

Stylist Elixir

Become A Fashion Stylist

Guide to Sourcing Clothes for
Editorial & Celebrity Styling

By Emily Susan Tighe

Step-by-Step Guide to Becoming a Stylist

Sourcing the right pieces for editorial and celebrity styling is an art form in itself. It's not simply about picking beautiful garments; it's about managing relationships with PR teams, crafting the perfect request, and handling samples with care and respect. From start to finish, every detail matters, as these interactions shape your reputation and define your success as a stylist.

For aspiring stylists, this process can seem daunting. How do you approach a brand without established industry connections? What's the etiquette for requesting high-value items? And how can you stay organised when juggling multiple shoots?

This guide walks you through each step, breaking down the sourcing process and providing practical, actionable tips. If you're looking to master these essentials and build your own style kit of skills, the mentorship program can support you with tailored insights, templates, and real-life examples to ensure your sourcing process is seamless, professional, and stress-free. Ready to learn? Let's dive in.

1. Building Relationships with Brand PR Teams

- **Instructions:** Start by reaching out to PR representatives at brands you admire and believe align with your client's or editorial vision. Introduce yourself, sharing a brief but compelling description of your styling experience, portfolio highlights, and your upcoming project. If you're just starting out, focus on smaller, up-and-coming brands first, as they're often more open to working with new stylists. Remember to check back in regularly but avoid overdoing it; respect their time and availability.
- **In our Fashion Mentorship Program:** You'll learn the nuances of approaching PR teams even if you're new to the industry, with personalised scripts, email templates, and a calendar for following up. We also discuss strategies for cold emailing and tips on finding the right contacts if you're starting from scratch.

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2. Navigating the Sample Call-In Process

- **Instructions:** When calling in samples, be specific. Identify the pieces you're interested in, along with details like the publication, photographer, model, stylist, and shoot dates. Most importantly, understand the terms: be clear on how long you can borrow items, the condition they should be returned in, and any rules around exclusivity or embargoes. Keep a written record of all agreements, including deadlines and shipping instructions.
- **In our Fashion Mentorship Program:** We guide you step-by-step through this process, from assembling sample call-in sheets to keeping track of pieces. You'll gain access to comprehensive checklists that ensure you've covered every detail, as well as advice on negotiating sample loan terms and managing the logistics of sample returns.

3. Timing is Everything: Plan in Advance

- **Instructions:** Timing can make or break a shoot, so always plan sample requests well in advance. High-demand items, limited collections, and samples in circulation for other shoots may take extra time. Aim to request items at least four weeks before your shoot date, allowing for contingencies. Even if you're working with tight deadlines, notify PR teams as early as possible to give them time to arrange everything.
- **In our Fashion Mentorship Program:** We help you develop a timeline for call-ins, broken down into a month-by-month approach for planning large editorial or celebrity projects. Plus, we cover how to handle last-minute requests without sacrificing quality, showing you how to juggle multiple shoots, manage your schedule, and ensure your styling kit is always ready.

4. Requesting Samples for Celebrities: Crafting the Right Ask

- **Instructions:** When sourcing clothes for celebrities, it's crucial to represent both their image and the brand's ethos. To do this well, be mindful of the celebrity's public persona, current projects, and the exclusivity some brands might expect. Mention where and when the pieces will be seen, and be prepared to negotiate if the brand requests particular credits or social media mentions. Always secure a written agreement to avoid misunderstandings.
- **In our Fashion Mentorship Program:** You'll learn the art of balancing brand expectations with the celebrity's needs, plus gain access to examples of real-life deal memos and email templates for celebrity requests. We also cover negotiating brand collaborations and setting boundaries to avoid any over-commitment.

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5. Communication: Keep it Professional and Precise

- **Instructions:** Professionalism in communication is paramount. When reaching out to PR teams, keep your emails concise, clear, and professional. Begin by introducing yourself and the project, then detail the items you're requesting, the publication (if editorial), and shoot dates. Avoid long explanations or vague language—clarity builds trust. Always follow up with a thank-you email post-shoot, detailing the pieces used and expected publication date.
- **In our Fashion Mentorship Program:** We provide communication templates designed specifically for stylists. From initial outreach to post-shoot follow-ups, you'll learn how to build trust with brands through professional, polished messaging. We also offer guidance on communicating expectations and deadlines so you'll always come across as organised and reliable.

6. Efficient Sample Tracking and Management

- **Instructions:** Keep an accurate log of all items from the moment they arrive until they're safely returned. Create a detailed sample check-in sheet, listing each item's description, size, and condition upon arrival. Organise these pieces according to the shoot's theme, and double-check each item when packing. After the shoot, carefully inspect each sample for any damage, and document its condition before returning it.
- **In our Fashion Mentorship Program:** You'll get access to a sample tracking template and learn best practices for keeping tabs on items in a busy environment. We discuss strategies for sample organisation, checking for damages, and the legal considerations of sample management, so you're fully prepared to handle high-value items with care.

7. Returning Samples with Care and on Time

- **Instructions:** Returning samples promptly is non-negotiable, as delays can damage relationships with PR teams. Ensure each piece is in its original condition by inspecting for stains, wear, or damage before repacking it. Use high-quality packaging materials and double-check all labels and shipping instructions provided by the brand. Once items are sent, notify the PR team, providing tracking information and a confirmation of the return.
- **In our Fashion Mentorship Program:** We walk you through return logistics with a clear checklist to minimise any missteps. You'll also gain insights into packing and shipping high-value items safely, ensuring they reach their destination in perfect condition—building your reputation as a stylist who respects and values each brand's contributions.

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Sourcing clothes for editorial and celebrity styling is more than a logistical task—it's a fundamental skill that sets exceptional stylists apart. Mastering each step, from building brand relationships to handling samples with care, requires confidence, professionalism, and attention to detail. As you've seen in this guide, the right approach can unlock incredible styling opportunities, elevate your work, and strengthen your reputation within the fashion industry.

If you're ready to develop these skills on a deeper level, our mentorship program is here to support you. We'll go beyond the basics, offering you exclusive templates, sample management tools, and one-on-one advice to guide you through even the trickiest aspects of sourcing. Through this mentorship, you'll gain not only the confidence to approach brands but also the insider knowledge that will help you stand out in a competitive industry.

Take the next step in your styling journey—join the mentorship program and transform these skills into your most powerful assets as a stylist.

"The key to staying relevant is to follow your own instincts, rather than catering to the opinions of others."

Virgil Abloh

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Fashion Stylist Mentorship Program

Thank you for reading our Step-by-Step Guide – welcome to the Stylist Elixir Community! We're here to support you as you build your career in styling, so don't hesitate to reach out if you have any questions.

For those who want to dive deeper, our 3-Day and 5-Day Mentorship Programs offer hands-on training and personalised guidance to help you master essential styling skills. Whether you're looking to refine your editorial vision, build a standout portfolio, or gain insider knowledge on celebrity and client styling, these programs are designed to fast-track your growth and prepare you for real-world success.

Important Dates to Remember:

- **15th November - Enrolment opens (for a short period!)**
- **Program Dates** – Sessions are scheduled for March 2025, with limited spots available:
 - 3-Day Program: 15th - 17th March
 - 5-Day Program: 24th - 28th March

We're excited to be part of your journey, and we look forward to supporting you every step of the way!

“

Jacqueline, USA

Emily is incredibly knowledgeable and straight to the point about what you do and don't need to make it in the industry. She is a wonderful mentor!

“

Kirsty Fynn, South Africa

Learning from Emily and being beneath her tutelage is not only a supreme privilege but truly an honour! Emily is not only kind, insightful and patient but deeply knowledgeable.

“

Jaypreeth Kaur, UK

Emily is so passionate about sharing her knowledge and teaching others and it really shows. Sharing things that would take years for us to learn otherwise, especially in this cut throat industry. This mentorship really exceeded my expectations

3 Day Program

What You Will Learn

15th - 17th March 2025

01

Foundations of Fashion Styling & Editorial Vision

Start strong with the essentials of styling across various sectors, including editorial, commercial, and personal styling. You'll learn the unique demands of each area and create your first editorial mood board. We'll cover the role of a stylist, industry pathways, and how to build a network that supports your growth. By the end of day one, you'll have a clear direction and foundational skills to stand out in any styling field.

02

Celebrity Styling & Client Dynamics

Enter the world of celebrity styling and beyond! Day two dives into client management for celebrities, personal clients, and influencers, teaching you to adapt your styling approach for each. You'll work on a celebrity mood board, get hands-on with sample sourcing, and learn to manage fittings, budgets, and fast-paced client needs. By the end, you'll have the skills to craft unique looks that leave a lasting impact.

03

Portfolio Mastery & Freelance Success

Day three equips you with the tools to turn your skills into a career, focusing on portfolio building and freelance styling. You'll learn how to tailor your portfolio for editorial, personal, and commercial clients, pitch to secure jobs, and set up a freelance business. Finish the day with a professional portfolio plan and a strategy to navigate the freelance world with confidence.

[Stylist Elixir Mentorship Program](#)

5 Day Program

What You Will Learn

24th - 28th March 2025

01

Foundations of Styling & Industry Essentials

Begin with a solid understanding of styling fundamentals across editorial, commercial, personal, and celebrity styling. Learn the key differences and demands of each field, while building a foundational editorial mood board. Day one covers the role of a stylist, industry pathways, and networking strategies to open doors. By day's end, you'll have a strong grasp of industry expectations and your initial creative direction.

02

Advanced Mood Board Creation & Client Dynamics

Explore mood board creation in-depth, designing advanced boards tailored for celebrity, commercial, and influencer clients. We'll dive into the nuances of client management, showing you how to adapt your styling approach for different personalities and public images. This day equips you with practical tools for sourcing, sample requests, and PR communication, giving you real-world skills to elevate any client's style.

03

Editorial Styling & Portfolio Building

This day is all about editorial styling and developing a portfolio that gets noticed. You'll build a complex editorial mood board that tells a story through fashion, styling looks that capture a distinct narrative. In the afternoon, we focus on curating and refining your portfolio to reflect your unique aesthetic and showcase your versatility across styling fields. By the end of the day, you'll have a cohesive and professional portfolio foundation.

04

Celebrity & Personal Styling Essentials

Day four hones in on styling for celebrities and high-net-worth personal clients. Learn to style for red carpet events, public appearances, and personal wardrobes, all while managing client expectations and handling high-pressure situations. We'll also cover budget management and deal memos, giving you the confidence to style effectively under real-world constraints. By the end, you'll be prepared to create impactful looks for the industry's elite.

05

Freelance Success & Final Presentation

Wrap up with the business essentials of freelance styling. From setting up your business to invoicing, contracts, and pricing, day five is about translating your skills into a successful career. You'll put it all into practice with a final project: a complete client pitch, including a mood board, styling selections, and client presentation. End the day ready to step into the industry with a powerful portfolio, essential business skills, and a clear vision for your styling path.

Stylist Elixir Mentorship Program

Disclaimer:

The templates provided in this book, including deal memos and contracts, are for informational purposes only. These templates are intended to serve as examples and should not be considered final legal documents. Users are encouraged to seek professional legal advice to review and customise these templates according to their specific needs and circumstances.

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