
Graduate Certificate in Fashion Art Direction

Fashion Styling

Fashion Styling is a crucial aspect of the fashion industry, playing a significant role in creating visually appealing and impactful looks for various mediums such as magazines, advertisements, fashion shows, and social media. As a Fashion Art Director, it is essential to understand key terms and vocabulary associated with Fashion Styling to effectively communicate and execute creative concepts. Let's delve into some important terms and concepts in the realm of Fashion Styling.

1. **Fashion Styling**:

Fashion Styling involves creating visually compelling outfits by selecting clothing, accessories, and props to convey a specific message or aesthetic. It requires a keen eye for detail, trend awareness, and a deep understanding of the target audience. Fashion Stylists work closely with photographers, art directors, and designers to bring a creative vision to life.

2. **Editorial Styling**:

Editorial Styling refers to the styling of fashion shoots for editorial spreads in magazines, websites, and other publications. It involves creating cohesive looks that align with the theme or concept of the editorial. Editorial Stylists collaborate with photographers, models, hair and makeup artists to produce stunning imagery that tells a story.

3. **Commercial Styling**:

Commercial Styling focuses on styling for advertising campaigns, e-commerce websites, and brand promotions. The goal of commercial styling is to showcase products in a desirable and marketable way, appealing to the target audience. Commercial Stylists work closely with brands to ensure that the styling aligns with the brand's image and message.

4. **Runway Styling**:

Runway Styling involves creating looks for fashion shows and runway presentations. Runway Stylists work with designers to interpret their collections and showcase them in a cohesive and impactful way. They are responsible for selecting garments, accessories, and footwear to create visually stunning looks that captivate the audience.

5. **Celebrity Styling**:

Celebrity Styling involves working with celebrities, influencers, and public figures to create their personal style and image. Celebrity Stylists collaborate with their clients to dress them for red carpet events, photoshoots, and public appearances. They play a crucial role in shaping the public perception of their clients through fashion.

6. **Trend Forecasting**:

Trend Forecasting is the process of predicting upcoming fashion trends based on consumer behavior, cultural influences, and market analysis. Trend Forecasters analyze runway shows, street style, social media, and other sources to identify emerging trends. Fashion Stylists use trend forecasting to stay ahead of the curve and create relevant and on-trend looks.

7. **Concept Development**:

Concept Development is the process of brainstorming and creating a cohesive concept for a fashion shoot or project. Fashion Stylists work with creative teams to develop a concept that aligns with the brand's message or the publication's theme. Concept Development involves mood boards, research, and collaboration to bring the creative vision to life.

8. **Color Theory**:

Color Theory is the study of how colors interact with each other and how they can evoke different emotions and moods. Fashion Stylists use color theory to create harmonious and visually appealing color palettes in their styling. Understanding color psychology helps Stylists convey the desired message and create impactful looks.

9. **Body Proportions**:

Body Proportions refer to the balance and symmetry of an individual's body shape. Fashion Stylists consider body proportions when selecting clothing and accessories to flatter their clients or models. Understanding body proportions helps Stylists create well-balanced and flattering looks that enhance the wearer's silhouette.

10. **Silhouette**:

Silhouette refers to the overall shape and outline of a garment or outfit. Fashion Stylists pay attention to silhouette when creating looks to achieve a desired aesthetic or to balance proportions. Different silhouettes can convey different styles and moods, so Stylists use them strategically to create cohesive looks.

11. **Texture**:

Texture refers to the surface quality of a fabric or material, such as smooth, rough, shiny, or matte. Fashion Stylists incorporate texture into their styling to add visual interest and depth to an outfit. Mixing textures can create dynamic and visually appealing looks that stand out.

12. **Accessories**:

Accessories are items such as jewelry, handbags, belts, hats, and shoes that complement an outfit. Fashion Stylists use accessories to elevate a look, add personality, and create a cohesive style. Accessories play a crucial role in completing an outfit and can make a significant impact on the overall styling.

13. **Prop Styling**:

Prop Styling involves selecting and arranging props such as furniture, decor, and other objects to enhance a

fashion shoot or presentation. Prop Stylists work closely with Fashion Stylists to create a visually appealing and cohesive set design. Props can help tell a story, set a mood, or enhance the overall aesthetic of a shoot.

14. **Hair and Makeup**:

Hair and Makeup are essential elements of fashion styling that help complete a look and enhance the overall aesthetic. Fashion Stylists collaborate with hair and makeup artists to ensure that the hair and makeup align with the styling concept. Hair and makeup play a significant role in creating a cohesive and polished look.

15. **Cultural Sensitivity**:

Cultural Sensitivity is the awareness and respect for different cultures, traditions, and identities in fashion styling. Fashion Stylists must be mindful of cultural appropriation and stereotypes when creating looks that are inspired by or reference a specific culture. Cultural sensitivity is important in creating inclusive and respectful styling.

16. **Client Communication**:

Client Communication is the ability to effectively communicate with clients, brands, and collaborators throughout the styling process. Fashion Stylists must understand the client's needs, preferences, and vision to deliver a successful styling outcome. Clear and concise communication is key to building strong relationships and executing projects seamlessly.

17. **Budget Management**:

Budget Management involves managing the financial resources allocated for a styling project efficiently. Fashion Stylists must work within the specified budget while sourcing clothing, accessories, props, and other necessary items for a shoot. Budget management skills are essential to ensure that the styling is executed effectively without overspending.

18. **Critical Thinking**:

Critical Thinking is the ability to analyze, evaluate, and problem-solve creatively in the context of fashion styling. Fashion Stylists must think critically to make informed decisions, troubleshoot challenges, and adapt to unexpected situations during the styling process. Critical thinking skills are crucial for overcoming obstacles and achieving successful styling outcomes.

19. **Styling Kit**:

A Styling Kit is a collection of essential tools, supplies, and accessories that Fashion Stylists use during shoots and projects. A styling kit typically includes items such as garment tape, safety pins, steamer, lint roller, and fashion emergency kit. Fashion Stylists rely on their styling kit to ensure that they are prepared for any situation on set.

20. **Fashion Ethics**:

Fashion Ethics refers to the moral principles and values that guide ethical decision-making in the fashion industry. Fashion Stylists must consider ethical issues such as sustainability, fair labor practices, and diversity

when working on styling projects. Upholding ethical standards is essential for creating responsible and conscious styling.

By familiarizing yourself with these key terms and concepts in Fashion Styling, you will be better equipped to navigate the dynamic and creative world of fashion art direction. Each term plays a crucial role in the styling process, from concept development to execution, and understanding them will enhance your ability to communicate effectively and create impactful styling outcomes. Embrace the creativity and innovation that Fashion Styling offers, and continue to expand your knowledge and skills in this exciting field.