

London College of Style



Personal Styling (Female Clients)

Advanced Diploma
Course Guide

lcs

“This course training is a game-changer. The practical challenges each week built my confidence and gave me a clear business plan.”

Jen Harrington

“Wendy and Cynthia, you’ve changed my life with this course! What an experience. I can’t thank you enough.”

Anoushka Bellamy



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Discover Personal Styling with Female Clients

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

Picture building a thriving career doing what you love—helping women feel incredible in what they wear, building a loyal client base, and becoming a go-to expert in individual personal style. Sound exciting? Then this is the course for you!

As the UK's leading *accredited* Personal Stylist training programme, this course gives you everything you need to launch your dream styling business with confidence.

Do I have what it takes to be a personal stylist?

You might be wondering, “*Could I really do this?*”. Let’s find out...

- *Are you the friend everyone turns to for style advice?*
- *Love shopping and spotting the latest drops and brands?*
- *Have great taste and your own unique personal style?*

If that sounds like you—you’re already showing signs of having what it takes. Maybe you naturally “just know” the styles to flatter different body shapes? Or you love helping people express themselves to look and feel good? If so, you’re already on the right path.

But here’s the thing: styling isn’t just about clothes. It’s about people and recognising their individuality. Great Personal Stylists are empathetic, intuitive, and truly care about their clients. Whether it’s helping someone rebuild confidence after life’s challenges, updating their self-image for work, or saving them time with expert advice—your role is to guide and support them with warmth and professionalism.

What does a day in the life of a Personal Stylist look like?

No two days are the same – but one thing's certain: you'll spend your time transforming how your clients see themselves, inside and out.



Here's how it usually goes:

- Start with a **Personal Style Assessment**, getting to know your client's proportions and body shape, style personality, and lifestyle needs.
- You can also include a colour consultation if you're trained in colour, (check out LCS Colour training too!)
- Create a styling brief with your client to map out the client's goals.
- Offer **Wardrobe Edit** (aka wardrobe detox or cleanse) to clear the clutter and create a space for what really works.
- Take your client on a **Personal Shopping** experience—whether in-store, online, or both to shop with purpose!

And it doesn't stop there

You can also offer:

- Online styling services
- Capsule wardrobe planning
- Concierge shopping
- Vacation or event styling
- Styling parties and retreats
- Corporate and executive image consulting
- Public appearance styling

Where could this take you?

This course sets you up for success in a wide choice of exciting careers, including:

Personal Stylist with your own business

Personal Stylist in an employed role for a retail fashion brand, department store or boutique

Personal Shopper

Social Media Influencer

Corporate Image Consultant

Brand Collaborator or Affiliate

Celebrity or Media Stylist

Public Speaker on Personal Style

And even cross over into creative industries like branding, marketing, interior or graphic design

The possibilities really are endless!

What's it like to train with us?

Join us from anywhere in the world with fully online training, supported by live expert masterclasses and a buzzing community!

From week one, you'll join a dedicated WhatsApp group to chat, share wins, and ask questions trained team and mentors along the way.

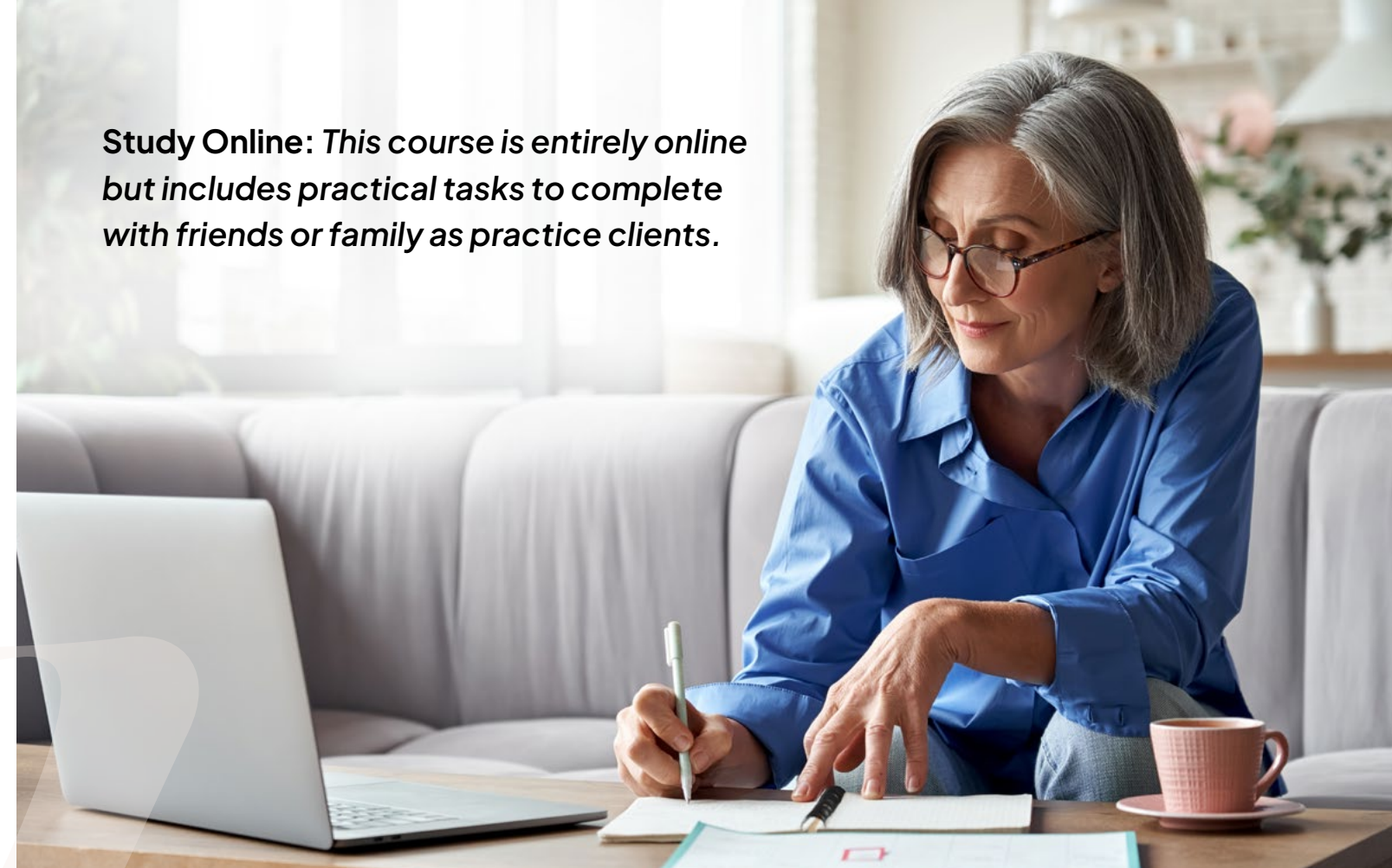
At LCS, we're recognised for doing things differently. Our training feels friendly, welcoming, and industry-led. We believe you learn best when you feel seen, supported, and inspired—not when you're sitting through long lectures and no interaction.

You'll dive straight into hands-on learning with **8 live masterclasses**, plus **2 bonus sessions** focused on how to create beautiful client experiences, including **lingerie, bra fitting** and **shapewear**, plus how to **creating professional online mood boards** to wow your clients.

You'll master:

- **Professional personal styling techniques**, covering all the small but important nuances that make a big difference in your delivery, your approach, and the step-by-step process of managing clients with confidence.
- **Style personality**, teaching you how to recognise and work with different client personalities that highlight their individuality—without projecting your own style onto them, so your advice is always personal, relevant, and client-focused.
- **Our holistic, modern approach to body shape**, leads you away from outdated “apple” or “pear” categories and teaches you how to assess real body proportions to create empowering style solutions that meet your clients' goals.

Study Online: *This course is entirely online but includes practical tasks to complete with friends or family as practice clients.*



- **Chargeable services**, including how to confidently run Style Assessments, Wardrobe Cleanse and Edit, Personal Shopping sessions and more—delivered both in person and online to adapt to different client needs.
- **Social media and tech skills** taught in simple steps to help you present your services professionally, build your online visibility, and make the most of digital tools to promote and grow your styling business.
- **All the terms and conditions, dos, and don'ts**, giving you clear guidance on how to protect your services, set expectations, and deliver to your clients with professionalism and confidence.

- **A dedicated business module**, designed to equip you with the tools, strategies, and confidence to successfully launch your styling business and start attracting paying clients—with **bonus Canva templates, illustrations, and graphics** included to help you build your brand and market your services with ease.

Our tutors are real industry pros, with vast experience in the personal styling industry as well as actively working as personal stylists with thriving businesses now—so you'll get real-world insights every step of the way.

Become a qualified, accredited Personal Stylist

By the end of this course, you'll have a globally recognised qualification, accredited by LCS (accredited by the British Accreditation Council).

You can also apply to be officially listed on the **LCS Directory**, showing potential clients and collaborators you're the real deal.

You'll be able to confidently offer:

Personal style client experiences, wardrobe edits, and personal shopping services

Specialist advice on lingerie, shapewear, and online styling

Expertise in body shape, and style personality

A professional, accredited service recognised internationally

And if you want more support after you graduate? You can join our **Start & Grow** Business membership, designed to help you build and grow your business with expert coaching and resources.



Let's get into the details

Your Personal Styling journey at LCS starts right here

Focused specifically on **Personal Styling for Female Clients**, this course training teaches you **real, industry-level skills**—giving you all the insider knowledge and tricks of the trade to confidently style **paying clients**, whether you're working in-person or online.

You'll learn how to deliver professional, chargeable services, including:

- Personal Style Assessment
- Wardrobe Edits
- Personal Shopping Experiences
- Online Personal Styling Services

But that's not all. You'll also discover how to **attract new clients, build a loyal community, and run unforgettable styling sessions** that exceed client expectations—always delivered with professionalism, empathy, and confidence.

You'll learn how to **create personal style boards for clients, how to use Pinterest and social media as part of your service experience**, and how to build a styling methodology that keeps clients coming back for more.

This course gives you **everything you need** to start working as a **professional, paid Personal Stylist**.

When you complete your training, you'll graduate as a **fully accredited LCS trained Personal Stylist**, ready to offer services that make a real difference to your clients—and with your commitment too, grow a thriving business in time.

And if you're planning to **launch your own freelance styling business**, we've got you covered, with:

- A **comprehensive business module**
- **Downloadable resources and templates**
- **Lifetime access** to the **LCS Personal Styling Community** and **online learning platform**

You'll leave with a **proven method for running successful, seamless personal styling services**, taught by **industry experts** who've built real businesses themselves—and are ready to help you do the same.

Training highlights

• **Lingerie, Shapewear & Bra Fit**

Master the essential steps to confidently advise clients on lingerie, bra fitting, and shapewear solutions that support, enhance and nurture body confidence.

• **Female Body Shape Mastery**

Say goodbye to outdated “pear, apple” categories! Learn how to assess the natural proportions and small details of your client's body shape, as you implement styling techniques that adapt to work to individual client shape goals.

• **Style Personality Profiling**

Explore the core style personalities—Classic, Dramatic, Natural, and more. Learn how to adapt your styling approach to meet your client's unique style identity, without projecting your own taste onto them.

Wardrobe edit

Learn how to guide clients through a wardrobe detox, helping them clear the clutter and build a wardrobe of enticing outfit options that says ‘this is me’ aligning to their lifestyle, body shape, and style personality.

• **Personal Shopping Techniques**

Develop your skills to plan and deliver in-person personal shopping sessions that are exciting and fun resulting in happy, loyal clients.

• **Online Styling Services**

Take your services online! Learn how to deliver impactful virtual styling experiences. Work with Pinterest boards, and use digital tools to serve clients anywhere in the world.

• **Personal Styling Business Success**

Complete your journey with a business module that teaches you how to position yourself as a professional, attract clients, build a loyal community, and grow a thriving personal styling business.

How your training is structured

Your Personal Styling training is designed to be immersive, fun, flexible, and highly interactive—giving you the support and structure you need to develop your skills with confidence.

Each session is led by expert tutors and designed to build your knowledge step by step. You'll also be set weekly challenges and practical tasks to deepen your learning and apply your skills in real-world situations.

Can't make a session? No problem – **all masterclasses are recorded**, so you can catch up whenever it suits you.

You'll also stay connected through a **dedicated WhatsApp community group** and **Google Classroom**, where you can ask questions, share progress, receive tutor feedback, and connect with fellow stylists-in-training.

Plus, you'll gain **lifetime access** to our digital learning platform, packed with valuable resources, including:

- Downloadable assets and reading materials
- Canva templates for your styling business
- Professional tools, guides, and client-ready templates
- Easy access on desktop, laptop, or tablet

This means you can revisit your training materials anytime, long after the course ends—giving you ongoing support as your business grows.

Check the course dates and running times on the relevant course page [HERE](#).

Please note: Lifetime access to the LCS learning platform is provided subject to our terms and conditions.

Modules covered

Split into eight key modules plus two bonus masterclasses, this Personal Styling for Female Clients course is designed to build your expertise step by step. Here's what you'll cover:

Lingerie, Bra Fit, and Shapewear

Learn how to advise clients on the perfect foundations to enhance fit, comfort, and body confidence.

Wardrobe Cleanse & Edit

Build your skills to confidently lead in-person or online wardrobe edits, helping clients declutter and define their style.

Personal Style Assessment

Master the process of understanding your client's lifestyle, goals, and needs to create a tailored style brief.

Personal Shopping (In-Person & Online)

Learn how to plan and deliver professional personal shopping experiences in-store or virtually tailored to your clients.

Style Personality

Learn how to identify and work with different style personalities, helping clients express themselves authentically without imposing your own taste.

Brand Awareness & Profile Building

Develop your personal stylist profile, learn how to connect with brands, and establish your credibility in the industry.

Proportion and Body Shape

Move beyond outdated body shape categories and learn how to assess client's proportions with accuracy, offering balanced and empowering style solutions.

The Fashion Industry

Gain insight into the wider fashion industry and how to build professional relationships with brands and retailers.

Online Personal Styling

Discover how to deliver professional virtual styling services, including creating digital style boards, learn how to work with Pinterest boards, and mood boards to engage your clients.

Personal Styling Business

Learn how to launch and market your services, build your client base, and create professional style boards using ready-to-go templates, illustrations, and resources to present your services beautifully and professionally.



Weekly interaction and live support

You'll receive **lifetime access** to your learning platform, packed with **pre-recorded video content**, **Canva templates**, and **step-by-step tutorials** designed to support your learning and help you build a professional toolkit for your business.

Alongside this, you'll benefit from **live weekly masterclasses**, lasting around **1.5 to 2 hours**. You can expect these to be fun always welcoming an engaged group, as well as keeping you on track, motivated, and engaged throughout your training.

Each week, you'll unlock new challenges and activities on your learning platform, with lifetime access so you can continue to revisit and refresh your learning long after the training ends. **All masterclasses are recorded**, so you can watch them back anytime.

You'll also be warmly welcomed to our **interactive WhatsApp community**, where you can take part in group discussions, make new friends, share progress with fellow stylists, and upload your style challenges, style boards and achievements. You'll be able to add a profile picture and share a little about yourself to introduce yourself to the group when you join to make the most of your personalised learning experience.

With **direct access to your tutor throughout the week**, you'll have plenty of opportunities to **ask questions, get feedback**, and feel **fully supported** as you build your confidence and grow your skills as a professional personal stylist.

Setting up your Personal Styling business

This is your opportunity to turn your passion for style into a thriving career. Through this immersive training, you'll build the confidence and practical skills to work one-on-one with clients, delivering highly personalised services—plus, you'll gain access to an **exclusive business set-up module**, included as part of your course.

Whether you dream of launching your own business, working as a freelance personal stylist, or stepping into an employed role within the personal styling, retail, personal styling offers a world of exciting career possibilities.

As part of the course, you'll work through a dedicated business module focused on helping you set up, market, and launch your services successfully.

You'll learn how to find your niche, connect with your ideal clients, and build the confidence to start charging for your expertise—everything you need to get started with clarity and purpose.

Start & grow mentoring

Take your business one step further

And for those ready to go even further, our **6-Week Start & Grow Business Programme** is designed to take you step-by-step on how to further develop, launch and build your personal styling business. You'll learn how to define your personal brand, build a professional online presence, and create irresistible service packages that attract paying clients. You'll also receive expert mentorship to support you with practical strategies and insights to help you thrive in the real world.

This programme is designed to help you overcome common obstacles like self-doubt, procrastination, and overwhelm, while teaching you how to grow your business sustainably in easy steps. You'll develop essential business and communication skills that help you build a brand that feels authentic, credible, and professional. From defining your unique value, colours, and brand identity, to writing compelling content for your

website and social media, you'll learn how to create a strong, memorable digital presence that sets you apart.

To finish, you'll receive personalised feedback with a one-to-one website review, making sure you feel fully prepared and ready to start your styling business with clarity, confidence, and a solid foundation for success.



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 bookings

Bookings can be made **online** through our website at www.londoncollegeofstyle.com.

You have the option to **pay in full** or choose our **three-part instalment plan** to spread the cost. Simply select your preferred payment option at checkout when you book.

Entry requirements

To join this course, the following requirements apply:

- A **competent understanding of spoken and written English** is essential (IELTS Level 6 or equivalent).
- You must be **18 years or older**.
- A **moderate level of digital literacy** is required, including confidence using:
 - Web browsers and search engines
 - Word processing software (e.g., Word, Pages)
 - Social media platforms (e.g., Instagram, Pinterest)
 - Canva – But don't worry if you're not an expert—**Canva training** for accessing and using templates will be available via the learning platform to support you.
- **Access to a laptop or tablet** is essential for completing key course components such as:
 - Mood boards
 - Templates
 - Portfolio creation
 - Online analysis and learning materials

Meet your team

Personal Styling experts
who appear on this training.

Wendy



WENDY ELSMORE

Director, Personal Stylist, Life Coach,
Business Mentor

Wendy is a widely respected Personal Stylist, Coach and much-loved Mentor. She is an industry expert who has styled clients all over the globe. Self-identity, personal styling and personal development all sitting under self-transformation have been her life's work with a career spanning 25 years. With a background as TV presenter and Fashion Expert on ITV's This Morning in London, Wendy brings real-world experience and many client insights to her teaching. She passionately believes that true magic lies within us all, and helping students unlock their true potential to realise their dream career is at the heart of her work at LCS. Wendy adores her one-to-one private clients as well as being engaged to projects with BBC, E! Entertainment, Channel 5, BAFTA, the British Fashion Council, London Fashion Week, British Vogue, Grazia, OK! Magazine, The Telegraph, Burberry, John Lewis, Michael Kors, Sir Paul Smith, and Philips.

Cynthia



CYNTHIA LIZA GREGOIRE

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

Cynthia is a Personal Stylist, Personal Shopper, TV and Radio Presenter, Creative Business Entrepreneur, and Tutor. She leads personal styling module on this course with Wendy, bringing real industry experience and a passion for helping others build successful careers. Originally from Canada, Cynthia moved to the UK in 2012 to follow her dream of transitioning from sixth form teaching to working in the heart of London's fashion industry. After gaining professional training across Styling, Buying & Merchandising, and Fashion Journalism, she went on to build her own successful personal styling business, Conscious Closets. With eight years of hands-on experience as a Personal Stylist and Shopper at Selfridges, she brings practical expertise to every session. Cynthia also works as a fashion reporter, covering London and Paris Fashion Week live for Condé Nast's The Glass Magazine, sharing the latest trends straight from the runway.

Industry opportunities

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

You will be welcome to join the **LCS Industry Opportunities WhatsApp Group** for real-time updates on high profile volunteer internships, placements, and 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.

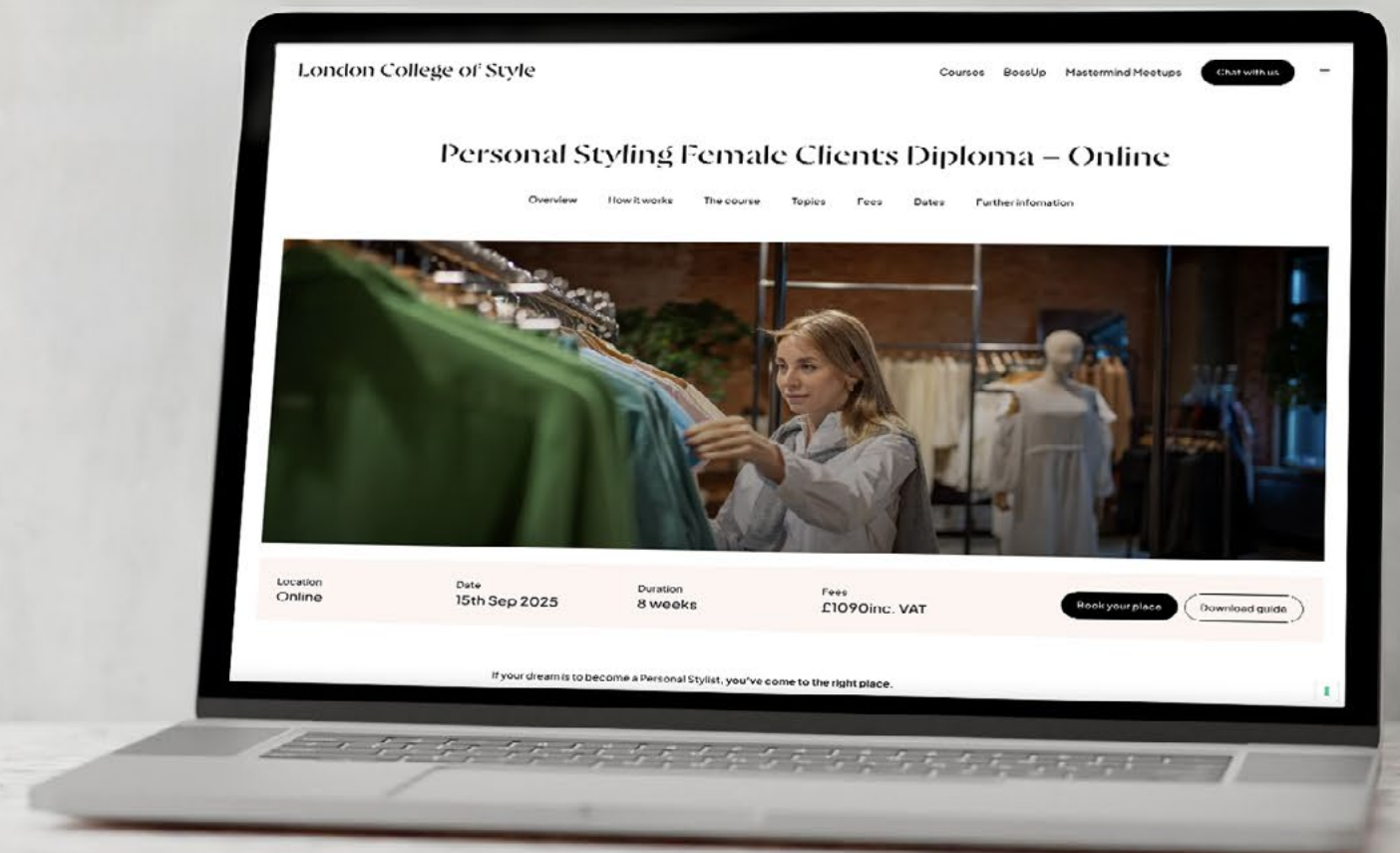
Please note that these opportunities are offered based on supply and demand.

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.

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.



Frequently asked questions

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

LCS offers **set start dates** for this course training. Please check your course start date before enrolling. You'll typically receive early access to the **LCS Learning Portal**, **Google Classroom**, and **WhatsApp community group** about a week before your course begins.

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

LCS is a super welcoming learning community. We provide a **friendly, supportive learning environment** where you can share your work, receive feedback, and overcome challenges alongside other students. You'll interact weekly with tutors, network with other personal stylists, and join group discussions to ask questions, gain insights, and track your progress.

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

Yes! We are firm believers in **personalised, group-based learning**. Tutors will engage you in **live weekly masterclasses**, providing space to share your work, ask questions, and receive personalised feedback through the masterclasses and via voicenote for weekly challenges. You'll also connect with other stylists in training through group discussions and activities.

- **Can I keep the recordings, Google Classroom access, and learning materials after I've trained?**

Yes. **Google Classroom** stays open for up to a year after your course ends, and you can download materials to keep. You'll also have **lifetime access to the LCS Learning Platform**, including **templates, downloads, and resources**, which are regularly updated.

- **Can I pay in instalments or do I have to pay the full fee upfront?**

You can choose to **pay in full or in three instalments**. Simply select your preferred payment option at checkout on www.londoncollegeofstyle.com.

- **Does this training lead to qualified status as an accredited LCS Personal Stylist?**

Yes. You will graduate as a **qualified, accredited LCS Personal Stylist**, enabling you to offer professional personal styling services and join the **LCS Industry Directory** for networking, visibility, and client opportunities.

- **What materials will I need to complete the course? Will I need my own clients for practice?**

You'll need basic tech (a laptop or tablet is best) and access to tools like Canva, Pinterest, and Word/Google Docs. Yes, you'll be asked to find two **practice clients** to complete your case studies as part of your learning. You can also create role play clients with other students in the group.

- **How long is the course?**

This is an **eight-week course**, with one module unlocking each week. You'll complete your **case studies and final assessment in week eight**. Please note, the course is designed to be paced—you cannot fast-track it—but you will have **lifetime access** to revisit all materials.

- **How much time should I dedicate each week?**

We recommend **3–4 hours per week** to complete the weekly module, including video content, challenges, and assessments.

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

The course is structured into weekly modules with **interactive challenges, quizzes, and practical tasks**. Tutors provide **personalised feedback via voicenote** for valuable conversation points to help you celebrate your progress and identify areas for growth, building your confidence each week.

- **How will I be assessed?**

Assessment includes **short quizzes, practical tasks, and a final case study assessment**. You'll receive a **Pass, Merit, or Distinction** based on your overall performance.

- **Will I receive a recognised qualification?**

Yes. You'll receive two certificates upon completion:

- An **Accredited Diploma Certificate** from London College of Style (LCS)
- **CPD Certification** awarding you **40 CPD training hours**, recognised by employers and industry professionals

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

For the best experience, use a **laptop or tablet**. A larger screen makes it easier to view materials. You'll also need access to tools like **Word/Google Docs, Canva, and Pinterest**. If you need technical help, our **support team** is **available weekdays** during your course.

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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Advanced Diploma

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