



# Personal Stylist Certificate Program Content

**Introduction** - Video

**Module 1:** The history of personal styling - E-book

**Module 2:** Key Facts about the fashion industry - E-book

**Module 3:** What does it take to be a personal stylist - E-book

**Module 4:** How to create lookbooks - Video

Lookbook inspiration - E-book

Working with personal clients - Video

Day in the life of a personal stylist - Video

Practical exercise - Creating lookbooks

**Module 5:** Body shape analysis - E-book

Facial shape analysis - E-book

Body shape analysis for men - E-book

Balance and Proportion - Video

Body type verification charts - Document

Fashion terminology cheat sheets - Document

Practical exercise - Body type analysis

**Module 6:** The style consultation process - E-book

Creating consultation reports - E-book

Style personality/lifestyle assessment - E-book

Styling process tips - Video

Perfecting the personal shopping trip - Video

Style consultation forms - Documents

Style personality/lifestyle assessment - Document

Practical exercise - Client consultation



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## **Module 7:** How to style - E-book

Styling for Zoom - E-book

Understanding modest fashion and styling - E-book

Understanding sustainable fashion and styling - E-book

Creating personal style - Video

The stylist toolkit - Video

Practical exercise - Creating daytime and evening looks

## **Module 8:** Color theory - E-book

The psychology of color - E-book

Color analysis - E-book

Practical exercise - Creating an outfit using color psychology

## **Module 9:** Starting your business - E-book

Marketing your business - E-book

Practical exercise - Creating a mission statement

## **Program Conclusion:** Video

**Final examination** - Open book short answer/multiple choice exam

**Final project** - Full style consultation with before and after photographs

