



# MODULE 4 WORKSHEET

## EXPERIENCE

### HOW TO GAIN EXPERIENCE

There are so many different ways to gain experience. As learning the craft is so hands on it is super important to get work experience in the field. It will take time to work your way up and the shit jobs can be shit - but this is normal in an apprenticeship style career. As I've said previously learning the craft of Fashion Styling is like an apprenticeship you learn the trade shadowing and working for one or multiple stylists and repeating the methods yourself. Not everyone becomes a stylist this way though and in the next module I will be giving you a step by step guide to the shoot process which may help you in setting out on your own or becoming familiar with it before or during assisting.

### REACHING OUT

Looking for experience is a lot of dedication - it is out reaching on different platforms to pretty much anyone and everyone for a foot in the door or a view from the window. Don't be scared to get out of your comfort zone and ask people you look up to and don't be deterred by no's or no responses. When reaching out for work experience and looking for Fashion Stylist's to shadow, intern for or assist also reach out to:

- Fashion Editors
- Fashion Directors
- Fashion Agencies
- Fashion PR's
- Fashion Publications
- Media Publications
- Online Publications
- E-Commerce Studios
- Photography Studio's
- Brands
- Talent Agencies
- Creative Agencies

Any experience within the industry is tangible and valid. Cast your net wide and think outside the box - take as many opportunities as you can financially and physically because they could lead to another opportunity.

I recommend always relying on email first when reaching out to people for work experience opportunities. Make the email subject relevant and always present a formal and engaging email before attaching, a CV, Portfolio (if you have one) and relevant social media. You may want to give a little chase or nod to the fact you emailed them via social media, but remember that often people's social media can be saturated with messages and using this method as a first point of call can appear unprofessional. Most industry professionals will have email contacts in the bio's or on their websites - if they are signed to an agency you can email their agent.



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## EMAIL TEMPLATE

### VERY BASIC REACH OUT TEMPLATE YOU CAN ADJUST TO YOUR OWN TONE OF VOICE

Dear .....

I hope you are well,

I'm .....and wish to gain work experience with .....

I would highly appreciate the opportunity to work alongside .....

\*insert genuine reason why\*

.....  
.....

Here are 6 reasons why you should consider me for the role:

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....

Please take a look at my CV attached and portfolio below (I've also added my social handles):

.....  
.....

I would highly appreciate the opportunity and hope to hear from you in the future.

All the best,

.....

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## BUILDING A PORTFOLIO

The best and first way to build your portfolio is by 'Test Shooting' this is essentially a place to practice and experiment on a concept developed by a creative team. Everyone involved is doing it to expand on their portfolio - it's a team effort. Through Test Shoots you can start to build your way into editorial and pitching for clients.

## WHERE + HOW TO SOURCE GARMENTS ADOPT THE BEG, BORROW, STEAL MENTALITY (DON'T STEAL THOUGH)

Sourcing clothing is hard work. Cast your net far and wide - but also appropriately - don't expect Gucci to loan for your test shoot. This industry is based on favours if you can deliver good content in exchange for borrowing a piece this may work for brands/designers. Looking for new designers and brands takes dedication and hours of trawling online. Below are some people you could be reaching out to:

- GRADUATE DESIGNERS
- INDEPENDENT DESIGNERS
- STARTUP PR AGENCIES
- ESTABLISHED PR AGENCIES
- INDEPENDENT BRANDS
- VINTAGE STORES
- INDEPENDENT STORES
- DEPARTMENT STORES
- CLOTHING COLLECTORS + CLOTHING ARCHIVES
- HIRE HOUSES
- RENTAL STORES/APPS
- HIGH STREET STORES
- FAST FASHION BRANDS

Also aim to include as much creativity in your work at the beginning especially if you don't have access to loaning garments yet:

- Use unusual materials and fabrics
- Customise existing pieces / Make your own pieces
- Use things from your own wardrobe - you should already be collecting interesting pieces for your own styling kit
- Go through other people's wardrobes for pieces, friends, family etc.

## BUYING + RETURNING

Buying and refunding clothing is also a quick way of getting and using clothing for shoots if you have the funds. This is at your own risk ! Always make sure the clothes are in a resealable condition and aren't damaged otherwise you are footing the bill. Always check the refund policy before buying and keep all your receipts !

# **MODULE 4 WORKSHEET**

## **MODULE 4 TASK SHEET**

**TASK 1. REACH OUT TO 4 PEOPLE/PLACES YOU WANT TO WORK!**

**TASK 2. SHOOT + STYLE YOUR OWN MINI SHOOT // OR TEAM UP WITH A PHOTOGRAPHER AND PLAN A COLLABORATIVE EDITORIAL**