



Zoe & Co
Studio Emporia

FASHION STYLING AND MARKETING COURSE



**UNLOCK YOUR CREATIVE
POTENTIAL AND POLISH
YOUR MARKETING SKILLS.**

This comprehensive program is crafted for individuals of all backgrounds, including hairstylists, fashion startups, salon owners, and beauty professionals. It caters to those who understand the significance of not just honing their styling skills but also excelling in marketing to cultivate a flourishing clientele.

ARE YOU THINKING ABOUT A CAREER IN FASHION STYLING?

Engaging in formal education, like our one-month course in fashion styling and marketing, which can considerably improve your skills and open doors to interesting careers in the dynamic fashion industry.



HERE ARE SOME OF THE REASONS WHY ENROLLING IN A DEDICATED FASHION STYLING PROGRAM IS A GOOD IDEA:

Detailed Fundamentals

Establish a firm foundation by understanding the fundamentals of fashion styling and learning the ideas that shape this creative industry.



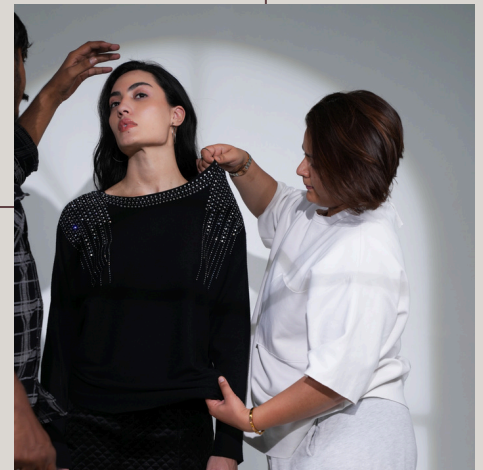
About the Industry

Explore several aspects of the fashion industry which will help you Acquire knowledge that extends beyond styling to understand the bigger trends at work.



Versatile Styling

Learn the skill of styling in various manner which allows you to understand and grow your skills in a variety of stylings.



COURSE OVERVIEW



Are you ready to step into the world of fashion styling? Discover the advantages of our month-long course in fashion styling and marketing and get started on your journey toward becoming a talented and versatile fashion stylist.



Understand the Art of

Fashion Styling

Welcome to our Fashion Styling Course, where creativity and professionalism come together! Our comprehensive program is meant for educating students in the worlds of personal style, concept-based shoots, makeup and hair styling, and fashion photography. Aspiring fashion professionals, this course will help you build the abilities you require to succeed in the fashion industry.

Why Should You Take Our

Fashion Styling Course?



Develop your skills in personal style, concept-based photography, makeup, hair styling, and much more. Learn about the exciting and financially beneficial world of fashion styling. Navigate the rapidly growing Indian fashion sector, which has more than doubled in size since 2000. Join our Fashion Styling Course and explore the world of high-fashion and creative thinking with confidence.



What Makes Our Fashion

Styling Course Unique?

Fashion styling is an ever-changing process that combines appearance, aesthetics, and occasion to create an eye catching narrative. Our course explores not only into the fundamentals of fashion style, but also into a interesting aspect of image design. Students study innovative communication techniques, practical skills, and gain insights into the fashion industry's developing creative sector.



Course Module

WEEK -1

Image Makeover

Makeup & Hair Basics

Professional Shoots

Commercial, Brand and Label Shoots

Professional Etiquette

Photography Fundamentals

Lighting Technique

Data Management

ASSESSMENT-1



WEEK -2

Understanding mood Board

Type –Skincare, Food, Furniture, Home Furnishing

Specifics-Ecommerce, catalog, Indoor & Outdoor Campaign

Mood Board Creation

Skincare product Mood Board

Food Products Mood Board

Furniture & Home furnishings Mood Board

Catalogue Development

Ecommerce Catalog Mood Board

Catalogue Making Technique

Campaign Visualization

Indoor Campaign Mood Board

Outdoor Campaign Mood Board

ASSESSMENT-2



WEEK -3

Refining Communication Skills

Interactive Calling Practice

Email & WhatsApp Greeting Writing Technique

Practical Implementation of Learned Skills

Applied Practice

Mentor Guidance and Feedback

Assignment

Evaluative Test –Calling, Email & WhatsApp



WEEK -4

Mastering Cost Analysis

Comprehensive Creation of Cost Sheet

Expense Sheet management

Cost Editing & Makeup Rate

Expense Sheet Preparation

In House costing of makeup

Percentage Calculation

Understanding & Applying Percentage Calculations

Client Closing Test (2 Days)

Practical Assessment of Client Closing

CAREERS FASHION STYLING AND MARKETING

EXPLORING YOUR POTENTIAL AS A FASHION STYLIST



A job as a fashion stylist has never been more appealing to today's youth. While the industry is surrounded by the attraction of creativity, the fact is that it requires a special combination of ambitious, attentiveness, networking ability, and the capacity to establish both personal and professional relationships.

A variety of work prospects await those with a fashion styling certification. Here are some of the most sought-after roles in the dynamic world of fashion that skilled individuals might pursue:



Career Options

Fashion Stylists: Fashion stylists organize amazing outfits and create visual narratives that captivate audiences by transforming ideas into reality.

Fashion Illustrators: Fashion illustrators provide their unique visual perspectives to the industry by bringing concepts to life through artistic illustrations.

Fashion Merchandisers: Merchandisers play an important role in product selection, presentation, and market success by balancing the business of fashion.

Creative Pattern Makers: Pattern makers shape the foundation of fashion, contributing to the fabrication of clothing with precision and creative mind.

Trend analysts: They remain ahead of the curve by decoding the language of fashion trends, anticipating and influencing the direction of style.

Benefits of our Course



We deliver an intensive experience aimed to advance your career in the dynamic world of fashion at studio1emporio, not just a course. Here are some of the benefits of enrolling in our Fashion Styling and Marketing Course:



DUAL FOCUS ON STYLING AND MARKETING:

Stand out in a crowded field by mastering both the art of fashion styling and the strategic aspects of marketing. Our broad approach will prepare you for a knowledgeable profession.

EXPOSURE TO THE INDUSTRY:

Connect with experts of fashion and marketing industry. Our program provides access to networking opportunities that can help define your future.

INTERNSHIP OPPORTUNITY FOR TWO MONTHS:

Enhance your study with a valuable 2-month internship opportunity. This immersive experience allows you to apply your knowledge in a working setting while also establishing important industry relationships.

PORTFOLIO DEVELOPMENT:

Create a portfolio that highlights your styling and marketing expertise. A strong portfolio is essential for capturing the attention of future employers and clients.

HANDS-ON LEARNING EXPERIENCE:

Immerse yourself in real-world problems through hands-on projects and case studies. Develop the confidence to use your skills in a variety of professional settings.

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COURSE FEE: RS. 40,000

ENROLL NOW

**REGISTRATION FEE: RS 1000 EXCL. GST
(NONREFUNDABLE)**

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