

London College of Style



Personal Styling

Advanced Diploma
Course Guide

lcs

“Training at LCS was the best experience ever! The team supported me to be the best I could possibly be and gave me the tools to grow as a professional.”

Elise Heptinstall-Holmes

“The team led by Wendy are incredible experts and exude warmth and positivity. They encouraged me every step of the way, and the mentoring helped me launch my business with confidence.”

Arabella Duffill



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Discover Personal Styling

Ever dreamed of owning your own business as a Professional Personal Stylist?

Imagine creating a thriving business where you build your own community of clients and establish yourself as an authority on all things style. If that sounds exciting, this course is perfect for you. It's the ultimate Personal Stylist package, brought to you by LCS as their première accredited personal styling training.

Do I have what it takes?

You might be asking yourself:

***“Do I have what it takes to
succeed as a Personal Stylist?”***

Do you live for shopping and have an eye for standout pieces? Are you the go-to person in your friend group for style advice, or do you love following stylists and influencers who inspire you? And if you're passionate about colour and pattern, you're already off to a fantastic start!

But it's not just about fashion. You'll need to be empathetic and genuinely interested in people, connecting with clients on a personal level and guiding them through powerful image transformations.

A day in the life of a personal stylist

Life as a Personal Stylist is varied, exciting, and never dull!

One day, you could be working in person or online with clients, hosting styling events, or appearing in local press. The next, you might be booking styling suites in luxury department stores for personal shopping sessions or using colour analysis skills to help clients find their perfect “wow” colours.

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 testing the waters or already have a specific goal in mind, this course is designed to meet you where you are. Many of our emerging personal stylists bring transferable skills from a variety of careers and walks of life—you'll be amazed at how much of your existing knowledge carries over! Or perhaps you already have some experience but want to specialise further. Our training begins with foundational skills to ensure everyone feels included and supported, before progressing to advanced techniques that will elevate your expertise.

You'll join us for an intensive training week in the heart of London's vibrant Bloomsbury district. During this immersive experience, you'll be taught and mentored in small, friendly groups with plenty of tutor interaction. This allows you to ask questions, share experiences, and gain insider tips, hacks, and how-to guidance from industry professionals. The Personal Styling Advanced Diploma takes you from beginner to advanced level in just one intensive week, followed by a six-week online training programme to refine and elevate your skills further.

The skills you gain during this course open the door to a wide range of exciting career opportunities. Many of our graduates launch successful personal styling businesses, stepping into roles that are both self-employed and employed.

Your training can lead to diverse roles such as:

Personal Shopper

TV Presenter

Brand Affiliate Partner

Celebrity Stylist

Fashion Stylist

Fashion Expert

The beauty of personal styling lies in the versatility of the skills you'll gain. Not only are these invaluable for careers in fashion and styling, but they are also highly transferable across industries. With your creativity and expertise, the possibilities are endless!





So, what does life at LCS look like?

It's an immersive, hands-on training experience like no other.

When we created LCS, we set out to do things differently. You've probably experienced formal education before—whether at school, college, or university. But one of the first things our aspiring stylists notice is how unique LCS feels: it's industry-focused yet unexpectedly relaxed, friendly, and welcoming.

We're absolutely serious about the personal styling industry, but we keep things approachable. Our tutors are down-to-earth, tell it like it is, and bring real-world experience to the table. You'll work alongside experts in personal styling, luxury personal shopping, and concierge services, as well as specialists in lingerie, female personal styling, colour analysis, and men's personal styling. You'll also connect with successful personal stylists who have built thriving businesses and are eager to share their insights. Our goal is to open doors for you and give you an insider's view of the industry.

By the end of your training, you'll leave with a **globally recognised certification and accreditation**, fully prepared to work as a professional stylist anywhere in the

world. The London College of Style is accredited by the **British Accreditation Council**, so your qualification is respected internationally.

You'll also gain exclusive access to our **BossUp Membership** community—a lifelong network that offers 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 London—one of the world's top fashion capitals—and accessible globally online, we combine expert training, insider opportunities, and ongoing support to propel our graduates toward industry success.

Let's get into the details

From colour analysis to female body shape, style personality, interpersonal skills, and more, this course equips you with everything you need to succeed as a Personal Stylist.

You'll start with foundational personal styling techniques, including:

- Female body shape
- Male physique
- Colour analysis
- Style personality
- Lingerie and how to fit a bra

You'll also learn about chargeable client services to grow your business:

- Personal shopping
- Wardrobe edits
- Online personal styling services

Master interpersonal and coaching skills to:

- Create an emotional connection with your clients
- Build strong, lasting relationships
- Guide clients through transformative styling journeys

Develop essential business skills to:

- Plan and launch your personal styling business
- Find your niche and attract your ideal clients
- Brand and market your business for success
- Launch your business with impactful events

This comprehensive training ensures you're prepared to build a thriving career in personal styling.



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 training begins with an immersive one-week, in-person experience in London, followed by six weeks of online mentoring and advanced skills development.

The in-person training runs from Monday to Friday, offering hands-on, practical learning. After that, you'll transition into our **Start & Grow** six-week mentoring programme, designed to deepen your knowledge and refine your skills.

You'll have access to Canva templates, along with a wide range of materials and downloads available through our online learning portal. Accessible via tablet or computer, this portal includes **lifetime access** to ensure you can revisit resources whenever you need.

Stay connected with your tutor and classmates through **Google Classroom** and our **community WhatsApp group**, providing a supportive and personalised way to receive updates, share progress, and stay in touch.

To enjoy lifetime access to the LCS learning platform, simply 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 training. Purchasing and returning items for full refunds is a key component of the final assessment. Full support is provided to manage this process.

Start & grow mentoring

Personal Styling Business Mentoring Programme

After completing your training, join our **Personal Styling Mentoring Programme** to gain expert guidance, valuable resources, and a supportive community designed to help you launch and grow your business with confidence.

Starting a business can feel daunting, but with Start & Grow, you're never alone. This programme combines advanced personal styling practices with practical, real-world insights. You'll work through case studies in **wardrobe edits**, **personal shopping**, and **colour analysis**, as well as explore extras like managing online personal styling services. Plus, you'll benefit from **live Q&A sessions** with LCS alumni guest speakers, who share their experiences and tips for success.

With personalised tutor feedback throughout, you'll define your business, carve out your uniqueness in the market, and develop a strong brand identity.

You'll also focus on:

Crafting your brand messaging and tone of voice

Preparing for your website launch

Planning for your first paying clients

Developing marketing strategies

Building your public profile

The mentoring culminates in a **one-on-one session** at the point of your business or website launch. This personalised video call with an LCS tutor provides constructive feedback to refine your strategy and ensure your business is ready to thrive.

Start & Grow equips you with the tools, support, and confidence to build and sustain a successful personal styling business in the industry.



Meet your team

Personal Styling experts
who appear on this training.

Wendy



WENDY ELSMORE

Director, Fashion & Style Expert,
Leader and Mentor

Wendy is a top Personal & Celebrity Stylist and mentor who has travelled the world in her career styling men, women, rockstars, movie stars, actors, broadcasters and others with public profile. An experienced TV presenter herself, formally resident Fashion Expert on ITV's This Morning.

Her passion is rooted in firm belief that untapped greatness lies in us all. Discovering and growing into your true potential lies at the heart of the LCS training methodology. Wendy has styled numerous personal and celebrity clients during a career spanning over two decades with brand clients including the BBC, E! Channel 5, ITV, BAFTAS, British Fashion Council, London Fashion Week, British Vogue, Grazia, OK, The Telegraph, Burberry, John Lewis, Michael Kors, Sir Paul Smith, Philips.

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".

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.

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.

Meet your team

Personal Styling Experts who appear on this training

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.

Fleur



FLEUR McCRONE

Personal Stylist & TV Presenter

Fleur herself graduated from LCS having successfully completed the Personal Styling Advanced Diploma in London in 2016.

Since then, Fleur has launched her successful Personal Styling company *Fine Styling* and gone to work with a number of high profile clients including celebrities, designers and most recently on QVC as one of their expert fashion guests.

Fleur's goal as a Personal Stylist is to leave each client feeling confident, empowered and with the tools to shop more successfully going forward. Fleur likes to take a new journey approach with each and every client, and loves to help them find their style and identity.

Claire



CLAIRE WATKINS

Personal Stylist

Clare Watkins is one of Manchester's leading Personal Stylists and a Graduate of London College of Style. After completing the Advanced Diploma in Personal Styling.

Running her own successful Personal Styling business, Clare is passionate that style has no size and believes that it's not about what size you wear, but how you wear your size.

Clare has appeared on BBC, ITV's Lorraine, The Hot Mess Mum's Club Podcast and has worked for Sharon Wauchob and Paul Costelloe at London Fashion Week and has featured on ITV's Lorraine as a Personal Styling Expert.

Jules



JULES STANDISH

Colour Analyst

Highly regarded in the industry as *The Colour Counsellor* Jules is a Personal Colour and Style Expert, passionate about getting people into their true colours.

Jules has appeared on ITV's Lorraine Kelly Show, ChrissyB live chat show, Sky Tb, Champneys, Microsoft, BBC South East 6 O'clock News, Radio 4's Today and is often featured as the 'go-to' celebrity colour expert for the Sun Newspaper, the Daily Mail and the Telegraph.

Jules is author of the original Amazon Bestseller *How NOT to Wear Black*, *The Essential Guide to Mindful Dressing* and her latest bestseller *A Colourful Dose of Optimism* available in most good books shops in London and internationally.

Meet your team

Personal Styling Experts who appear on this training

Nick



NICK HEMS

Men's Personal Stylist & Fashion Psychology Specialist

Nick began his men's personal styling career at London College of Style in 2019. He launched *Nick Hems Style*, a thriving business dedicated to helping men elevate their appearance and confidence. Nick has been featured in leading men's styling blogs, national newspapers, radio, and magazines, and appeared on the BBC.

Coming from corporate sales and marketing, Nick transitioned from packaging products to 'packaging people', to build a business empowering men to maximise their potential through appearance and first impressions.

Specialising in working with male entrepreneurs and business leaders, Nick helps clients organise their wardrobes for both personal and professional success. His expertise in fashion psychology and advanced colour theory provides clients with a deeper understanding of how personal style can influence confidence, communication, and outcomes.

Sarah



SARAH GILFILLAN

Men's Personal Stylist & Founder of Sartoria Lab

Sarah is a men's personal stylist and the founder of *Sartoria Lab*, established in 2009. She has worked with a diverse range of clients, including architects, authors, scientists, entrepreneurs, and doctors, helping them achieve greater confidence and success through enhanced personal style.

Her services include Colour & Style Consultations, Wardrobe Edits, and Personal Shopping trips, all tailored specifically to men. Sarah is also a member of the *Harvey Nichols Stylist's Club*, reflecting her expertise in the industry.

Through her guidance, you will learn how to advise men on creating an improved version of themselves, assemble cohesive outfits, and elevate their style from good to exceptional. Sarah introduces her clients to fresh ideas, brands, and clothing while ensuring all purchases work harmoniously. She makes shopping and dressing an efficient, focused, and enjoyable experience — exactly what men are looking for!





Industry opportunities

Through the LCS Agency, graduates gain access to exciting industry opportunities designed to enhance your career prospects.

Join the LCS Industry Opportunities WhatsApp Group for real-time updates on internships, voluntary placements, and paid jobs (availability subject to your visa status and right to work in the United Kingdom).

Gain exclusive access to industry experiences that allow you to build valuable connections in styling and fashion. Opportunities include shadowing personal stylists, collaborating with brands, luxury in-store placements, participating in London Fashion Week, assisting celebrity personal stylists, attending press days and events, supporting book launches, working on music videos, and exploring television, media, and press opportunities.

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.

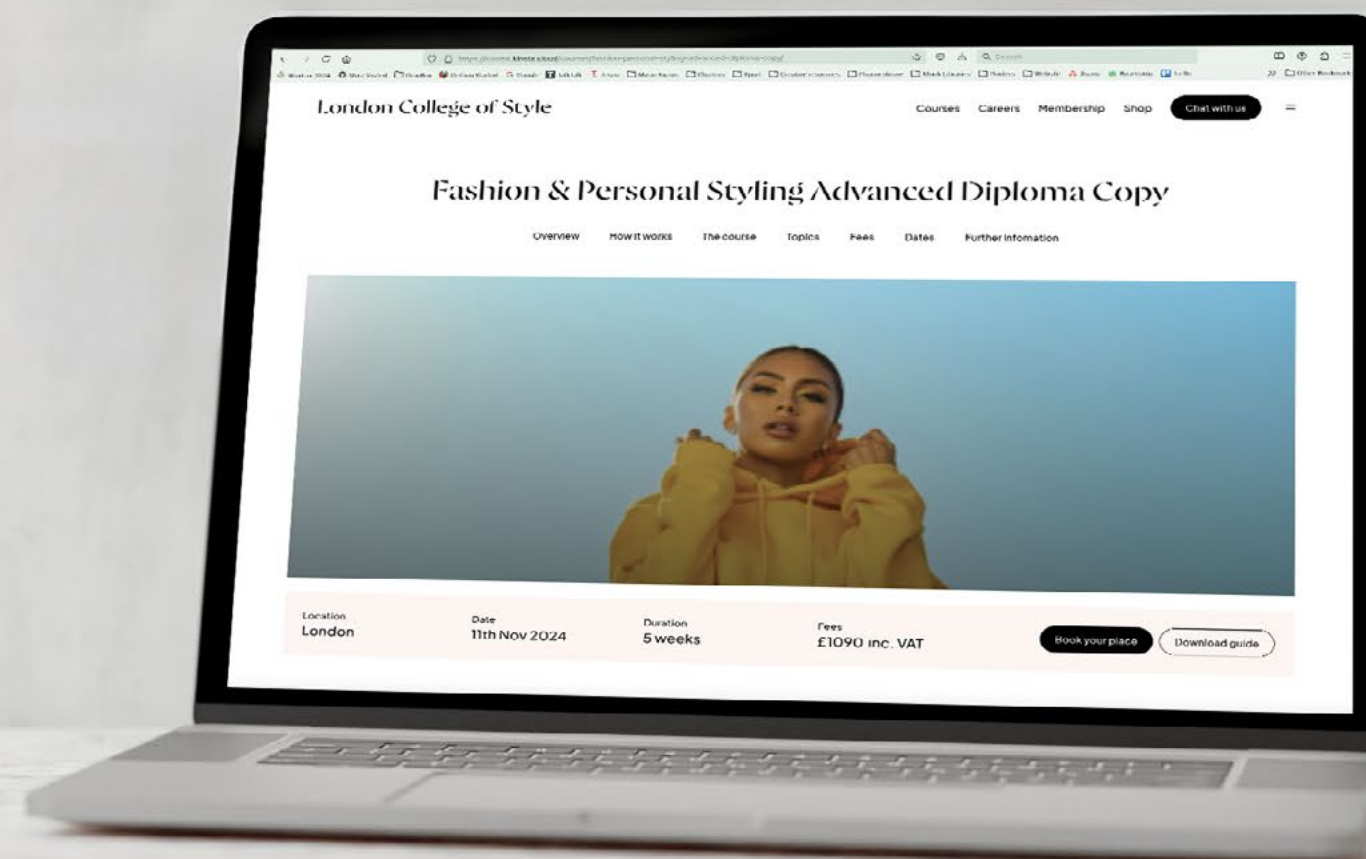


Your Global Accreditation

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?**

Formal assessment takes place on the final Friday of training, with guidance provided in advance to help you prepare. **Certification** is awarded on a **Pass/Fail** basis, and you'll receive personalised feedback highlighting your strengths and offering advice on how to elevate your skills further. Your final assessment is a Personal Shopping session where you'll demonstrate your ability in body shape analysis, colour theory, and personal shopping using the LCS Method. If you're enrolled on the **Start & Grow Programme**, you'll also receive additional personalised feedback on challenges and case studies over six weeks; however, these are developmental and not formally linked to your certification outcome.

- **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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