



FASHION STYLING

Who is a Fashion Stylist?

A fashion stylist is an expert in image and style, always aware of trends.

Good fashion stylists know how to accentuate the positive attributes of people they dress, choosing the right outfit to flatter someone, in a way that is appropriate for each event.

Fashion styling requires extensive knowledge of the fashion industry and a particular skill for matching clients with the clothing that will support the image they want to project.

Objective of Instruction

The purpose of the course is to allow students to *develop a sense of style from different points of view, depending on the person and occasion and situation.*

This goal is achieved by teaching the difference among the style which exists all over the world, but also by studying different kind of human shape.

There are two different way of attending course: a *personal way*, that involves the ability to choose an outfit style for a specific situation or occasion for a client; an *editorial way* that provides skills to think the outfit also in relations with magazine, catalogues and lookbooks..

Program

The course is gaining by a theoretical part - in which students will have to study items name (coats, jackets, dresses...), colour combination, different shapes to know how to match clothes, to flatter all types of size of body, main fashion icons and fashion designers form past to today - and a practical part, including exercises on mixing and matching for new ways to dress yourself, analyzing the street fashion, coordinating an outfit under budget and more.

Students will have to discover all sorts of shops in Milan, becoming a stylist while enjoying the fashion capital.

The course requires Photoshop.

Students will collect information through the internet and layout presenting it on their portfolio using photoshop.

Some topics

<u>Theroy</u>	<u>Practice (Exercise)</u>
- Fashion Knowledge	- City/Market Research
- Items Knowledge	- Styling by Situation
- Different Shapes	- Virtual Bustier
- Colour Knowledge	- Runway to Real Way
- History Designers	- Accessories Shooting
- Fashion Icons	- Stylize a Girl's week
- Styling & Video	- Exercises with real items
- Fashion photography	- Campaign Style for affordable prices
-Fabrics Knowledge	- Shop the look
	- Create your own Web Based Portfolio

(Go on page 3 to 6 for the complete topics list)

Course Learning Outcomes

- Use of Adobe Photoshop;
- Gain Italian way of stylizing fashion;
- Gain ability to communicate new trends in a visual clear way;
- Gain ability to create for your future clients the target conscious fashion looks;
- Gain knowledge of the past icons and designers;
- Become trend conscious of style all over the world;
- Recognizing names of fabric;
- During the course the student will create a book which can be used as a Personal Portfolio presentation work. Moreover each student will be able to create a Portfolio Web Based.

Career Outlet

Generally Fashion Stylist can work as a freelance for the catwalk's output of different maisons, or for the shooting campaign for a magazine.

But there are many different arenas in which fashion stylists use their talents: in Creative Work as Stylist or Fashion Designer, in Adviser Work as Personal Shopper or Personal Image Adviser, or in Commercial Area as Fashion Shop Owner, Shop Sales Assistant or Show Room Sales Assistant..

Level

Beginners

Material

Notebook, Memory Stick, Photoshop (it's possible downloading the 30 days trial version in the following link :

<http://www.adobe.com/cfusion/tdrc/index.cfm?product=photoshop>

Age of student

Courses are open, so everyone can attend our courses. But minors must send parents' permission.

Available Schedule Duration

Daytime 1 month, Full-Time: 4 days a week (Monday to Thursday)

Daytime 1 month, Part-Time: 4 days a week morning or afternoon (Monday to Thursday) - introduction course.

Daytime 2 weeks, Full-Time: 4 days a week (Monday to Thursday) - introduction course.

The course begins each Monday.

To enroll is necessary for students to send an Application Form, available on the web site.

There are two different kind of Application Form, depending on the period of attending course (Ordinary or Holiday Period).

The course is available either in Italian or in English, or in Spanish.

Course's certificate

At the end of the course, students will receive the Certificate of Study issued by the private school of Milan Fashion Campus after the completion of the course.



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COURSE	NOTES
TEST YOUR FASHION KNOWLEGE	Test the student's knowledge about the technical names of the items. When doing a business as a stylist, you must be always professional to your clients. Knowing names will give your customers a professional impression
DISCOVERING ITEMS NAME	Give the package of items of coats, jackets, dresses, etc. and tell the student to look through the item list and fill in the answer keys After, you can go over the answers with the student.
DIFFERENT SHAPES	In this exercise, whether you would like to be a personal stylist or an editorial stylist, you always must know which kind of outfits make the body look different. Go through the different shapes and the solutions for them to give a clear understanding which kind of items does what kind of effects. Tell a student to look through their facebook account and choose a friend (not so perfect body) and do an analysis (which you will print out for her) Depending on the student and the friend that they chose, go through each celebrity, Jennifer Hudson, Beyonce, Michelle Williams, Rachel Bilson and stylize an outfit with a description why they chose the outfits.

Now depending on the student's objective, choose exercises suiting their objective.

STYLING BY SITUATION	Styling by situation exercise, allows the student to think which kind of outfits match depending on the location or the situation they are in. First the student must choose a muse and fill out the identiKit give the name, theme, mood, status, age and lifestyle of their muse. Whether they need to get ready for a lunch date or a luxury resort they must follow the personality of the muse.	
	When a personal stylist must choose an outfit for a certain occasion for the client.	When a editorial stylist must choose an outfit depending on the location.
EDITORIAL STYLING	Create some editorial pages in order to realize outfit for different types of magazines and other sundry countries.	
DRESS IN FASHION CAPITALS	As a personal stylist or as a editorial stylist, they must know which kind of fashion is popular in each city. Go through the style through each city to understand. Then the student must analyze on Milanese Style.	
CITY RESEARCH MARKET RESEARCH	As a perosnal stylist or as a editorial stylist, they must know which kind of fashion is popular in each city. Go through the style through each city to understand. Then the student must analyze on Milanese Style.	

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RUNWAY TO REAL WAY	They must be able to sell items that may be extravagant looking in the runway but be able to sell it to the market.	
	They must be able to choose a extravagant piece off the runway and suit it for the muse or the star as a personal stylist making it wearable without having it too much.	They must be able to make an extravagant piece sellable on a magazine photoshoot to make it easier for the customers to buy or invest the item.
STYLING & VIDEO	Learn the communication importance; a video is used to transmit the basics of your project and emphasize it. Working with multimedia the student will expand the communication field.	
ACCESSORIES SHOOTING	Analyze the customer and his needs. Be aware of the client is a major strength to complete your final work.	To be able to realize a shooting in order to communicate the brand idea and satisfy the customer's needs. The student will have to coordinate the shooting step by step.
STYLIZE A GIRL'S WEEK	More for personal stylist. If a client must go on a business trip you must choose certain amount of items to bring with them and must think about each outfit depending on the theme of the day.	As for editorial stylist, it is nice to introduce this exercise with being able to use same outfit in many different ways depending on each theme.
VIRTUAL BUSTIER	This exercise allows students to develop their creativity and sense of style. The ultimate goal is to create a virtually item that celebrities could wear on stage.	
HISTORY DESIGNERS	This is a package of theory to understand which kind of designers has marked history in the past of fashion. All types of stylist must know the classic designers in the past to refer to any references.	
FASHION ICON	It is very important to be a stylist and to know the fashion icons from the past as you would like to make the classic icons for the future too.	
ICON STYLING	Referring to the package of introduction to the Icons in the past, they must be able to choose an item by mixing and matching depending on the item such as Dolce Vita, Little Black Dress	
	Classic items will always be classic. When you have these classic items it does not matter how the trend changes or the era changes.	

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EXERCISES WITH REAL ITEMS	This is to enhance the taste of style using real items. The student will realize some styling outfits following a theme and using the school wardrobe. This exercise helps students to develop their ideas, seeing if they are able to transmit the same concept using real items.	
FROM MOVIES TO FASHION	Research the fashion in each movie and get inspired and think of outfits.	
	For personal stylist, if there is a client that wants to dress like the actress in the movie or inspired by the muse.	Knowing reference to famous movies is very important for an editorial stylist. They must be aware which kind of style each movie has depending on the era.
COLOR	To understand colour at a theoretical level.	
Color Combination,	Combining colours learning the theoretical reasoning. Why does this colour match with this colour? With the theoretical comprehension behind whether it is for a personal stylist job or the editorial stylist job, they must know how to combine colours well.	
Color Mood	Which kind of colours give different kind of moods? Red may make you feel sexy, energetic while blue makes you feel calm. Trying to understand the mood expressed each mood.	
Color Cool/Warm	Personal Stylist must know which skin tone matches with which colours. Understanding the characteristics of each skin tone, the students will get to explore the world of warm colours and cool colours.	
Colour Collection	Personal stylist must be always trend conscious. To know which colours are popular in the collection is very important and also useful when trying to sell items by styling "This is colour is in trend just like it was shown in the collection of ____ of this season!"	
STYLING FOR SHOOTING	For editorial stylist. They must choose model, location, theme, poses, make up, hair in order to make a complete shooting. They must be able to tell the idea of the shooting to a third person with the right idea.	
SHOP THE LOOK	As a stylist, you will always have to work with budget of the client. This will allow the student to stylize with real clothes in stores looking at prices.	
CAMPAIGN STYLE FOR AFFORDABLE PRICES	As a stylist, you will always have to work with budget of the client. This will allow the student to stylize with real clothes in stores looking at prices. Look at some of the campaign styles and make it affordable!	

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PATTERN MIX	To understand a creative way to match pattern in a fashion forward way.	
	For personal stylist, how well can you make patterns wearable?	For editorial stylist, learn how well you can creatively mix patterns without having it too much. Fashionistas always mix and match.
HOW TO WEAR / HOW TO TRANSFORM	Explore creative ways to wear and transform items to make unique pieces.	
DISCOVER THE MOST FAMOUS FASHION PHOTOGRAPHER	It is very important to know the most famous fashion photographers.	
TOUCHING AND RECOGNIZING FABRICS	Learn to recognize the names of fabrics and their touch.	