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HOW TO BE A BEST PERSONAL STYLIST IN 2024

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ABOUT ARTICLE

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**Abstract:** First impressions will in most instances be what dictates how both personal and business interactions will develop in this fast-moving modern world. This therefore raises the stakes for the services which a personal stylist can provide. Fashion and digital trends form the basis for personal styling in business meetings, special events, or even everyday outfits that can raise an individual's confidence. Below is the step-by-step explanation of how to become a top personal stylist in 2024, major stages ranging from the client's understanding of his needs to tips from the most successful pros in this sphere.

INTRODUCTION

By the year 2024, fashion trends will be blowing in just like a whirlwind on the aesthetic tastes of another frontier in the digital world. A personal stylist has well-nigh become the greatest possible accessory in anyone's arsenal should the agenda be to make that impress. Whether it be wardrobe updating, coordination tips, or even just shopping, a stylist's role is key to bringing an image changeover for the client. Next in this roadmap will come crucial tasks, skills, and how to be one of the best personal stylists in 2024.

Role and Responsibilities of a Personal Stylist

The thing is, a personal stylist is much more than a mere fashionista but one part personal consultant and another of a psychologist, altogether merged with a business strategist. Following is the main responsibility that defines the job:

**Understand the client's requirements:** A stylist has to understand the client's lifestyle, body type, preference, and what kind of image he or she will like to portray. This needs in-depth consultation and continuous communication.

**Trend Analysis:** The need to know the latest trends is accomplished through reading magazines, social media, and events on fashion. A stylist needs to know not only what is hot at this particular moment but also what will look amazing on their clients. **Wardrobe Assessment and Organization:** A good stylist doesn't just recommend new clothes; a good stylist cleanses one's wardrobe by recommending alteration and organizes pieces so they can be laid out easily.

**Shopping Assistant:** Most of the stylists now help their clients to go shopping and inform them of what to buy and sometimes even shop themselves to see if things are the way a client would prefer. • **Outfit Coordination:** A lot of the work in styling involves creating ensembles; knowledge in color theory, fabric, and silhouette helps in creating an outfit that is flattering to the wearer.

#### Essential Skills/Attributes of a Successful Personal Stylist

To have a successful personal stylist career, the following skills and attributes must be developed.

**Creativity:** The art of thinking out of the box to be able to come up with that unique outfit that will suit the client's personality and needs.

**Flexibility:** It's a runway of fashion, so always updated, new trends and technologies together with client's demand.

- **Communication Skills:** A stylist should clearly perceive the vision of a client and explain the ideas on styling.

• **Attention to Detail:** It's all in the little things that make all the difference in an outfit; a keen eye for detail in a stylist elevates the overall bar of a client.

• **Business Acumen:** apart from fashion knowledge, personal stylists need to learn ways of marketing themselves, handling the books, and dealing with clients for overall success in the field.

#### Steps to Get Started Professionally as a Personal Stylist

If you have the flair to take up fashion as your career and wish to achieve success at it, the following will get you rolling:

Education and Training: Not required, but formal training lays a very good foundation. There are so many online courses out there that have equally great value for learning and certification, such as the Sterling Style Academy's Personal Stylist Course.

Portfolio building can be done by first practicing on friends and family, then working with photographers and models in order to have a professional portfolio of one's work. Networking: The building of your network in the fashion industry is important. Events, professional organizations, and social media will all extend your network in finding other stylists. Gain experience interning or assisting established stylists for hands-on experiences and a valuable insider's view of the industry.

- Online presence: In this digital era, your service needs an online presence. Create a website showing your portfolio and keep updating the styling tips through social media platforms to win potential clients.

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#### Adoption of Technology and Fashion Trends

2024 can see personal stylists using technology to expand the scope of their services, offering even better assistance.

- Virtual Styling: AI and augmented reality are making virtual consultations a reality. This is how stylists will be able to service clients anywhere in the world and be relevant for the times in which they are living.

- Content Creation: Creating blogs, video tutorials, or styling tips is an excellent way to bring one's credibility and expertise as a personal stylist to the fore, with the purpose of attracting more clients to themselves and their brand.

Ongoing Learning and Branding Yourself: The fashion industry just so happens to be one of the fastest-evolving. For that, continuous learning and efficient personal branding are important for the reasons outlined herein-to wit, ongoing education in the form of advanced courses, workshops on fashion, and webinars will keep you abreast of new trends and techniques. Create a brand with a signature style of your own and a consistent brand message that separates you from other stylists.

Share your work on social media to build an active following.

#### Tips from Professional Personal Stylists

Learning from industry veterans can be pretty enriching:

- Rachel Zoe: From freelancing to building a fashion empire, Rachel says, "Be true to your vision and never stop learning."
- Brad Goreski: Having styled a host of celebrities, Brad says, "Styling isn't all glitz and glamour; it's about commitment and passion."
- June Ambrose: Stylist to the celebrities, June says, "Always be true to yourself and your personal style".

## CONCLUSION

Powerful characteristics a great Personal Stylist will mix with creativity and flexibility in the year 2024 are strong communication and business skills. It's about building a relationship with your clients, being in their shoes and understanding their needs, leveraging technology to scale your services-which absolutely does not deal with keeping up the trends of fashion.

Naturally, the continuous building of one's personal brand and further education in such an industry will play a monumental role in the competitive landscape. It is with persistence, tenacity, and further learning that any stylist will fast-forward to being one of the hottest stylists on the streets in 2024.

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