



INSTITUTE OF  
LUXURY  
FASHION  
& STYLE —

STYLESCHOOL

CERTIFICATE IN

**PERSONAL  
STYLING &  
SHOPPING  
CAIRO**

**ARABIC/  
ENGLISH**

# KEY INFORMATION

**CERTIFIED | PRACTICAL LEARNING | INDUSTRY  
TUTORED**

LOCATION

**CAIRO**

DAYS

**5 DAYS**

LANGUAGE

**SEPARATE COURSES IN ENGLISH & ARABIC**

*How do I improve my Personal Style? Can I learn styling for myself ?*

*Can I build a career as a personal stylist or a style influencer in the Middle East?*

*Is it possible to start a styling consultancy from home, I am currently working full time?*

*How do I learn to become a celebrity stylist in the Middle East & GCC?*

*Will I learn how to set my business as a personal stylist or a personal shopper?*





# WHO SHOULD TAKE THIS COURSE?

The course is ideal for individuals wishing to understand how to dress and develop a personal style or for those wanting to establish a career as a Personal Stylist or a Personal Shopper.



# COURSE INTRODUCTION

The Personal Styling & Shopping course is developed to give fashion enthusiasts insights into styling for female individuals or clients.

From understanding colour, body shapes, individual needs to dealing with people, the course gives in-depth learning on how to develop a personal style for an individual. From wardrobe edits to style consultations, individuals will gain key skills for personal use or to deliver professional services to clients.

Tutored by industry leaders, the course also focuses on regional fashion trends and opportunities for those looking at building a professional career as a personal stylist.

Students will also receive ongoing support as they get access to join a global community of alumni and industry insiders through the FAD network.



# COURSE MODULES

The PSS course delves into various modules to give a holistic understanding of styling for women.

The course covers learning on the following topics.

- Understanding the role of a Personal Stylist
- Understanding, analysing & styling body shapes & physiques
- Female psychology
- Style personality – How to assess the style personality of clients & individuals
- Trend management – How to be informed on seasonal trends
- Wardrobe management & edit with female clients
- Personal Shopping with female clients
- Colour Analysis
- Colours for Summer, Autumn, Winter & Spring
- Understanding Skin Tones for individuals & clients
- Working with Colour, Texture, Pattern & Print
- Style Finder – Locating key items for clients
- Personal styling for parties
- Styling for corporates
- How to run professional individual & group consultations
- How to set up & market your personal styling business
- Client consultation pricing
- How to utilise social media to promote yourself & your services
- How to convert your passion into a business



# HOW IS THE COURSE DELIVERED?

The PSS course is delivered and engineered by industry veterans and professionals, providing you an inside overview of the business.



## COURSE DURATION

### Course Duration: 5 Days

The total duration of the course is 5 days, and working professionals and students have the opportunity to pursue the course in the evenings & the weekend.

# CERTIFICATION

Certificate in Personal Styling & Shopping by FAD Dubai & StyleSchool.

FAD Dubai Certification is approved by Knowledge & Human Development Authority ( KHDA), Govt of Dubai.

# ENTRY REQUIREMENTS

There is no minimum education requirement, individuals with a commitment and passion for the creative industry are encouraged to register.

# CAREER OPPORTUNITIES

On successful completion of the course, individuals can explore careers in:

- **Personal Styling**
- **Personal Shopping**
- **In-house Personal Stylists for Brands / Stores**
- **Styling & Image Consultants**





# Additional Information & Enrolment Process

## How to Enrol

Kindly fill the online enquiry form or the online enrollment form to receive further details on the course, dates, curriculum & fees. On receipt of the same, you will receive a conditional offer letter confirming your seat.

Your seat will be confirmed on payment of fees via bank transfer or online through a credit/debit card.

Fees will be refunded in full only if the course is cancelled by us due to any unforeseen circumstances.

## Can I speak to a counsellor for more details?

Yes, you can request for a one-one call or web info session with an academic counsellor.

Please WhatsApp us on 00971 523672638 or fill the online enquiry to receive a call to support you with further details.



# Frequently Asked Questions

**Q: How are we being tutored?**

*You will be tutored by industry professionals over 5 days.*

**Q: Will we have practicals?**

*Yes, one of the requirements of the course includes students practising the taught styling techniques.*

**Q: Will I receive a certificate for completion?**

*Yes, you will receive a certificate of completion from FAD Dubai & StyleSchool.*

**Q: Can I use this course to become a personal stylist or is it for developing my own style?**

*Yes, this course will make you eligible to style clients as well as personal styling tips.*

**Q: What is the duration of the course?**

*The course will be held over a period of 5 Days.*

**Q. What will I be tutored? OR What will I learn?**

*Womenswear Personal Styling Course focuses on all services, and delivery to a professional level – including; personal client assessment, style personality, body shape assessment, wardrobe edit, personal shopping, and a clear guide on how to deliver your services.*

**Q. Will it have a business module?**

*Yes, This program largely focuses on training you to master the skill of personal styling and personal shopping, as well as wardrobe edit. It also touches upon setting up your own business. However, we also deliver How to Setup Your Business Module Level-1, which takes you through the process of business set up in stages and run it professionally.*

# Industry Tutored Practical Learning

## #1

### **Practical Training in your City**

International quality learning giving working professionals and students the opportunity to pursue the course in the evenings & the weekend to achieve professional or personal objectives.

## #2

### **Industry Tutors**

Each program is delivered and engineered by industry veterans and professionals, providing you an inside overview of the business.

## #3

### **FAD Dubai & StyleSchool Certified**

The programs are constructed on globally recognized modules and certified FAD Dubai & StyleSchool.





**ENROL NOW**

**Phone**

+971 507002956

+971 523672638



INSTITUTE OF  
LUXURY  
FASHION  
& STYLE —

**Email**

info@styleschool.co

**STYLESCHOOL**

**Website**

www.styleschool.co

www.faddubai.com

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