporate Style, Wardrobe Recovery and Personal Shopping and received the qualification of Qualified Image Consultant and Stylist. But this was not enough for our determined boss-lady. In 2019 Aletté enrolled in the Certification Programme of the Association of Image Consultants International (or AICI)– a global organisation that sets and promotes the highest professional standards for image consultants in appearance, behaviour and communications. She did indeed receive her accreditation, making her the very first AICI Certified Image Consultant Trainer in South Africa!

With a professional qualification like this, Aletté was set to reach for the stars – and so she did.



# About the Trainer

Carissa is a local resident of the Helderberg community in Somerset West. She has an absolute passion for working with people. She loves to inspire and motivate others and believes in spreading a little sunshine wherever she goes.

Prior to entering the image and style industry, Carissa obtained a BA Degree in Human Movement Sciences at the University of the Free State. She then continued her studies in fitness at the Future Fit Academy in the UK. Carissa had a very successful career in the fitness and health industry for 10 years.

Carissa qualified as an image consultant in 2012 with the SA Image Company and started her career in the image industry. Together with her best friend and business partner, they have owned and run Image Avenue since 2014, with branches located in both Cape Town and Johannesburg. Through Image Avenue, Carissa has been able to bring about positive change and transformation for people from all walks of life and cultures.

Since being in the image industry, Carissa has also qualified as a professional make-up artist in 2018 with Kohl Make Up Academy.

Carissa has assisted the former Miss SA and Miss World, Rolene Strauss, with style, colour and wardrobe analysis. She also often styles cover pages and editorials for magazines like Finesse, Intiem, Lig, Vrouekleur and Huisgenoot. Celebrities she has worked with for covers and editorials include Christi and Nico Panagio, Minki van der Westhuizen and Heinz and Aletté Winckler.

Carissa has also assisted in styling and wardrobe for the TV production "Hou op Wegsteek" on VIA and she has assisted with stage production for Shoprite's "ShopStars". Recently Carissa became the official stylist for Somerset Mall and she also appeared on popular TV shows on Kyknet and VIA.

In the corporate industry, Carissa has joined Nedbank on a national road show, touring the country for three consecutive years, presenting an introduction to image and professionalism to students at each of the major universities. Other major corporate clients includes: Coca Cola, ABSA, Discovery and Premier.

What still remains closest to Carissa's heart is working with her individual clients in updating their style and increasing their confidence. She specializes in services like wardrobe analysis, personal shopping, group sessions/ ladies events, corporate workshops, makeup artistry and styling services for magazine, TV and advertising campaigns.





# Pricing

✦ R 5 500

## **PAYMENT**

✦ Full payment is required upon enrolment

## **PRICING INCLUDES:**

- ✦ Training fees
- ✦ Training PDF e-book
- ✦ A discounted rate for membership to the IPIA
- ✦ 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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