



## **Personal Stylist Certificate Program**

### **Video Introduction**

**Module 1:** The history of styling – E-Book

**Module 2:** The Fashion Industry – E-Book and video

**Module 3:** Key skills and talents for Stylists – E-Book

**Module 4:** Getting work – E-Book

Creating Lookbooks and storyboards – Video

Working with personal clients – Video

Working as a Personal Stylist – Behind the Scenes video

Practical exercise – Creating Lookbooks

**Module 5:** Body shape analysis – E-Book

Facial shape analysis – E-Book

Body shape analysis for men – E-Book

Creating consultation reports – E-Book

Body type verification chart – Document

Fashion terminology – Document

Practical exercise – Body shape analysis

**Module 6:** The styling process – E-Book

Style Personality quiz – E-book

Consultation forms – Documents

Styling process tips – Video

Perfecting the personal shopping trip – Video

Practical exercise – Style consultation and style personality quiz

**Module 7:** How to style – E-book and video

Stylist toolkit – Video

Practical exercise – Styling daytime and evening looks

**Module 8:** Color – Video

Color theory – E-Book

The psychology of color – E-Book

Perfecting color choices – E-Book

Color analysis – E-Book

Practical exercise – Styling the perfect color choices

**Module 9:** Business basics – E-Book

Marketing your business – E-book

Practical exercise – Creating your mission statement

### **Video program conclusion**