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## Course Guide

Celebrity & Men's Personal Styling Diploma

## The Role

### What does a Men's Personal & Celebrity Stylist do?

The role of the men's and celebrity stylist is varied. From working in store with high net worth clients, personal shopping and advising on clothes to flatter to styling those with public profile, from red carpet events to music videos.

Personal stylists either manage their own business, or may work for a retailer or brand, styling clientele to elevate their personal image and take the sting out of shopping. Our role to explore and introduce new or unrealised potential with the client, introducing them to new styles, brands, colours or fabrics choice that flatter them - while informing them on 'why' items work. To do this, we stylists assess client physique, personality and lifestyle while challenging self defeating or limiting beliefs and your client's trusted personal style advisor. Marketable services can range from wardrobe edits to personal shopping and other services offered to paying clients.

Celebrity stylists work along similar lines, although unlike the general public, celebrities may have a public persona, following or audience to consider. Work can mean knowing how to promote yourself to agents or emerging celebrities, how to engage with fashion designers and brands and managing celebrities on any number of occasions such as red carpet, photoshoots, music videos or press events where critical eyes may be critique how the celebrity was presented.

#### You'll learn:

This course covers all the tricks of the trade to style paying clients with confidence, including how to advise on wardrobe selects that are right for your client's physique, lifestyle or personality.

Learn how to connect with your clients, how to win clientele and how to run and manage unforgettable and successful personal and celebrity styling sessions with professionalism. Celebrity styling modules within the training will introduce you to styling recording artists, actors or television presenters professionally, from red carpet to television appearances.

This training allows you to capitalise on menswear as the biggest growth market in fashion. Master how to deliver seamless professional wardrobe edits and personal shopping services to the general public too, encompassing formal and weekend wear, working to individual style personality.



This is invaluable learning equally if you are an established Personal Stylist working with female clients and want to expand your business to include male or celebrity clients too, as the skills, approaches and delivery are very different. Or if you are new to personal styling altogether, the training leaves no stone unturned, covering tried and tested methods and approaches to running successful personal and celebrity styling businesses.

#### This industry-led training will teach you:

- A 'deep learning' in personal styling skill and male client service delivery
- How to engage and convert a male client base
- How to engage celebrity clientele, agents and representatives
- Industry 'do's and don'ts' for television, film and music industries
- How to develop connectivity and authentic relationships with your male clients
- How to grow your Personal Styling business and events for male clients
- The skill to be a great Personal Stylist for men

#### Master the skills needed to work in:

- Fashion Retail
- Fashion Styling
- Celebrity Styling
- Personal Styling Men's
- Personal Shopping Men's
- The television, music or film industries
- Social Media Style Influencer
- Style expert across multimedia including TV and Radio

## Modules Covered

Split into eight key modules, this Celebrity & Men's Personal Styling Diploma training will teach you:

- Physique Type
- Style Personality
- Men's Tailoring, Alteration & Suiting Traditions
- Celebrity Styling
- Wardrobe Edit
- Personal Shopping
- Men's Formalwear, Finishing and Best Fit
- The 'How To' of Men's Accessory (bow ties, pocket squares and ties)
- Resource – Menswear Fashion Terminology
- Resource – Brand Awareness
- Men's Fashion Resources, including Magazines, Fashion Weeks and Events
- Client Feedback, Follow Up and Testimonials
- Personal Styling Business

## Weekly Interaction

You will receive approximately 8 hours of pre-record video Masterclasses as well as live weekly interaction where you will be engaged on a range of challenges to compete each week. Challenges will unlock each week throughout your course as you link to your tutor on your stated of the art learning platform with access for life, and with our interactive Facebook group with live access video call access scheduled throughout your learning. Join LCS industry experts in lively group discussions and sharing with other stylists in training by joining our community. Make your own personalised profile, upload a profile pic and share some details about you for personalised engagement with access to your tutor 5 days a week.





**What if I miss a Live Masterclass?**

Don't worry! Masterclasses will be recorded and shared with you in the case that you miss them.

Weekly Masterclass for this course kick off a week after the course start date, running every Thursday at 10:30am (GMT – London).

**Entry Requirements**

This online course is suitable for beginners to those with an intermediate or transferrable level of fashion knowledge. Good command of the English language is strongly recommended.

You must be 18 years or over to enrol on this course.

**Frequently Asked Questions:****Can I start my learning immediately?**

LCS offers a start date for this course. Please check your start date before enrolling. You will not be able to access tuition / learning prior to the start date.

Will my learning experience be interactive with LCS experts and fellow stylists in training?

Yes! - We are firm believers in group personalised and experiential training. Tutors will engage you in live weekly masterclasses, providing a friendly and personal experience where you can share work and experiences and receive feedback and support. Interact with tutors or network with other stylists, discussing topics in your groups. You'll be able to ask questions, gain feedback and share your progress.

**How long is my course?**

This training is an 8-week commitment. One learning module will unlock each week for an 8 week duration. You cannot complete your course in less time as these unlock as you progress. Should you want to take longer to complete your studies, you can. You have access to the learning platform for life.

**What is the time commitment per week for study and quizzes?**

We advise that you allow between 3-4 hours per week to complete challenges and assessment as well as learning materials and video content.

**How will I know I'm making progress?**

Your course is divided into 8 learning modules. You'll complete a learning module assessment and challenge each week. Challenges are practical elements of the course which sit alongside formal assessment training, enabling tutors to offer feedback on your strengths and areas to improve on in addition to attainment scores.

**Does the course offer recognised diploma certification?**

Yes! This course qualifies you with two certificates. Your Diploma Certificate is awarded upon successful completion of study, and is accredited by the London College of Style. LCS is hereby accredited by British Accreditation Council. This diploma has been independently accredited by the CPD Certificate Service, and as such will award you Continued Professional Development points which are recognising by industry employers. This awards you 40 hours of CPD training points upon completion.

**How will I be assessed?**

Assessment will be a mix of assessment and and/or final practical tasks set by your course tutor. Certificates are awarded at Pass, Merit and Distinction grades of achievement on completion of learning.

**How much content will I receive? Does the course include downloadable materials and videos to watch?**

If you're a visual learner or auditory learner this is also for you. As well as extensive reading material you'll receive 8 approximately hours of pre-recorded video masterclass footage as well as industry-standard imagery, industry contacts, charts and other resources for you to keep beyond the course.

**What are the technical requirements? Will I need anything?**

You'll need to access your learning on a laptop or tablet, however can also access via your smart phone. Some downloadable resources or task requirements may ask you to access a Word.doc or spreadsheet, or to save and upload imagery where these may be more compatible with a laptop or tablet. For technical support please contact [support@londoncollegeofstyle.com](mailto:support@londoncollegeofstyle.com)

**Is all the learning digital, or do I have to complete assignments physically?**

You can complete all the assignments in the comfort and safety of your own home. Our friendly tutors offer you support and options on how you might like to work practically to develop your skill; from digital workings to asking a family member of your household to act as your client. The choice is yours, and full support is offered.

**I want to launch my own professional styling career with paying clients. Does this course cover this?**

This focuses on mastery of skill in professional Celebrity and Men's Styling as a main objective, including how to network with the fashion industry for internships and paid assisting and styling roles. Completion of the course immediately guarantees you acceptance into LCS WeThrive Members Club on a subscription basis, which specialises in on-going business community support, career progression and post-learning planning.

**Can I speak to someone about my course options?**

For more information and support please email us [enquiries@londoncollegeofstyle.com](mailto:enquiries@londoncollegeofstyle.com) or call us on +44 2030 969966 where a member of our team will assist you. Office hours and tech support operate from Monday to Friday, 9am - 5:30pm.



lcs

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