

Stylist Elixir

Become A Fashion Stylist

Guide to Networking in Fashion

By Emily Susan Tighe

Guide to Networking in Fashion

1. Define Your Networking Goals

- **Why It Matters:** Having clear networking goals gives you direction, making each interaction purposeful. Whether you're aiming to connect with stylists, photographers, or brands, setting specific goals will help you focus your efforts.
- **How to Do It:** List a few specific goals, like finding assisting opportunities or connecting with PR teams. Think about what you hope to gain from each event or interaction, so you can steer conversations accordingly.
- **In the Mentorship Program:** We'll work with you to set clear, actionable networking goals aligned with your career vision. You'll receive a personalised strategy for approaching different connections and tailored advice on setting priorities to achieve your objectives.

2. Start with Your Inner Circle

- **Why It Matters:** Your inner circle can be a powerful resource. People you already know can introduce you to others in the industry, helping you expand your network more comfortably.
- **How to Do It:** Reach out to friends, family, and colleagues with connections in fashion. Communicate your goals, and be open to meeting their contacts.
- **In the Mentorship Program:** We'll help you map your current network, identifying key people who can introduce you to others in fashion. You'll learn how to approach these connections professionally and effectively, boosting your confidence in leveraging your network. Through our mentorship, we become part of your inner circle, supporting you as you expand your industry connections.

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[Fashion Mentorship Program](#)

3. Attend Industry Events (In-Person and Online)

- **Why It Matters:** Events give you access to people who share your interests and goals, and they're often more casual environments where introductions feel more natural.
- **How to Do It:** Attend fashion shows, brand launches, or styling workshops. If you can't make it in person, explore online panels, webinars, or social media events. Prepare a short introduction about yourself, and engage with others by asking questions.
- **In the Mentorship Program:** We'll guide you on finding the right events, both in-person and online, to connect with industry insiders. You'll also receive tips on how to introduce yourself, start conversations, and leave a positive, memorable impression.

4. Build an Online Presence That Speaks for You

- **Why It Matters:** Your online presence is often the first thing people see, so it needs to reflect your style, professionalism, and personality.
- **How to Do It:** Make sure your LinkedIn, Instagram, and portfolio showcase your best work. Follow industry professionals, engage thoughtfully, and post your work regularly.
- **In the Mentorship Program:** We provide personalised feedback on your profiles, helping you craft a professional and engaging online presence. We'll teach you what to post, how to interact online, and strategies to build an audience that connects with your style and career goals.

5. Approach with Authenticity, Not Just an Agenda

- **Why It Matters:** Networking works best when it feels genuine. People are more likely to remember and support you if you approach them with real interest and respect.
- **How to Do It:** Start conversations by showing curiosity about the other person's work and experiences. Listen actively, and look for ways to connect without pushing an agenda.
- **In the Mentorship Program:** You'll learn strategies for building authentic connections that go beyond superficial networking. We'll help you create a conversational style that's personable and memorable, making you someone people are eager to support and recommend.

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6. Keep in Touch and Follow Up Consistently

- **Why It Matters:** Networking doesn't end after the first meeting. Consistent follow-up turns one-time connections into long-term relationships, which can lead to future opportunities.
- **How to Do It:** After meeting someone, follow up within a few days with a thank-you message. Over time, stay on their radar by commenting on their posts, congratulating them on achievements, or sharing relevant news.
- **In the Mentorship Program:** We'll show you how to build a follow-up system to keep track of your connections, with templates for professional follow-up messages and techniques to nurture these relationships over time.

7. Join Communities and Groups

- **Why It Matters:** Being part of a community connects you with people who share your interests, making networking more natural and collaborative.
- **How to Do It:** Look for online forums, social media groups, or local meet-ups dedicated to fashion and styling. Participate by asking questions, offering insights, and supporting others.
- **In the Mentorship Program:** We help you identify valuable communities, providing a list of groups and forums where you can connect with industry peers. You'll also get tips on building your reputation within these communities, so you become known as a knowledgeable and collaborative stylist.

8. Add Value When Possible

- **Why It Matters:** Networking is a two-way street. Offering value to others strengthens your connections and makes people more likely to support you.
- **How to Do It:** Think about what you can give in return—maybe share industry insights, introduce contacts, or offer help on a project. Small gestures can build goodwill and make you a trusted contact in the industry.
- **In the Mentorship Program:** You'll learn strategies for offering value, including how to spot opportunities to help others and how to make useful introductions. We discuss ways to create a reputation as someone who uplifts and supports their network.

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Networking in fashion is a skill that evolves over time. Each connection you make, every follow-up email you send, and every event you attend builds toward a network that can support and guide you throughout your styling career. But building a network that truly benefits you isn't just about collecting contacts—it's about creating meaningful relationships, sharing value, and positioning yourself as a trusted, collaborative professional.

If you're serious about growing your career in fashion, our mentorship program offers the structure, support, and insider knowledge to help you take these networking strategies to the next level. With personalised guidance, you'll learn not only how to make connections but also how to foster relationships that open doors to real opportunities in editorial and celebrity styling. From perfecting your online presence to mastering professional outreach and following up effectively, we're here to help you make every connection count.

The fashion industry can feel exclusive and intimidating, but you don't have to navigate it alone. As part of our mentorship program, you'll gain a team of experienced stylists in your corner—supporting you, sharing resources, and helping you build the confidence to step into new opportunities. We'll work alongside you to make sure each networking effort aligns with your goals and helps you grow your styling career with purpose.

Are you ready to create a powerful network that works for you? Join the mentorship program, and let's start building the connections that will shape your future in fashion.

"Success isn't just about what you know or who you know, but who knows you." —

Susan RoAne (Author of How to Work a Room)

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:

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Stylist Elixir - Emily Susan Tighe
emily@emilysusantighe.com