

London College of Style



Fashion & Personal Styling

Advanced Diploma
Course Guide

lcs

“The 3 month training has prepared me for the fashion industry. After shooting for Vogue and L’Officiel Magazines, I was signed by an Agent. LCS was there for me every step of the way.”

Taya

“I was 26 with no prior experience in the fashion world, when I began my training with LCS.

With a hunger and passion to make my dreams come true, coupled with the expert support of tutors at LCS, I was able to assist in photoshoots for Vogue, TV shows such as XFactor and Dancing with Stars and styling for globally recognised celebrities. From here I was my own styling published in Vogue and Elle and now fashion and commercial styling are my full time job!”

Sofia Lazzari

Fashion Stylist , Vogue, Elle
www.sofialazzari.com



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Discover fashion & personal styling

Ready to become a fashion industry insider? Do you have what it takes?

Ever wondered what it really takes to make it in the world of fashion or personal styling? Let's start with the basics: passion and taste. Ask yourself this!

Are you obsessed with all things style and fashion? Do you live for shopping, and love colour and pattern? Got an eye for standout pieces? Maybe you're already the go-to for style advice in your friend group or follow stylists and influencers who inspire you. And, of course, if you're the type who keeps up with fashion weeks and runway shows, you're already off to a great start!

If any of this sounds like you—you're in the right place. A love for fashion is where it all begins, and in styling, there are endless, exciting paths to explore: styling editorials for magazines like Vogue or Elle, attending runway shows and VIP events, or working as a personal or celebrity stylist, sourcing designer looks from iconic stores like Selfridges or Harrods. Plus, there's potential to turn this into a highly profitable, life-long career. Sound like your vibe?

Maybe you have the passion but aren't quite sure which direction to take. You need expert guidance to figure out your strengths and discover which areas of styling or the fashion industry suit you best. That's a great place to start! It all begins with self-discovery, and from there with the help of LCS, access to real opportunities to specialise in your chosen field.

Start your journey with us

If you're new to styling, don't worry – you're in experienced hands!

We welcome aspiring stylists from all stages and backgrounds, whether you're just testing the waters or already have a specific goal in mind. Many of our students come with transferable skills—some from creative arts and others from seemingly unrelated fields, across all ages and walks of life. You'll be amazed at how much carries over! Or perhaps you already have some skills but want to specialise. Our training starts with foundational skills so that everyone feels included, and we then progress to advanced proficiency.

So, are you ready to make your mark in Fashion, Celebrity, or Personal Styling? Let us tell you more about this exciting opportunity—your golden ticket to a dream career.

Jump into London's buzzing fashion scene and fast-track your styling journey with guidance from industry experts who are making their mark. Our 12-week Fashion & Personal Styling Advanced Diploma takes you from beginner to advanced level in just three months, transforming your passion into the real-world skills that can land you that dream role.

And here's the exciting part: as well as fashion, personal and celebrity styling, the skills you'll gain here can lead to so many different roles! Our graduates have also used their Diploma training to step into amazing careers like:

Fashion Editor

Designer

PR Account Manager

Colour Analyst

Visual Merchandiser

Model or Artist Agent

Art Director

TV & Costume

Trend Forecasting

and many other roles

The beauty of fashion and personal styling is that the skills and creativity you learn here are invaluable for careers in fashion and personal styling and transferable across industries!



The ultimate fashion & personal styling training

Whether you're dreaming of becoming a freelance stylist, launching your own business, or simply exploring styling with an open mind, this course training will equip you with skills that open doors to endless opportunities.

Founded over a decade ago, The London College of Style (LCS) introduced our flagship programme—the Fashion & Personal Styling Advanced Diploma—our longest-running and most popular course, drawing students from around the world. So, what makes it so special?

An immersive, hands-on training experience

When we created LCS, we set out to do things differently. You've likely experienced some form of formal education—whether high school, college, or university. But one of the first things our aspiring stylists notice is that LCS feels unique: more industry-focused, more grown-up, yet unexpectedly relaxed, friendly, and welcoming.

We're absolutely serious about the fashion industry—at LCS, we tell it like it is. But we do it without the ego or pretension; there's no room for that here. At the core of our training is a "you've got this" mentality, championed by tutors who say, "If I can do this, so can you!" We're equally committed to creating a warm, inclusive, and proactive community that immerses you in the fashion world from day one.



“If I can do this, so can you!”





So, what does life at LCS look like?

From week one, you'll work alongside photographers, models, and hair and makeup teams who are already making waves in the industry.

From week one, you'll work alongside photographers, models, and hair and makeup teams who are already making waves in the industry. You'll also connect with successful personal stylists who've built thriving businesses and are eager to guide you. Our goal is to open doors and give you an insider's view of the fashion industry.

Experience London Fashion Week, attend press events, conduct your own independent shoots with pre-season designer press pulls, land your first paying personal styling clients, become a VIP stylist with exclusive access to styling suites, memberships, and affiliations—and so much more!

With classes **three days a week** (two and a half in-person days and a half-day of blended learning), you'll train in London's vibrant fashion district—Bloomsbury. You'll work in iconic locations used by **Vogue** and other top brands, surrounded by the creative buzz of Covent Garden, Soho, and London's best shopping destinations.

By the end of the course training, you'll walk away with a **globally recognised certification and accreditation**, ready to work as a professional stylist anywhere in the world. The London College of Style is accredited by the **British Accreditation Council**. Plus, you'll gain exclusive access to our **BossUp Membership** community—a lifelong network offering continuous development, live global events, and one-on-one mentoring to keep your career moving forward.

As the UK's leading independent fashion and personal styling training provider, LCS is multi-award-winning and globally accredited. Based in one of the world's top fashion capitals London, and globally online, our unique approach combines expert training, insider opportunities, and ongoing support, propelling our graduates to industry success.

Let's get into the details

On the fashion styling side, this training includes a series of four industry-level fashion shoots to kickstart your career.

Starting with foundational skills, you'll progress to collaborating with fashion PR teams on live projects, including two shoots with representatives from leading magazines. With expert guidance, you'll access designer loans from real London PRs, giving you the chance to see your work published. Many of our stylists have gone on to work with top publications like **Vogue, Elle, and i-D.**

In personal styling, you'll build essential skills in shape analysis, wardrobe curation, colour analysis, personal shopping practising with real clients and strategies for launching your own business—or prepare for a career with leading brands. Our graduates have secured roles with **Net-a-Porter, Selfridges, Harrods, Harvey Nichols, Farfetch** and many have successfully launched their own businesses.

As you advance, you'll also explore exciting roles in celebrity, commercial, and red-carpet styling, expanding your expertise in this dynamic industry. The course is divided into two key areas—Fashion and Personal Styling—to ensure you're prepared for whichever path you choose.

So, let's explore the two main sides of the training, Fashion Styling and Personal Styling!



Become a professional fashion stylist

Are you passionate about fashion trends, designer collections, the buzz of a set, and highly creative work? A career in fashion styling offers a pathway to exciting freelance or in-house roles such as:

Celebrity styling

Music video styling

Commercial styling for lookbooks and campaigns

Runway styling

In-house brand styling for e-commerce

Before the course even begins, you'll join a live **pre-Zoom** session to meet your tutors and access your **pre-course** materials, including a pre-training assignment to get a head start. By day two, you'll be on set for **your first fashion shoot!** You'll then learn how to create industry mood boards with our handy **LCS x Canva templates**, refine your vision, and style editorial shoots—all while building confidence and expertise.

Throughout this training, you'll gain in-depth experience as to must-have **fashion styling techniques** as a stylist on set, collaborating with established photographers, models, and creative teams. You'll work on both women's and men's fashion, **in-studio** and **on location**. This hands-on experience will help you develop a unique style and professional edge.

As you progress, you'll elevate to working on **live magazine projects**, collaborate with clients to see your work published and learn the ropes of pulling samples from **fashion PRs**, **submitting to magazines**, and participating in test shoots. By the end of the course, you'll be ready to launch your own **website**, transition into freelance work, and polish your **portfolio**. Plus, you'll benefit from a comprehensive portfolio critique and **CV workshop** to prepare for roles in commercial, fashion, or celebrity styling.

Throughout the course training, you'll work towards building a professional portfolio that will help you secure employment or launch a freelance business. You'll also be equipped to launch your website and step confidently into the industry.

Training highlights

- **Fashion styling techniques**
work on live shoots and get your work published.
- **Industry protocols and networking**
learn professional standards and build valuable industry connections.
- **Fashion history and etiquette**
discover the evolution of fashion and learn the unspoken rules of the industry.
- **Exclusive opportunities**
access backstage at London fashion week and connect with influential figures.
- **Hands-on experience**
build an impressive cv with internships and live high profile projects through e LCS agency.
- **Diverse styling roles**
explore styling opportunities across brand campaigns, editorial shoots, and more.



Become a professional personal stylist

On the personal styling side, you'll develop the confidence to work one-on-one with clients, delivering personalised services such as personal style assessment, colour analysis, wardrobe edits and personal shopping experiences. A career in personal styling offers a pathway to launch your own business or work for popular brands or stores in an employed role:

Own Your Own Personal Styling Business

In-store Personal Shopper

Concierge Shopper

Colour Analyst

Celebrity Stylist

TV Stylist

Podcaster

Influencer

Unlike fashion styling, personal stylists focus on building meaningful relationships with clients, understanding their unique needs, and empowering them through **personalised style choices**. Personal stylists develop strong **interpersonal skills**, allowing them to connect deeply with clients, recognise their strengths, and help them overcome insecurities about their appearance to transform how they feel and look.

Throughout this training, you'll gain in-depth knowledge of **lingerie, body shape and proportions**, as well as how to manage chargeable client services like **wardrobe edits, personal shopping, and colour analysis**. You'll also have access to our personal styling **LCS x Canva** templates, which you can personalise for your business and use to enhance your practice. You'll gain practical experience working with **live clients** (all sourced by LCS), refining your skills in real-world settings.

If personal styling is your passion, you can take it further with our 5-week **Start & Grow Business Programme**, where you'll prepare to launch your business, as you establish your branding, and build an online personal styling service. This programme includes mentorship to guide you through **launching your business and securing paying clients**.

Training highlights

- **Chargeable client services**
learn how to offer valuable services like colour analysis, wardrobe edits, personal shopping, and styling sessions.
- **Colour analysis**
tailor your services to each client's unique style personality, preferences, and budget.
- **Client engagement**
develop skills to boost your clients' confidence with personalised style recommendations.
- **Start & grow business programme**
launch your personal styling business, define your values, purpose, and branding, and build your website to attract paying clients with the support of mentors.
- **Interpersonal skills**
master active listening and client engagement to better understand and connect with clients.
- **Business acumen**
learn how to launch and manage your own personal styling business or secure a role with high-end retailers.



How your training is structured

Your 12-week training with LCS includes in-person sessions designed to give you a real-world edge.

The course training requires a three-day commitment each week: Monday, Tuesday, and Friday in-person, with a half-day of blended learning on Friday. Plus, there's the option to take part in industry opportunities or internships on additional days.

Please note: Timetables may adjust around UK Bank Holidays or special circumstances, with alternative dates provided when necessary.

In addition to Canva templates, you'll have access to a variety of materials and downloads through our online learning

portal, accessible by tablet or computer, with lifetime access included. Stay connected with your tutor and classmates via Google Classroom and our community WhatsApp group, providing a supportive, personalised way to access updates and stay in touch.

You'll enjoy lifetime access to the LCS learning platform if you adhere to our terms and conditions.



Course fees

For current pricing, please visit our website at www.londoncollegeofstyle.com. Prices are adjusted annually in line with inflation, so we recommend booking early to secure the current rate.

All course fees can be paid in interest-free instalments. For a personalised payment plan, please contact the LCS team at: enquiries@londoncollegeofstyle.com

Course deposit

Places are in high demand; therefore, a deposit must be received to secure your place on this course. Course deposits are non-refundable.

For more information on fees, deposits, and refunds, please refer to our Terms & Conditions. Contact: admissions@londoncollegeofstyle.com to confirm your booking and process payment.

Entry requirements

A competent understanding of spoken and written English (IELTS level 6 or equivalent) is required, and you must be over 18 years old.

The course assumes a moderate level of digital literacy, including familiarity with web browsers, search engines, word processing software (e.g., Word, Pages), and social media platforms (e.g., Instagram, Pinterest). Canva training for accessing templates will be available on the learning platform.

Access to a laptop or tablet is essential for mood boarding, templates, portfolio creation, and other key elements. Stylists-in-training should have access to a charged debit or credit card with a float of at least £500 for buy-and-return items throughout the 12 weeks. While you'll learn to make connections with designers for loaned pieces, purchasing and returning items for full refunds is a key component of shoot preparation. Full support is provided to manage this process.

Meet your team

Fashion & Personal Styling Experts who appear on this training

Dan



DAN BLAKE

Fashion & Celebrity Stylist,
LCS Director

Dan has an impressive career fashion and celebrity styling. He head the fashion styling and history of fashion components of the training, bring years of experience to the role as a seasoned fashion stylist and editor.

His clients include British GQ, GQ Style, Stylist Magazine, Vogue, Shortlist Magazine, L'Officiel, Hollywood Reporter, as well as celebrity clients including Daniel Radcliffe, Kevin Spacey, Sir Ben Kingsley, James Morrison to name a few.

Having co-founded 7TH MAN Magazine 2006, and Streets Magazine, Dan is a fashion styling expert with considerable experience. He specialises in helping emerging stylists to craft exceptional portfolios, prepping you for a professional role in the fashion industry.

Rebekah



REBEKAH ROY

Fashion Stylist, Sustainability Expert, Course Leader

A seasoned Fashion Stylist and a name on the London fashion industry scene, Rebekah's work includes styling runway designer shows at London Fashion Week, professional shoot production and art direction of campaigns, seasonal look books as well as Celebrity Styling and music videos.

Celebrities and brands include Kate Nash, London Hughes, Lindsay Stirling, Danny Jones and Machine Gun Kelly and published work in Tatler, Grazia, L'Officiel, Schon, and Vogue.

Rebekah specialises in fashion and celebrity styling at LCS, teaching students talent how to connect in industry. Her specialism is in creative art direction of LCS photoshoots.

Steven



STEVEN DOAN

Fashion & Celebrity Stylist,
LCS Course Leader

Steven Doan is a creative director and fashion and celebrity stylist, with a classic yet contemporary take on femininity.

He is a regular attendee of Couture Fashion Week Paris as a major inspiration to his work. Steven came from a modelling background and studied Fashion Styling and Creative Direction at Central Saint Martins College UAL.

Steven works with the most prestigious clients in fashion including Chanel and Bulgari, runway, beauty and red-carpet and publications include VOGUE, GLAMOUR, Harper's BAZZAR, ELLE and GQ - skills applied to his role of art director on shoots.

Cynthia



CYNTHIA LIZA GREGOIRE

Personal Stylist & Shopper, TV/Radio Presenter,
Creative Business Entrepreneur, Tutor

Cynthia heads the personal styling module of the course. Having moved from Canada to the UK in 2012 to follow her dreams of career transition from a sixth form teacher to London's fashion industry.

After studying many areas of fashion including Styling, Buying & Merchandising, Journalism, is now an experienced Personal Stylist and runs her own successful business; 'Conscious Closets'.

She brings six years Personal Styling and Shopping at Selfridges to her teaching and reports live from the runway during London and Paris Fashion Week for Condé Naste's "The Glass Magazine".

Meet your team

Fashion & Personal Styling Experts who appear on this training

Joséphine



DR. JOSÉPHINE DE STAËL

Jewellery Designer,
History of Fashion Module Leader

Dr. Joséphine de Staël obtained her PhD in History of Design from the Royal College of Art studying at Victoria & Albert Museum London with a thesis on the history of luxury production.

She is an expert in Parisian fine jewellery, working with archives houses of the Place Vendôme and trained as a jeweller at the Haute Ecole de Joaillerie Paris and Polimoda Fashion School Florence.

Josephine is a seasoned historical fashion expert and leads the history of fashion component of training on the course.

Sian



SIAN CLARKE

Colour Expert & Personal Stylist,
LCS Tutor

As a celebrity stylist, Sian has worked with the likes of Sarah Pascoe, Dawn O' Porter, Alice Levine & Katherine Ormerod and has appeared on Channel 5, Heart FM and Sunday Times Style as well as multiple podcasts.

Sian is a fully qualified as an advanced Colour Expert and is a strong believer that style starts from within, helping people to navigate transformational times in their lives and form a stronger connection with who they are on the inside.

Sian teaches the Colour Analysis component of the course, under the direction of Head of Colour at LCS, Jules Standish.

Emma



EMMA REED

Personal Styling Module Leader

Emma began her career in fashion as a Shoe Designer, creating womenswear footwear collections for renowned British high street retailers. In 2008, she transitioned to her next dream role, becoming a professional Personal Stylist. Her established business, Styling You Well, caters to female leaders and entrepreneurs, offering style transformations and personal shopping services with a strong focus on preloved fashion. Passionate about circular fashion, Emma helps clients find joy in creating wardrobes in more planet-friendly ways.

In 2021, she founded The Treasure Circle, a curated treasure trove of preloved fashion that also provides styling advice. As a PGCE-qualified tutor, Emma is deeply committed to personalised education, guiding students to uncover their talents, discover their purpose, and ignite their creativity.

Alpha



ALPA MEHTA

Colour Expert & Personal Stylist, LCS Tutor

Alpa Mehta is a renowned Colour Expert and Personal Stylist, bringing a wealth of experience to her role as a tutor at the London College of Style.

Alpa is the founder of AM Style and is fully qualified as an advanced Colour Expert. She specializes in Colour Analysis, helping individuals discover their WOW shades and tints to feel empowered and authentically themselves.

Alpa's expertise extends to corporate clients such as Lloyds Bank, BT, and Cisco, where she demonstrates the transformative impact of colour on personal branding and wellbeing through her *Connect with Colour* workshops. A sought-after public speaker, she has shared her passion for colour at high-profile events including Women in Tech conferences and International Women's Day celebrations.



Industry opportunities

Through the LCS Agency, you'll have access to exciting industry opportunities both during your training and as a graduate to enhance your career prospects.

Join the LCS Industry Opportunities WhatsApp group for real-time access to internships, voluntary placements, and paid jobs (application suitability based on your visa status and right to work in the United Kingdom).

Gain exclusive access to industry experiences to build connections in styling and fashion. Opportunities include brand collaborations, luxury in-store placements, London Fashion Week, assisting celebrity personal stylists, press days and events, book launches, music videos, television, media, and press opportunities, and more.

Disclaimer: All LCS industry opportunities are limited in number based on partner demand and suitability of placement and are conditional bonus 'extras' to training. LCS opportunities in no way constitute the product sold or traded. LCS opportunities may fluctuate based on industry events and will be distributed to the LCS community, where all graduates are welcome to apply.

Study in London

Located in the heart of Bloomsbury, the creative district in Central London, LCS is the go-to destination for education and training for entrepreneurial creatives from around the globe.

You'll train in an elegant Georgian townhouse within the CIEE building at Russell Square, just a 7-minute walk from Russell Square or Holborn tube stations.

The campus is also just a 2-minute walk from the iconic British Museum, surrounded by cafés, restaurants, and local amenities, and close to London's famous shopping district on Oxford Street.

LCS is authorised to support short-term study visa applications and can provide guidance on accommodation.

For more information, please contact us at enquiries@londoncollegeofstyle.com or call +44 02030 969 966.

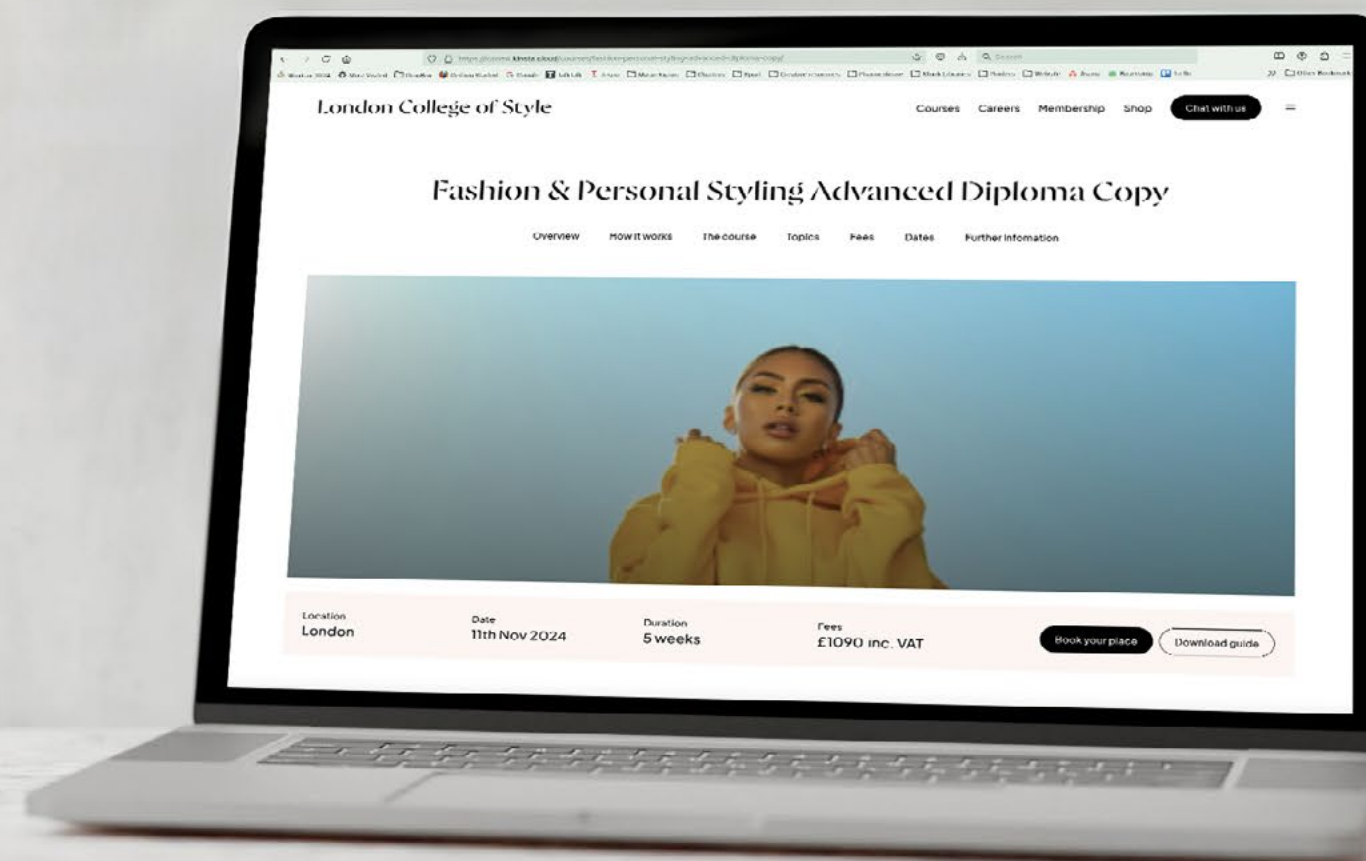


Your Global Accreditation

Upon completion, this course qualifies you with accredited and certified status. Your **Diploma Certificate** is awarded upon successful completion of your studies and is accredited by the **London College of Style (LCS)**, which is officially recognized by the **British Accreditation Council**.

You will also gain **lifetime access** to the LCS learning platform, including all updated resources to support your ongoing development. To further advance your career, consider joining our **Mastermind Meetups** and the **Boss Up Community**, designed to help you expand your network, refine your skills, and unlock new opportunities in the industry.

This training includes your six-week **Start & Grow Mentoring** programme to launch your career or business.



Frequently asked questions

- **Can I start my learning immediately?**

LCS offers specific start dates for this course. Please check your start date before enrolling. You may receive access to the **LCS Learning Portal**, **Google Classroom**, and **WhatsApp community group** a week before the course begins.

- **Will my learning experience be interactive with LCS experts and fellow Personal Stylists in training?**

Absolutely! We believe in personalised, experiential group training. You'll join us at our Bloomsbury venue for a fully immersive one-week training experience in small groups (maximum of thirteen students per group). Our expert Personal Styling tutors will guide you through live demonstrations with real clients, masterclasses, and hands-on styling techniques.

- **What support do I get in setting up my business?**

Plenty! Our six-week online **Start & Grow Mentoring Programme** is designed specifically for personal stylists. It covers branding, marketing, networking, confidence, and mindset to help you move forward. The programme includes web development, case studies in Colour Analysis and Personal Shopping, and one-on-one mentoring with an LCS senior tutor or director to provide personalised business feedback and launch support.

- **What is the LCS community like?**

LCS offers a friendly and supportive environment where you can share your work, receive feedback, and overcome challenges with fellow students. You'll have weekly interactions with tutors, network with other Personal Stylists, and participate in group discussions. This is a space to ask questions, gain insights, and track your progress.

- **How long is my course?**

Your training includes an intensive one-week immersive experience in London, followed by a six-week mentoring programme. **Start & Grow** sessions typically take place on **Fridays at 10:30 AM GMT/BST** (London time, but may be subject to alternative dates and times. These will be confirmed to you via email. Please inquire for confirmation or precise scheduling if needed). If you're flying in and can't attend live or have work commitments, don't worry—Zoom sessions are recorded if you miss them, and the WhatsApp group ensures continued interaction throughout the programme.

- **How long do I have access to my learning materials?**

For life! You'll have lifetime access to the LCS learning platform. A final assessment deadline for coursework will be set by your tutor at the start of the course.

- **What is the time commitment per week for study, assessments, and challenges?**

During the one-week London training, your schedule will be full-time from 10 AM - 5 PM. The **Start & Grow** Zoom sessions run for approximately two hours weekly, with an additional commitment of 3-4 hours per week for self-study, business challenges, and assessments. The workload may vary slightly from student to student.

- **Will I need to find my own clients?**

Not for the London-based training—LCS arranges live clients for you. For the **Start & Grow** segment, we recommend working with three additional case studies to refine your skills. Friends and family can be great practice clients as you build confidence.

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

You'll receive continuous tutor interaction and feedback throughout your training. Your progress culminates in a final assessment day on Friday, where you'll receive a comprehensive evaluation with insights on how to further develop your strengths.

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

Yes! Upon successful completion, you'll receive a **Diploma Certificate** accredited by the London College of Style (LCS), which is recognised by industry employers and accredited by the British Accreditation Council.

- **How will I be assessed?**

Assessments will be explained during the course. Your final assessment is a **Personal Shopping session** where you'll demonstrate your skills in body shape analysis, colour theory, and personal shopping, following the LCS method. This takes place on the final Friday of training, and you'll receive guidance on how to prepare. Certification is awarded at **Pass**, **Pass with Merit**, or **Pass with Distinction**. The **Start & Grow** program offers valuable business feedback but is not formally assessed.

- **What are the technical requirements for the course?**

You'll need a laptop or tablet to access learning materials. Some tasks may require **Word** documents, spreadsheets, or image uploads. The course also integrates social media tools like **Pinterest** and uses layout software such as **Canva** and **Milanote** for mood boarding. We'll provide guidance on using these tools. Learning is accessible through **Google Classroom**, and our tech support team is available on weekdays for assistance.

- **I want to launch my own professional personal styling business with paying clients. Does this course cover that?**

Yes! This Diploma equips you with all the necessary skills to become a professional Personal Stylist. The course focuses on technical mastery, client interaction, and business essentials, including networking and client acquisition. Additionally, you'll have lifetime access to our personal styling community, where you can continue to receive support, career advice, and industry insights.

If you have any further questions, feel free to reach out to the LCS team: enquiries@londoncollegeofstyle.com or call +44 02030 969 966.

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Fashion & Personal Styling