



WARDROBE STYLIST CERTIFICATION COURSE

Train to be a Certified Wardrobe Stylist

Today's economy has given women (and men) an opportunity to use what they already own and shopping ones closet has become a way to save money, save time and get creative with styling choices and be sustainable (eco-conscious) with your clothing. However, when confronted with a closet full of disparate options most people freeze when deciding what to wear. They need our help!

This professional certification course was developed to train you to help others learn how to successfully use what they already own and look good in their own clothes! Optionally those who are pursuing **Wardrobe Styling** as a career will benefit from the modules and tutorials relating to photo shoots, fashion shows, blogging and line-sheet planning.

Online course is open to the student 24 hours per day. The course duration is up to 8 weeks and the student can start as soon as they register and purchase. The course can be completed at the student's pace. Students have access to forums, groups, wikis, social media, resources, and materials at all times. Course length is UP TO 8 weeks. Many students can complete in less time as this course is self-paced and adjusts to a student's learning style or language challenges.

This course is fully interactive, with video training, audio/video portals and e-learning based protocols. There are no DVD's or CD's to ship, no messy downloads. Everything you need is contained in the course.

The following is a basic topic **Overview** of the interactive video tutorials in this course. Course includes audio, video, interactions, mini-quizzes, exercises, and exams: **Wardrobe Stylist Overview of the Career**

1. About Wardrobe Styling
2. Who the PWS Works With



Bedroom Closet Organization





3. Jobs for Wardrobe Stylists
4. Why Clients seek out our help
5. What is a Wardrobe Stylist?
6. Edit a Clients Closet
7. Coordinate Existing Clothing Inventory
8. Plan Purchase Needs
9. Plan Ancillary (supplemental) Wardrobe Items
10. Shop to Build Wardrobe
11. Audio lecture – what to expect in the initial stages of working with clients
12. Review criteria for wardrobe edits
13. Discuss Pre-editing a closet
14. Editing the closet
15. Styling the Wardrobe
16. Optional edits for client
17. Survey questions to test student grasp of material covered (not graded). Learning objectives marker.
18. Why Edit a Closet?
19. How to Work With a Variety of Clients
20. First Consultations
21. Steps in the Wardrobe Edit Process
22. Forms You Need to Work with clients
23. Review aspects of the second step in the Wardrobe Edit session:
24. Pre-Editing a Closet
25. Pre-Closet Audit Consultation Completed
26. Instructions to the Client Processed
27. Scheduled Appointment Time Set
28. Your Paperwork Ready (or Completed)
29. Have Closet Analysis Charts and Inventory Lists With You
30. Analysis of client issues with their wardrobe and clothing attachments.
31. Teach clients about style options
32. What's in her closet (the edit and inventory process)
33. Keeping an inventory
34. Caring for Clothes
35. Repeat steps for the Male Client
36. Introduce the Concepts of Color
37. Discover the Undertones and Temperature of Color
38. History of Color Analysis
39. Color Theory - FSI exclusive 2D+3D=EZ Color System
40. Simple Color Systems Clients Can Understand
41. The Color Analysis Steps Explained
42. Video #2 - How to Mix Primary to Get Secondary



43. Interaction Slideshow - identify mixing colors
44. Sequence Learning Game
45. How to Mix RGB Colors
46. Video Tutorial - How to Use Tech Tools to Identify Inherent Color
47. How to Use Color Drapes
48. Fabric Swatch Demonstration
49. Learner Demonstration
50. Creating the Fan for the Client
51. Defining Contrast Levels in Skin Tones
52. Demo - identify inherent colors
53. Review video "Styling the Client", discussion on Color, Style, Dress Details and Body Lines.
54. Review tutorial on how to set up clothes to photograph for client's database.
55. Review ten steps for Mixing and Matching items – this teaches the client how to extend the use of her wardrobe.
56. Optional - review digital photograph binder you created for client
57. Shopping trip for new wardrobe items
58. Extended shopping trip for shoes, accessories etc.
59. Shopping for organization items such as hangars, boxes, storage items etc.
60. Five Assignments
61. One Final Exam: 25 Multiple Choice, True/False, 3 Essay Questions
62. Two Final Essays
63. One Niche Market Statement Project
64. One Final Styling Assignment - students must complete a digital photograph/ styling project



Business Basics review and Overview of Marketing Strategies

- Closet Confessions = Ten Minutes Video Review
- Celebrity Clients = Assignment: Review video presentation The Wardrobe Stylist
- Career Guidance
- Working and Getting Work
- Blogging
- Assisting Photographers
- Creating Your Portfolio
- Editorial Work
- Students discover how to prepare back stage fashion show line racks, working with photographers and designers on set.
- View Tutorial: How to Create and Manage Your Portfolio



- Tips on blogging
- What Fees to Charge
- Course recap and review – 34-point list to recap the course highlights.
- Survey – students participate in survey about the course (content and experience).
- 25 true/false and multiple-choice questions all ONLINE, and all with immediate feedback given to student.

Expected Learning Outcomes for students:

In addition to knowledge of the Professional Wardrobe Stylist Consultation Steps the stated learning objectives for this course include:

- List five reasons why a client seeks out the help of a PWS
- Measure a client to determine her body shape
- Know the steps to take to organize a client's closet inventory
- Identify three emotional attachment issues clients have to clothing
- Advise clients on clothing fit, fabric, style, and construction points
- Recommend ten tools a client can use to organize her clothing

ADDITIONAL TRAINING SEMINARS INCLUDED WITH THIS COURSE:

Fashion 101 – nine two-hour classes on the important fundamental studies of fashion design elements and principles.

Video Tutorial: Basic Apparel Styles, Terms and Pronunciations enables learners a command of correct usage of key terms used in fashion styling.

Facial Shape Class – how to determine a client's facial shape and angles for appropriate accessory wear.

How to Style Video Tutorials – with audio instructions on how to dress each of the five body shapes.

How to Proportion and Balance Clothing in Styling

How to Coordinate Fashion (Prints, patterns, textures and angles)

BONUS Business Start Up Seminar

There are ten parts (10 one-hour seminars) to this **BONUS** course and we will be reviewing each of these crucial start-up steps in depth. Students are offered tutorial videos within the seminar along with interactive exercises and will be tasked with projects designed to stimulate starting a business today! Participants have 30 days of access to the seminar and can review as many times as needed in that 30 days.



1. Introduction
2. Getting to Know Your Image Business
3. Legal Basics
4. Marketing + Promotion
5. Branding + Logo, Image, Name
6. What Do I Charge?
7. Your Online Marketing Toolbox
8. Build a Successful Business (your services, speaking, customer service skills)
9. Creative Promoting
10. Business Start Up Info

Grade Scale is standard: Grading Policy – Overall assessment for this course is based on critical writings, discussion question responses, essays, group collaborations and pop quizzes.

- 90-100 = A
- 80-89 = B
- 70-79 = C
- 60-69 = D
- Below 60 = F

Textbook/s

The Professional Wardrobe Stylist; Managing Clothing, Closets and Clients by Gillian Armour, Volume 2, 2019 ISBN978-1480140233

How to Do a Color Analysis; Ten Steps to Successful Consulting by Gillian Armour, Volume 2, 2019 ISBN 9781461028116

This Business Called Image; An Owner's Manual by Gillian Armour, Volume 2, 2019 ISBN978-1479183043

Course outcomes:

Upon the successful completion of this course students will be able to:

- Conduct a complete wardrobe consultation with clients
- Edit and manage wardrobe needs
- Mix and match prints and patterns in clothing
- Correctly analyze client body shape
- Identify style personality so clothing choices are successful
- Determine size, fit, tailoring



- Use graph charts and wardrobe planners
- Process the nine-step wardrobe edit training
- Understand psychology of emotional attachment to closet items
- Execute client garment selection plan to coordinate existing closet finds

Materials:

All materials are included in the cost of the course.

- Student/ Course Professional Training Manual
- Free e-book “Your Image Talks; Career Manual”
- Body Shape Clothing Silhouettes Guidebook (All Body Shapes)
- Customizable Shopping Planners included
- Style Personality Quiz Worksheet
- Client Follow Up/ Evaluation Form
- Closet Edit Questionnaires and Forms
- Confidentiality Agreement Form
- Your Fee’s Worksheet
- Client Invoice Template
- Monthly Income Template
- Personal Shopper Postcard Template
- Weekly Schedule Template
- Action Plan for Clients
- Body Proportion Analysis
- Client Needs Analysis Form
- Image Consultation Survey Forms
- Introduction Letter to Prospective Clients
- Male Application and Measurement Charts
- Personal Style Questionnaire

Features Overview

At FSI we love empowering our future consultants with products and knowledge to help them expand their styling business quickly. Here is a **partial** list of the gifts and benefits you get when joining our training programs and becoming a part of the Fashion Stylist Institute family:

1. Professional certification by the leading certification company in the fashion styling and image consulting industry
2. Platforms hosted by amazon web services - a highly secure and robust platform
3. Aws provides fast and efficient portals, so our learners are never slowed in their online learning process



4. High quality training portals and material designed for effective online learning
5. Continuing education credits, units, and badges (digital backpack)
6. Training hour reports to add to your resumé
7. Video resources – free fashion video library
8. Free fashion articles library
9. Access to consultant discussion groups while on campus
10. Access to wiki's, blogs, and forums where you can interact, network, and get advice
11. Private chat options with your instructors
12. Free video mentoring sessions
13. Templates for business and marketing planners
14. Tip sheets for starting your business
15. Over 50 marketing and promotional ideas to increase business and get clients
16. Marketing strategies spreadsheets
17. One-page business plan vision and objectives worksheet
18. Press release templates
19. Course manual and slide notes
20. Free graduate listing and web page on our robust "hire a consultant" directory
21. Free customizable forms to help you in your new business
22. Free e-book "This Business Called Image" with step-by-step guidelines for starting your business
23. **QR code** badge html snippet to add to your website for easy credential referencing (clients can click to read about your specialties online)
24. Multiple style worksheets, manuals, books, and white pages included
25. Free graduate directory listing and personal web page with review/star options
26. Ongoing access to global image and style networking groups
27. Updated daily news and rss fashion feeds
28. Monthly industry news blasts
29. Ongoing mentorship and support
30. Image tools to help you grow your business
31. Curated resource lists of suppliers - tools, content, and resources to grow your business
32. First notifications for events, special prices, new courses
33. Access to free webinars
34. Free copy of iphone/ android body measurement app
35. Free business startup course and interactive participation with your instructor

... but most importantly the greatest gift is the one you can give yourself - the feeling you get when you are a part of something really great that is helping YOU build your success story!



Accreditation Details

***CEU's are NOT required in order to operate a consulting practice but are awarded as evidence of completion. Final certifications and reports will state the student's name, course of study and CEU's, ILU's and Training Hours earned.**

FSI CEU's – FSI is a continuing education training institute and as such can offer Continuing Education Units. FSI CEU's are awarded based on the following grade scale A through B = 80% to 100% score and the following achievements: Completion of all training modules, quizzes, final certification exam, discussion group participation, learning objectives, training objectives, feedback, evaluation and testimonial.

One CEU equals ten contact training hours. FSI learner training hours are recorded within the learning portal. Students and administrators have access to these reports at all times.

CEUs were created as a way to document education and training in specifically developed activities for adult learners in a variety of disciplines. One CEU is defined as “10 contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction and qualified instruction.”

FSI created its CEU program based on the fundamentals set down by I.A.C.E.T. (the standard for continuing education credits). FSI's instructional programs seek to enrich graduate's knowledge, improve their skills, and develop their business opportunities. FSI training also adheres to the core competencies for image study set down by major image associations. These core competencies are noted in each course introduction.

I.L.U. = FSI is an authorized ILU awarding entity. FSI awards ALL graduates **International Learning Units**. The ILU is the standard awarding unit for all professional/ certificate based online courses. The ILU teaches to the objectives of the course and hence the student achieves professional knowledge and is tested for this achievement and to earn certification status.

In order to earn ILU'S students must achieve all learning objectives listed, pass a final exam with an 80% score, complete all essays, pop quizzes, contribute to discussions and demonstrate appropriate verbal and written etiquette. The competencies for earning this award are detailed within the course portal on the students account. One ILU is equal to ten hours of recorded training time.

TH (Training Hours) = this course awards training hours. Training hours can be used to record achievement for required documentation for higher career certifications. Graduates of this course are provided with an officially documented tally of their training, study and online time participation.



Earning CEU's is not a requirement for studying with FSI, however, learners who need CEU's in order to fulfill other educational requirements (advanced applications for example) will need to complete their own associations approval prior to CEU awarding by FSI. Contact us if you have questions or concerns regarding CEU's.

Badge Program

All graduates of FSI receive an online education digital badge upon graduation. This digital badge indicates they have achieved education from a Certified Education Credit and Training Hour Awarding Course. Digital badges are recognized as proof that students have successfully completed disciplines in online fashion education and have passed final exams that qualify them to train and work in their badge title discipline. FSI digital badges are embedded with code custom to the student's achievements. When placed on your website (or other templates) these badges direct your potential employers, clients or school admins to your certification skill set.



*Only those graduates with registered IP addresses and complete course results are eligible to use this digital badge. Students successfully completing requirements for certification will be sent access to links for posting their badge upon course close. Clients seeking confirmation of legitimate badge use and graduate details can contact us at any time. We act as a powerful referral and resource network for our graduates and other professionals. Students are encouraged to list their websites, blogs, and professional credentials with us at no charge.

Certification: learners completing all course expectations and objectives successfully are awarded PROFESSIONAL CERTIFICATION from Fashion Stylist Institute.

For more detailed questions regarding the course process you can also visit our F.A.Q. forum:

<https://www.fashionstylistinstitute.com/faqs/>