

STYLING

FOR ASPIRING WARDROBE STYLISTS

YOUR WARDROBE STYLING CAREER



KEY THINGS TO KNOW BEFORE YOU START!

CRISTY GUY



hello!

I'M CRISTY GUY

Makeup, Hair and Wardrobe Stylist.
Educator. Lipstick Lover. Go-Getter.
Super Bowl LIV Confetti Launcher.

I'm originally from Southwest Kansas, being a small town girl with big city dreams! My passion for fashion design first ignited when my grandmother taught me to sew. I then discovered my innate creativity and a desire to learn more. Throughout school I kept my nose to the grindstone as my dad would say, studied hard, applied to The Fashion Institute of Design & Merchandising (FIDM) in Los Angeles and was accepted. I would say the rest is history but not true! LOL Life happens, that was just the beginning of a curvy path to my now 20 year successful styling career! After working as an office assistant, art inspector, retail sales clerk, graphic designer and styling assistant, I took that leap of faith to chase my dreams and finally become a freelance wardrobe stylist.

Fast forward 20+ years later to my very rewarding, vibrant and current career in makeup, hair and wardrobe styling. Having the pleasure of working with some of the top brands in business and major players in sports and TV. Advertising campaigns, corporate shoots, TV shows, live events, personal clientele and a world tour, all of which you will find on my resume! And did I mention, I am based in Kansas City, a smaller market! Oh what an amazing ride it has been thus far! Dreams I didn't even know I had, checked off the list. People I couldn't imagine meeting, met. And oh the places I've been, beautiful beyond belief. Grateful for absolutely all of it!



A Name Dropping Moment: From the NFL, Kansas City Chiefs Quarterback Patrick Mahomes & Tight End Travis Kelce, Houston Texan's JJ Watt, Former Pittsburgh Steeler, Head & Shoulders star Troy Polamalu, MLB players Eric Hosmer, Lorenzo Cain along with author & TV personalities Deepak Chopra, Chef Curtis Stone and country artists Big & Rich.



Now, Let's talk about
YOUR Styling Career!



Let me just say this. . .

If you follow my guidance, put in the work, say yes and keep a great attitude, your wardrobe styling career can . . .

- Be bigger than you ever imagined
- Give you the freedom you crave
- Provide you with experiences you never dreamed of
- Open doors to meet larger than life people
- Create an income into the six figures

Just think...You shop, express your creativity, convey your client's messages through clothing and accessories and get paid to do it!

It just never feels like work!

Whew, I hope you feel some relief and pure excitement after hearing this!

If your future plans include becoming a wardrobe stylist, then I want to get you moving in the right direction. I want you to have everything you need to kickstart your career! I want you to become the "go to" artist for your future clients, like I am to mine. This rarely shared, first-hand knowledge, personal observations and insights, a.k.a. the "nitty gritty" will not only prepare you for when you step on set but also shorten your learning curve, provide valuable insight to fast track your styling career and get you working sooner rather than later in this business!

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YOU DO NOT NEED A DEGREE TO BE A STYLIST

The cat's out of the bag! **You do not need a degree to become a stylist.**

A degree from a community college, trade school or university is always an asset to you personally and professionally. However, in commercial wardrobe styling no one is going to ask you what school you graduated from or what your GPA was. In this business, the diploma alone would not get you freelance styling work. If you choose to become an on-staff stylist with a company, brand or corporation then the diploma would hold much more weight.

Education will benefit you whether it is a college degree, certificate, workshop, coaching session, or online digital course even previous job experience. Knowledge gives you confidence and is empowering; both are invaluable. Clients in the styling and commercial production industries want to see what you can do in addition to reading about your accolades. They also are very interested in your character, work ethic and your expertise in your focused area . When clients hire you as a stylist, they are fully assuming and expecting you to know exactly what you are doing.

In saying this, your talents and skills must shine through the images in your portfolio, reel, social media profiles, website, marketing materials and personality.

All of which represent you, your abilities and your own personal brand.

The key take away, "**KNOWLEDGE IS POWER**". It's so important to continue learning and becoming a student of something over and over throughout your career and life in general. Each educational, work and personal experience can contribute to a successful styling career. Stylists are more than just creative with clothing. They are creative problem solvers, listeners, confidence builders, fast thinkers, cheerleaders, negotiators, service providers and very resourceful individuals.



You can find your place in this industry no matter what point in your life you are now. You could be:

- Already in the working world in retail or other employment sectors
- A fashion student or recent graduate
- A makeup and hair artist who wants to diversify their career
- A production assistant (PA) or art department assistant interested in learning a new role
- Making a career change from a corporate job
- Passionate about fashion, the movies and the excitement of working on set, behind-the-scenes dressing models, actors and athletes!



YOU DO NOT NEED TO LIVE IN A MAJOR CITY LIKE LA, NY OR CHICAGO TO WORK AS A STYLIST

The word is out! **You do not need to live in a major city like Los Angeles, New York or Chicago to work as a stylist!**

If you live in those major markets, you will find plenty of options and opportunities for styling work, so get ready to take advantage of them. And for those of you thinking about moving to one of those major markets because you don't think you can have a styling career where you live, hold on! If your own life circumstances will not allow you to move and/or you love living in your current snuggly city, stay with me!

From the get-go of my styling career, I knew I wanted to live in Kansas City, the center of the U.S. where travel to each coast and other states would be a short flight away! I would live here and work everywhere and that's what I do! From KC to LA and places in between and far, far away like France, Japan, Australia, Canada, England and many other foreign places!

You too can work out of your own backyard just as I do, wherever that may be. Major markets and smaller markets each come with their own pros and cons.

BENEFITS TO WORKING IN A SMALLER MARKET:

- Your money goes further and lasts longer
- Housing is reasonable in most cases
- Day rates are compatible to mid-markets
- Easier to navigate with no big city traffic
- You are a bigger fish in a smaller pond
- Opportunities to wear more "hats" and diversify your career



BENEFITS TO WORKING IN A MAJOR MARKET:

- More "types" of styling work available
- Access to more agencies, agents & reps
- Higher day rates are possible
- Access to more "pulling" options for wardrobe; stores, designers and showrooms
- Become more niched in what you do
- Celebrity and Red Carpet styling opportunities

TYPES OF STYLING



Commercial-Lifestyle



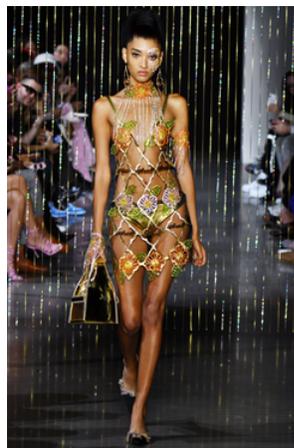
Red Carpet



Commercial-TV Advertisement



Fashion Editorial



Runway



Flat Lays



Catalogue



WOMEN'S HERITAGE BOOTCUT JEAN
\$59.00

E-Commerce



Personal Styling



ASSISTING IS THE QUICKEST WAY TO FASTTRACK YOUR CAREER

I'm spilling the beans! One of the quickest & most strategic ways to fast track your styling career is to become an assistant first!

WHY BECOME AN ASSISTANT YOU ASK? WHY NOT I ANSWER:-)

First off don't let the word "assisting" throw you off. Assistants are actually the backbone of any styling team. Successful and in-demand assistants have several key traits. A few of these include the ability to multi-task, manage duties simultaneously, have a great attention to detail, be easy to work with and trustworthy. I must also emphasize this, **ASSISTING is an OPPORTUNITY in which you are provided, to learn a craft that the hiring stylist has devoted years to refining.**

I typically recommend assisting for at least one year. During this time, you will not only be assisting, you'll be building your portfolio but not with the work you are assisting on! You will 100% know if a career in styling is for you. You'll feel confident, prepared and ready to dive into your own freelance styling career or even ready to accept an on-staff position with a fashion or e-commerce brand if that is what your goal is.

Depending on the city and market you choose to work in, you could find yourself on the set of commercials, advertising campaigns, photo

shoots, fashion editorials, runway shows, music videos, e-commerce and catalog shoots, live streams as well as styling personal clientele and celebrities or even traveling the world on tour.

REASONS YOU'LL WANT TO BE AN ASSISTANT

- You will gain first-hand working knowledge
- The best teacher is real world experience; in this case being on set & working side by side with an experienced stylist
- Learning how a set runs, the hierarchy of the crew and set etiquette (crucial to your success!)
- Observe & learn without all of the responsibility of the full outcome of the project
- Beneficial to find out if this is a career you want to pursue
- Getting paid to learn something you have an interest in
- People will start noticing you
- Other crew members will see how you work
- You'll start learning who's who in the industry
- Your name will start getting passed around
- You may be referred to other stylists
- The key stylist may start sending you work



My styling assistant and me sourcing a plaid flannel suit @ LeRoy's in Seattle!

NOTES:



IT'S A WRAP FOR NOW!

3 Buzzworthy Secrets Revealed!

Wow! Lots of good stuff here! Now, you are "outfitted" with more insight to help you understand what is and what is not needed to get started on your path to becoming a wardrobe stylist!

Commercial styling encompasses still photo shoots/photography, TV, commercials, corporate videos, live events, live streams, interviews and so on. It is not an easy industry to break into but once you are in and prove yourself then you are in! Focus on being the best version of you, appreciating those who provide you opportunities, build a solid reputation and if you do in fact choose to start as an assistant, ALWAYS make your key artist look good. There is lots to learn about what to do and not to do to make yourself invaluable!

Pursuing your dreams is truly life changing. It takes grit and determination but what a wonderful, challenging and rewarding path. I'm a student of "Thinking Big", you can always settle later in which most cases you won't! I've created a Big Picture Action Plan for you on the next page. I challenge you to complete this, revisit it from time to time and create new ones as you accomplish each of your styling goals!

I'm here rooting for you as a coach, stylist, instructor, cheerleader and advocate! Feel free to email me with any additional questions. I look forward to it!

XOXO, Cristy



On a gig in Nice, France!

The best way to predict the future is to create it.

-Abraham Lincoln

CRISTY GUY

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"THE FREELANCE FOCUS for MAKEUP, HAIR & WARDROBE STYLISTS"

If you like what you've read here, I invite you to meet me at "The Freelance Focus for Makeup, Hair and Wardrobe Stylists" Facebook group. You will find more information about the business of being a freelance makeup, hair and wardrobe stylist and becoming a styling assistant. Listen, learn, connect, get your career started off on the most stylish and successful foot, join me at

www.facebook.com/groups/thefreelancefocus/

BIG PICTURE ACTION PLAN

The Big Picture Action Plan begins with you-the most important piece to the fashionista puzzle.

I encourage you to be as bold and big as possible when going through this beginning exercise to get you thinking about your styling career. I truly encourage you to dream it so you can do it. I've always dreamed big because you can always settle later and that rarely happens:-) Also, I challenge you to actually write everything here down. It's been said over and over and it's so true when you use pen to paper and get your thoughts out, it starts the ball rolling and things shift into action. My entire career I have made lists of my goals. As I revisit them, I see how many goals were achieved and some with little to no effort. Others I realize do not suit me anymore, so I create new ones. This exercise is to be done with absolutely no limits of finances, the location you're currently in, whether you've studied fashion or not. Dream without limitations! Let's get started!

Hello, my name is _____

I currently live in _____

My goal is to be working as a _____

and living in _____ within _____ years

My portfolio will include work with these photographers _____ , _____ ,

_____ and these production companies _____ , _____

_____ . I can't wait to see my efforts on TV because I worked on commercials with these companies

_____ , _____ and _____ . If I chose to live and

style in a city known for fashion, I'm ecstatic to have worked with these designers, fashion houses and on the following

fashion shows _____ , _____ , _____ .

I am thrilled that I've styled these celebrities for the red carpet, awards shows or when they came into town for a

concert or event _____ , _____ , _____ .

My city has successful sports teams so I've been able to work with these athletes _____ ,

_____ , _____ on advertising campaigns for sports companies like

_____ , _____ , _____ .

I have experience behind me now and I'm thinking about being represented by an agency, these agencies include

_____ , _____ , _____ . I can describe my style in

3 words _____ , _____ , _____ . The best things about

my styling career are _____ , _____ , _____ .