

To be or not to be a FASHION STYLIST

By Anais

Stylists draw models which are supposed to make up collections of fashion seasons. All his art consists in blending forms, tints and material sensibly.

Personality: Well-cultured, curious, creative, imaginative and innovating. In theory, **the stylist is a creator who gives free rein to his imagination.** He works hard to leave his mark.

Job description: 15% of creativity, 85% of manufacturing. Anticipation is also at the core of the profession. A stylist works 2 or 3 seasons in advance. He has to be inspired by the spirit of the era, feel the changes in society and get the trends. Everything is good to stimulate his imagination: photos in magazines, shop windows and trade fairs in big capital cities. He likes becoming well-acquainted with streets and observing passers-by and their way of dressing too.



Working conditions: the image of the inspired creator in the middle of a merry disorder of drawings, samples of fabric and leather, multicolored felt-tips and wicker models is not false. **But the profession also has its own constraints.** It is necessary to understand the needs of the customer and to respect deadlines defined by the product manager. One thing is for sure : once out of the workshop or the company, the stylist continues to work to get the feel of trends.

A stylist also has to like teamwork though he works alone during the stage of pure creation. He works hand in hand with the designer who makes garment patterns. Dyers, computer and marketing specialists are his

interlocutors on a day to day basis.

Salary: An experienced stylist can earn up to 4600 euros a month.

After the BAC, you can do a BMA specialised in embroidering, extended by a DMA or a BTS. For example, ESPA Duperre offers a BTS course, with an exchange program at the end of the studies in Japan or England. Ensad offers a specialization as part of its diploma in textile and fashion design. Mod'art offers a school certificate acknowledged by the fashion industry, which can lead to a Bachelors degree. Courses in fashion management jobs are also given in schools of management at university. Finally, two European schools

stand out: St Martin school of Art and Design in London and the Royal Academy of Fine Arts in Anvers.

Job market: **You must create a network of contacts when you get out of school.** Making « fashion books » is key to getting a job. Numerous fashion designers work freelance and they are paid upon finishing their mission (you are declared to the URSSAF!).

