



MODULE 2 WORKSHEET

EDITORIAL SHOOT TEAM KEY ROLES

FASHION EDITOR

Fashion Editors are generally responsible for supervising the overall process of creating, planning, developing, managing and presenting content for fashion-specific magazines, photo shoots, websites, newspaper sections, or television shows.

FASHION PHOTOGRAPHER

Fashion photographers work in the fashion industry and focus their skills specifically on styles of clothing and personal image. The photographs are used to advertise new fashions, promote models, and popularize certain designers in both print and digital formats.

ART DIRECTOR

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design for a project, and also direct others who develop the artwork or layouts.

SET DESIGNER

A set designer is in charge of designing and creating the sets that appear in films and tv, editorials, music videos, campaigns and commercials. The role involves working with and communicating with directors, producers, costume designers, photographers etc.

HAIR STYLIST (SESSION STYLIST)

Session Hair styling is all about preparing hair for models, celebrities and actors for runway, photo shoots, film set or red carpet events. Session styling is about creativity in designing a hair style.

MAKE-UP ARTIST

Makeup Artists are beauty practitioners who offer general makeup services or work in prosthetics. Their primary duties include enhancing facial aesthetics through makeup and creating custom looks for clients.

MODEL / TALENT

A model is a person with a role either to promote, display or advertise commercial products mainly fashion clothing. Talent or celebrities are popular members of society which are often used to promote or represent Brands or designers.

MODULE 2 WORKSHEET

WHO ELSE DO YOU WORK WITH?

FASHION DESIGNER'S/IN HOUSE PR

Fashion Designers can range from emerging and graduate designers, to small independent and self taught. To huge corporations and fashion houses. Many large fashion houses keep their PR in-house. They may contract out to a PR agency to produce their fashion shows, social media campaign development, product placement or to help land local media hits during a widespread campaign. Smaller or emerging designers often start out doing their own PR themselves or it often falls to the person within the company who also handles marketing, graphic design, or a PR intern, until they are profitable enough to hire a fashion PR agency or hire a PR person to work full-time. For a multitude of fashion brands, working with a fashion PR agency is an important part of their communication and outreach but it is expensive. Liaising directly with designers, or their in house pr teams or outsourced agencies is a massive part of Fashion Styling as we are a possible link to the a designers next good piece of press.

FASHION PR AGENCY

Public relations agencies are hired by Fashion Designers and brands to help focus on media attention to increase brand awareness and improve public perception. A good PR agency will use their expertise to develop a strategy to generate or expand brand awareness through the media. This used to be limited to traditional media for article placement, but now this includes digital and of course celebrity placement. PR agencies may also be in charge of creating special events designed to engage the public and the media. PR is all about public perception of a brand. In fashion, brand perception can mean the difference between stellar success and closing up shop. The relationship between a Fashion Stylist and a Fashion PR is very crucial. As Stylist's you are able to give media attention to brands and designers with what garments you select and where you place them. Every designer and brand has a target list or idea as to what is in line with them in terms of press. Fashion PR's will say yes or no to loan requests based on what they think works within the strategy they have in place for said brand or designer.

RATE BREAKDOWN

HALF DAY RATES All of your day rates should be accompanied by a half day rate - not every job requires the same amount of time so clients will ask for your half day rates too.

ASSISTANT DAY RATES Assisting day rates can go from £75 to £400 p/day based on your experience and the nature of the individual client job.

RESEARCH/MOODBOARDS You can charge for extensive research and moodboards as this could be regarded as a prep day.

MODULE 2 WORKSHEET

PREP DAY Prep day rates can go from £150 - £1000 a day depending on your experience, the client budget and job at hand. A prep day is a day where you prepare for the job whether that is shopping, liaising with designers/PR's, collections, taking deliveries or pulling in showrooms. Different jobs can take days or weeks to prep for.

FITTING DAY Fittings would be the same rate as your prep day. This would be a day where you have pre organised a rail of options and have built them into looks which you will then fit on the model/talent ahead of a shoot day or appearance/performance to make sure everything looks good, fits the brief and of course fits! You may not always have an opportunity to fit ahead of a job which is why it's always good to have an extensive range of options to avoid anything going wrong.

SHOOT DAY Shoot day rates are generally approx double of your prep day rate. Shoot days can be extremely long hours especially on music videos or commercials where you are expected to be on your a-game at all times making sure you are checking all the looks are perfect for camera and trouble shooting any issues.

DRESSING DAY When working with talent or celebrity on appearances you may be required to dress them on the day and stay with them throughout the event to make sure the look is perfect at all times. You may want to charge this similarly to a prep or fitting day.

RETURNS DAY Returns day could be anything between half a prep day or more. This day or days will be dedicated to organising all returns - some client budgets will cover the additional expense of returns such as couriers and postage on top of your fee.

TRAVEL DAY A travel day would be same general rate as a returns day or prep day. This is the fee you can charge when having to travel to another city or abroad for a job and covers the loss of earnings a day travelling prior to working can entail.

EXPENSES Expenses are anything that needed to be bought/paid for to get the job done. This could be travel, couriers, postage, food, alterations, dry cleaning, assistants, or additional costume essentials like underwear etc. Which should be charged additionally to your fee unless prior stated.

MODULE 2 WORKSHEET

BASIC EXAMPLE RATE CARD

INSERT NAME/ LOGO

STYLING

FULL DAY RATE - £XXX

HALF DAY RATE - £XXX

ASSISTING

FULL DAY RATE - £XXX

HALF DAY RATE £XX

PERSONAL SHOPPING

3 HOURS £XXX +

INSERT CREDITS

INSERT CONTACT

INSERT SOCIALS/PORTFOLIO

MODULE 2 WORKSHEET

INVOICE TEMPLATE

Company name
Company address
Registered company number:
Contact telephone number:
Email:

Invoice number:
Date of issue:

Limited Company Invoice

Invoice

Customer Company name
Customer Company address

For the attention of:

e.g Mr Joe Bloggs

Payment due:

e.g 01/01/18 16:00

Goods /service provided	Hourly rate /unit price	Hours worked /Quantity	Cost / Total
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e.g. Sports activity sessions

£25.00 p/h

15 Hours

£375.00

Payment terms:

e.g contractual element of the trade, and the number of credit days agreed, i.E. 30 Days

Payment options:

e.g pay now (clickable link to online payment platform if an e-invoice), bank details for payment via bacs transfer, credit cards accepted

Thank you. We appreciate your business. Include some polite words of thanks.

MODULE 2 TASK

TASK 1. MEMORISE AND GET FAMILIAR WITH ALL THE KEY ROLES - FIND ESTABLISHED INDUSTRY PROFESSIONALS WHO HOLD THOSE ROLES - AND LOOK FOR THOSE ROLES AT A PEER LEVEL. CREATE A DATABASE + FOLLOW FOLLOW FOLLOW

TASK 2. IF YOU FEEL YOU ARE READY, START BUILDING YOUR OWN RATE CARD