



MODULE 3 WORKSHEET

BRIEFS

WHAT IS A CLIENT BRIEF?

Briefs are set by the client or yourself, they outline the deliverables and scope of the project including timing, budget, who else may be involved and anything else that is important. Not all briefs will be clear, it's up to you to ask as many questions as possible and create clear communication with the client so you can do your job to the best of your ability. When setting your own briefs it's important to keep it simple, streamlined and considered. What are you trying to say in the project and why?

HOW TO STICK TO A BRIEF

Once you have received a brief it's good to start communicating with the team you will be working with to exchange ideas and visual references and make sure this is approved by the client before any actual work is done. With the brief in hand, your creative team should have a clear direction for what you are all working towards. Don't forget deadlines are a big part of sticking to brief, use that sense of urgency. TOP TIP** Not every job will reflect your personal taste it's good to be able to detach the way you personally dress and your personal taste from the client brief and job at hand. Once you have been set a brief you may be asked to create a moodboard to convey how you want to visually represent this brief.

MOODBOARD DEFINITION

WHAT IS A MOODBOARD?

A moodboard is a visual tool that communicates concepts and visual ideas. It is a well thought out and planned arrangement of images, materials, pieces of text, etc. that is intended to evoke or project a particular style or concept. A styling mood board will be specifically focused on clothing and accessory ideas that reflect the brief and entire creative idea. If you are setting your own briefs you may create multiple moodboards to reflect, photography, hair and make-up separately.

WHY DO WE USE A MOODBOARD?

Moodboarding is an essential process to building a clear visual story. It can take hours finding the right images to convey what you have in your head or what could inspire you further. Remember in Module 1 I said how important it was to keep a rolling image archive this is something you can pull references from when making specific moodboards.

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BRIEF + MOOD BOARD EXAMPLE

Top Tip You should always aim to get paid for a mood board on paid jobs unless you have been already signed off for the job - as it is your personal interpretation of a brief with your own signature ideas (and a lot of work can go into them). At the start of your career and beyond clients will ask for moodboards to give a sense of what you are able to offer creatively or you will create them to pitch for potential clients without a budget. Use your judgement on what you feel comfortable with to avoid being plagiarised.

EXAMPLE CLIENT BRIEF Hey Alizé, I'm getting in touch about a fashion editorial shoot with photographer Serena Brown that pays homage to Notting Hill Carnival, as sadly it isn't going ahead this summer. I wondered whether you'd be interested in styling the story? I love the work I've seen in your portfolio. This is an editorial feature, rather than branded content, and will live on our homepage and social channels. We're shooting sometime between 3rd-17th August, our budget is £XXX for 3 models, and it'll be located in a park or garden in London. We also have a budget of £XXX for Uber returns. Best, Georgia

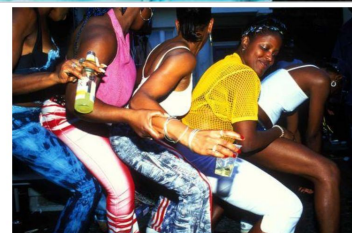
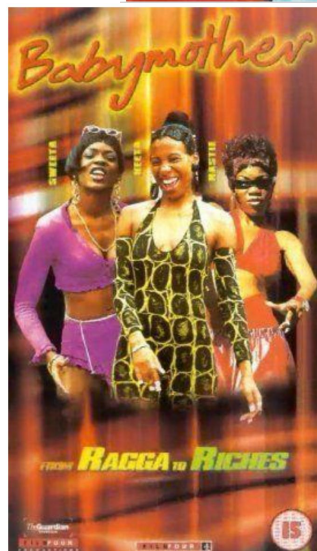
EXAMPLE PHOTOGRAPHERS MOOD BOARD



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STYLING MOOD BOARD EXAMPLE

****Top Tip before I sent back my moodboard I had negotiated my rate based on asking more questions about how many looks were needed, where and when the shoot was being published and if I could accomplish it in the time frame. Once I had accepted the job based on terms everyone was happy with I then made the below styling mood based which were my ideas inspired by the photographers ideas. When you are starting not everything has a budget but it is good to lay out terms you are comfortable with and that are realistic to you being able to complete the job. When sent a brief always ask if there is a budget if they haven't already mentioned so.**



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FINAL IMAGES FROM EXAMPLE PROJECT



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PERSONAL TOOL KIT LIST

Here is a comprehensive list of professional tools you need to work on and set up to really get started as a Fashion Stylist or Assistant Stylist.

CV + COVER LETTER A CV and cover letter which is aesthetically pleasing and informative whilst also describing ANY relevant experience you may have. Your cover letter should be also be short but informative whilst showing some of your personality. Remember this is often the first thing anyone will see before they even think of meeting you. Make it count.

EMAIL ETIQUETTE A professional email address that you have constant and complete access to is paramount. Most of the communication you will be making through this job will be via email so brushing up on making sure every single email you send is formal yet friendly at all times.

PERSONAL BRANDING This could start by confirming what name you would like to work under and making sure all of your platforms match this - from your email address, online portfolio and social media. *Top Tip If you don't want to work under your real name always go for something you'd be happy to still work under in 20 years.* Your personal branding could then be extended to having your own logo and website (not essential at the beginning but good to think about).

SOCIAL MEDIA Have a think about whether you want to separate your professional and personal life on social media. What you say and do online is immortalised. You will probably meet most of your peers/collaborators online and that includes potential clients and employers. If you want your private life to remain private I suggest separating your social media and setting up a work page for your peers and potential clients to be able to contact you or see your work. If you don't feel ready to make a website yet a work instagram can be a quick and easy way to set up an online and accessible portfolio. As someone writing this course who has a merged professional/personal instagram I am giving out this advice based on my view of how social media has changed and impacted careers during my span in the industry. If you are someone who is happy merging the two and won't feel limited conducting themselves professionally/on brand at all times go for it, but make sure you always remember more people are watching than you think.

LAPTOP/SMART PHONE Emails and admin are a core part of Fashion Styling. It's super necessary to have a functioning laptop/smartphone as you will be expected to work remotely, on set or on the go.

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WEBSITE - ONLINE PORTFOLIO If you already have a lot of work to show create a website ! If you have a lot of assistant work under your belt create a website. If you are showcasing assistant work make a separate tab and credit the head stylist. This is still your active portfolio work and shows the level of experience you may have as an assistant. If you are right at the beginning and don't feel you are ready yet create an instagram, it's a less costly and overwhelming place to quickly build your live feed CV

SENSE OF URGENCY This may seem like an odd point to add but it's something that is really important due to the nature of Fashion Styling. There is never enough time to do our job. A real sense of urgency to complete any required tasks is needed while you are assisting right through to being a fully fledged Fashion Stylist.

PHYSICAL TOOL KIT LIST

Every stylist needs a kit bag. This is a bag of physical tools that are essential on every job, whether it's the right clips to cinch the waist of a dress or a hand steamer to get some creases out. *Top Tip When you are assisting always take a peek in a head stylist's kit bag take note of what they have and what they use. Every stylist's kit bag will be different but here are the basics you will need when you start shooting.

KIT BAG

LUGGAGE **You will always need a sturdy suitcase to do any loan collections and transport garments to shoots **

LINT ROLLER

SAFETY PINS

SEWING KIT

TIT TAPE / TOP / DOUBLE SIDED TAPE

SOCKS, BLACK + WHITE + POP SOCKS

ELASTIC BANDS

HAND GARMENT STEAMER

ZIP LOCK BAGS

PERMANENT MARKER

SCISSORS

PHOTOGRAPHY CLIPS / CLOTHING PEGS

BABY WIPES

STAIN REMOVING WIPES

SHOE PROTECTION SPRAY

MASKING TAPE / SELLOTAPE

SHOE PROTECTORS

MODULE 3 TASK SHEET

**TASK 1. SET YOURSELF YOUR OWN BRIEF,
MOCK UP A MOOD BOARD AND POTENTIAL
COLLABORATORS WHOSE CREATIVE STYLE
SUIT THE BRIEF**

**TASK 2. START TICKING OFF THAT
PERSONAL TOOL KIT**

**TASK 3. SEE WHAT YOU HAVE AT HOME
ALREADY THAT YOU CAN START ADDING
INTO YOUR PHYSICAL TOOL KIT**