



les

Personal Styling Diploma
(Female Clients)

COURSE GUIDE
ONLINE LEARNING 8 WEEKS

LONDON COLLEGE *of* STYLE

“

One of the best decisions I made. I always knew that styling was what I wanted to do but I found it challenging to start on my own. At LCS I got all the knowledge, support and connections needed to start my career.

”

George
Personal Stylist

Every Personal Stylist was
once a complete beginner.
Unlock the step -by-step to
Success with LCS.

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Discover Personal Styling

What does a Personal Stylist do?

The role of the Personal Stylist is both varied and exciting, from working in store with every day and high net-worth clients to running your own business delivering personalised personal shopping trips or wardrobe edits to hosting styling events.

Personal Stylists are multi-faceted chameleons, knowing how to adapt to every client's lifestyle, budget, style and brief, advising them on what styles, colours, patterns or trends flatter them. No two days are exactly alike. So if you're the type to bore easily – personal styling certainly has perks, and 'pinch me moments' too, that you're actually being paid to shop!

Fuelled by skills learnt in specialist training, Personal Stylists are armed with knowledge that makes them credible experts; with skill to transform body shape, knowledge of clothing styles, brands, patterns and colour use, style personality and of course an excellent ability to relate to clients on a human level, in boosting self-esteem and confidence.

Personal Stylists are confidantes to their clients who trust them with their insecurities and image hangups. Through style, colour and pattern Personal Stylists elevate confidence and are advocates of self-care.

Most Personal Stylists manage their own businesses as freelance Personal Stylists, although some may prefer to work for retailers, or some work for or own brands or boutiques, using personal styling knowledge to elevate customer experiences in store.

Our role as Personal Stylists is to explore and introduce new or unrealised potential to the client; new styles, brands, colours, or fabrics choice that flatter them -- while informing them on 'why' items work.



What You'll Learn

Focused on Women's Personal Styling, this course teaches skill at industry level and covers all the tricks of the trade to style paying clients with confidence, including how to run successful chargeable services such as personal style assessment, wardrobe edit and personal shopping experiences as well as online styling services.

Learn how to connect with potential clients, and how to build a thriving community winning clientele, and how to run and manage unforgettable and successful personal styling sessions with professionalism.

This course covers all you need to work with confidence as a professional Personal Stylist on a paid basis.

On graduation you will be an LCS accredited Personal Stylist, knowing how to run and market profitable personal styling services. For those wishing to start their own freelance personal styling business, this course includes a comprehensive business module. Expect to receive downloadable materials and resources, as well as lifetime access to the LCS personal styling community and learning platform.

You'll learn a proven method for running seamless personal styling services with all the tricks of the trade from knowledgeable experts.

Meet Your Team



Wendy Elsmore
LCS Director,
Fashion & Style Expert
Lifestyle TV Presenter

Wendy is a top Personal & Celebrity Stylist, Tutor, Mentor and TV lifestyle presenter, formally resident Fashion & Style Expert for ITV's This Morning. Her passion is rooted in the firm belief that untapped greatness lies in all of us and with the right training and 'self' development you can meet your life goals and so much more! Wendy has a key role in mentoring LCS trained creative talents to business launch and beyond supporting numerous individuals to realise their true potential!



Abbey Booth
Women's & Men's Personal Stylist
Tutor

Abbey's is an experienced Personal Styling Tutor. She is a passionate advocate for body shape confidence, running successful group workshops online for women all around the world. Abbey has her own Radio Show and as a freelance writer for UK national publications including The Sun, Woman magazine, The Metro, Daily Mail Online, Simply Woman and has created Bespoke Style Workshops for international brands including SpaceNK, Mint Velvet and Whistles.





What You'll Receive

This training will teach you:

- A 'deep learning' in Personal Styling for women and client services delivery
- The skill to be a great Personal Stylist
- To step into your role as a globally Accredited Personal Stylist
- To step into your role as a globally Accredited Personal Shopper How to create an emotional connection and build great relationships with your clients
- How to start and grow an authentic Personal Styling business or career
- How to work as Personal Stylist in Fashion Retail
- Skills for high profile and Celebrity Styling
- How to grow and meet personal goals as a Fashion & Style Expert, or Style Influencer on social media, radio & TV
- How to work successfully with paying clients

Master the skills needed to work in:

- Personal Styling
- Wardrobe Styling
- Personal Shopping
- Celebrity Styling
- Fashion Style Events
- TV, Radio and Podcasts
- Fashion Writing
- Retail Personal Shopping



Modules Covered

Split into eight key modules, this Personal Styling Diploma (Female Clients) includes:

- Body Shape
- Style Personality
- How to deliver a client session
- Wardrobe Edit
- Personal Shopping
- Fashion Brand Awareness
- Working face to face and online
- Running events
- Introduction to starting your business
- Social Media
- Case studies

How My Training is Structured

LCS Online Learning Portal

Learning materials such as written content, downloads, business templates and assignments may be accessed through the LCS learning portal with lifetime access*. The portal also contains videos to watch, images, diagrams and other learning resources which may be accessed by computer, tablet or smartphone. Make your own personalised profile, upload a profile pic, access tech support weekly and share some details about you for personalised engagement with other learners.

* Subject to Terms & Conditions of service and LCS Policies.

Weekly Interaction

Interaction takes place within Google Classroom to engage you with live weekly Masterclasses via Zoom, delivered online with friendly tutor engagement to answer questions. Each week you will unlock a learning module and challenge to complete weekly with your tutor for personalised feedback. Join LCS industry experts in lively interactive masterclasses and engaged group discussions.

What if I miss a Live Masterclass?

Times of Weekly Masterclass for this course will be posted on the course page. Check the course page at www.londoncollegeofstyle.com to access the running times and dates for for live masterclass schedule.

Entry Requirements

This training is suitable for beginners taking you to advanced level and requires some coursework. You will need to have a competent understanding of spoken and written English (IELTS level 6 or equivalent).

You must be over 18 years old. The course assumes a moderate level of digital literacy including how to use web browsers, search engines, word processing software (e.g., Word, Pages) and engagement with social media platforms (e.g., Instagram, Pinterest). Access to a laptop or tablet is advised, although the course can also be accessed by smartphone.

Course Fees

£1,090 inclusive of VAT.

For more information on fees, deposits and refunds please refer to our [Terms & Conditions](#). Alternatively, please call us on: +44 (0) 20 3096 9966 for details.

Simply choose "YES" when asked 'Do you require finance?' within your online application.





Upon Completion

This course qualifies you with two certificates on completion on training. 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 recognised by industry employers. This awards you **40 hours of CPD** training points upon completion. You will have lifetime access to the LCS learning platform and resources, and lifetime access to our online Facebook community.



THE CPD STANDARDS OFFICE
 CPD PROVIDER: 50286
 2021-2023
www.cpdstandards.com

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 Personal 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 Personal Stylists in training, 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 eight-week commitment. One learning module will unlock each week for eight weeks. 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, assessments and challenges?

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

Will I need to find my own clients?

Yes. You will need to practice to develop your personal styling skill on live clients (friends and family) and be prepared to share their likeness and images for marking with your tutor. For more information about Data Protection, please read our Data Protection Policy at the end of this document. If you can only access clients online, speak to your tutor about how to manage this online.

How will I know I'm making progress?

Your course is divided into eight 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 recognised 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 quiz style assessments and with practical assessments during and at the end of your course. You will be asked to submit a final assessment to pass the course. Certificates are awarded at Pass, Merit and Distinction grades of achievement on completion of learning.

What are the technical requirements? Will I need anything?

You'll need to access your learning on a laptop or tablet, however you 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. Our tech team is responsive to your support needs on week days throughout your training.

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 personal styling business with paying clients. Does this course cover this?

We provide you with all the tools needed to set you on your way to becoming a professional Personal Stylist. The Diploma focuses on mastery of skill in professional Personal Styling as a main objective, including how to network and win paying clients as well as an introductory module on business set up. You'll have lifetime access to our personal styling community which offers community support, career progression tips and post-learning engagement.



[Enrol Now](#)

Enrol in Your Adventure with LCS

Placements on our training programs confirm quickly, so do secure your position today to avoid disappointment.

Enrol now to start Your Personal Stylist Career with LCS.



Let's Chat

Would you like to know more details about our trainings, or would you value some personalised support to chat to you about your career ambitions and training options? If so, contact by phone or email and member of our friendly student experience team will be happy to assist you. Our lines are open for your call from Monday - Friday on **+44 2030 969966** or email us **enquiries@londoncollegeofstyle.com**.

Policies

Policies may include College rules, requirements, guidelines or legal regulations and may concern such matters as general safety and best practice while in College, non-discrimination, appeals for assessment, complaints or grievances and other matters. By accepting a place at the London College of Style, you agreed to abide by our policies in the terms and conditions, forming a contract between you and us.

For more information on LCS policies, please access them from the following links:

[Code of Conduct](#)

[Data Protection Policy](#)

[Equality, Diversity & Inclusion Policy](#)

[Safeguarding Adults in Education Policy](#)

[Special Learning & Disability Needs](#)

[Social Media Policy](#)

[Radicalisation & Extremism Prevention Policy](#)

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