



Personal Stylist Certificate Program Curriculum

Introduction video and student workbook

Industry Insights

The History of Personal Styling

The Fashion Industry

What Does it Take To Be A Personal Stylist

Body Shape Analysis

Body Shape Analysis For Women

Body Shape Analysis For Men

Facial Shape Analysis For Women and Men

Understanding Balance and Proportion

Style Guide For Women

Style Guide For Men

Fashion Glossary

Color Analysis

Color Theory

The Psychology of Color

Seasonal Color Analysis

Understanding and Assessing Undertone

Finding The Right Color Season



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How To Style

Styling Techniques

Creating Personal Style

Creating a Capsule Wardrobe

How to Mix Prints

Styling for Zoom

Understanding Modest Fashion and Styling

Understanding Sustainable and Ethical Fashion and Styling

Creating Lookbooks

Lookbook Inspiration

Style Consultations

The Style Consultation Process

Working With Personal Clients

Assessing Style Personality and Lifestyle Factors

Creating Consultation Reports

Perfecting The Personal Shopping Experience

New Client Consultation Questionnaire (Customizable Template)

Personality and Lifestyle Questionnaire (Customizable Template)

Business Essentials

Starting Your Personal Styling Business

Marketing Your Personal Styling Business

Business Growth Workbook

