



INSTITUTE OF
LUXURY
FASHION
& STYLE —

STYLESCHOOL

CERTIFICATE IN
**ONLINE
COURSE
PERSONAL
STYLING &
SHOPPING**

**ARABIC/
ENGLISH**

KEY INFORMATION

ONLINE | CERTIFIED | LIVE TEACHING

FORMAT

LIVE TUTORING

DAYS

7 DAYS OF E-LEARNING | 7 DAYS OF PRACTICAL WORK

HOURS

21 HOURS OF LIVE TUTORING BY INDUSTRY STYLISTS

RESOURCES

ADDITIONAL DOWNLOADABLE VIDEOS & NOTES

LANGUAGE

SEPARATE COURSES IN ARABIC & ENGLISH

- "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 online 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.

The online course is delivered with real-time live sessions teamed with course notes, practical assignments & recorded videos for ongoing learning and referencing.

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 online 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 online PSS course is delivered using exclusive live web sessions by industry tutors. A schedule will be shared with students to attend the live sessions. Students will also receive course notes & will also have access to recorded tutoring sessions for future reference & use.



COURSE DURATION

Course Duration: Two Weeks

Total Hours: 21

The total duration of the course is two weeks with sessions being conducted on alternate days giving students time to complete practical exercises and tasks at home.

The course is taught for a total of 21 hours through live video sessions over 7 days of tutoring.

CERTIFICATION

Certificate in Personal Styling & Shopping by FAD Dubai & StyleSchool. (Online Delivery)

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

ENTRY REQUIREMENTS

Registrants must be over 16 years by the program start date. 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 live sessions. You will receive at least 5 live group sessions held on Zoom, a total of 20 hours. Moreover, will you receive a 2-hour individual session, also held on Zoom.

Q: Will I be shared any videos? - members login

Each student will receive a members login, where they can access all video sessions from Zoom, to review and go over again and again.

Q: Will I receive any downloads or notes?

Yes, on your member's login page, there will be downloadable PDFs which you can printout and use both during the course and after taking the course.

Q: Will we have practicals?

Yes, one of the requirements of the course includes students practising the taught styling techniques on friends or family, on live camera.

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 2 weeks.

Q: How many hours is the course?

The course is a total of 21 hours, divided into live group and individual sessions.

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

Womenswear Personal Styling Diploma 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 Online

International quality learning giving working professionals and students the opportunity to pursue the course online to achieve professional or personal objectives.

#2

Industry Tutors

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

#3

FAD Dubai & StyleSchool Certified

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



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