



Workshop Details

What is Style for Hire?

Style for Hire's network of trained and certified personal stylists bring in-home wardrobe advice and shopping assistance to clients nationwide. Celebrity stylist Stacy London - from TLC's *What Not to Wear* - is company co-founder, spokesperson and Stylist-in-Chief. We promote our stylists locally and nationally, connect them to clients and provide ongoing professional development. We also surround them with best-in-class retailers and service partners to augment stylist income, reduce their workload and improve the client experience.

What is the Style for Hire Workshop?

The two-day Style for Hire workshop - led by Stacy London or her hand-picked team of Trainers - is intended to set the standard for the styling industry, to be recognized by the trade and consumers across the country. Developed by Stacy for veteran stylists, the workshop is ever-evolving as the product of an ongoing conversation with its participants. This is a clinical environment, providing the opportunity to showcase your skills and receive constructive peer and trainer feedback. We strictly limit class size to maximize interactivity.

Stylists will leave the workshop with new friends, refined skills, and a community with which to collaborate and share ideas.

Upon completion, participants are evaluated and considered for selection into the Style for Hire network in that market. Top performing stylists in each market will be chosen for certification by Style for Hire and will receive a free third day of introduction to Style for Hire's policies, procedures, partners, etc. A subset of talented stylists will be invited to join as Apprentices. They'll assist network stylists, retake the quarterly training (gratis) when they feel ready, and be re-evaluated by our team. All participants will receive a Certificate of Completion and a logo for their web sites.

If a stylist is NOT a resident of the market in which the workshop is held, (s)he may still sit for the workshop, will receive the Certificate of Completion and logo, but will not be eligible for invitation into the network until Style for Hire has reached that area.

What We Look For:

The Art of Styling: a natural eye, self-confidence, open-mindedness, tact, flexibility and exceptional client rapport.

The Science of Styling: the ability to identify a body type and to choose the most flattering garment; the knowledge you have from your experience performing closet audits, building relationships, refining your craft.

We screen primarily for your Art - your innate ability to shine on our behalf in this intimate profession. We require that you demonstrate a firm understanding of Style for Hire's Method and **that you can clearly articulate your styling choices**. Our Apprentice program is designed to provide further mentoring for those with skill who need additional experience in our approach.

What Style for Hire Stylists Get:

Styling Opportunities

- We educate the public about the importance and availability of personal styling, and drives potential customers to our web site.
- We build media partnerships both locally and nationally to increase our stylists' exposure and provide opportunities for photo and runway styling.
- We build corporate partnerships for ongoing business opportunities - from executives to new employees.
- We build lifestyle brand partnerships (hotel chains, credit cards, etc.) for concierge business and promotional package opportunities.
- We work with retailers – from local boutiques to national chains - to train their Store Managers and Associates in styling. We use local stylists from the Style for Hire network.

Income: Style for Hire takes the administrative hassle and expense out of marketing, running, and reporting on your business; and paying for other costly, but low-benefit certifications.

- We'll schlep merchandise for you to dry cleaners, tailors, consignment stores and charity.
- We provide:
 - commissions from shopping at our retail partners
 - referral fees from service providers
 - special compensation for performance or recruitment
 - fees from presentations and workshops

Local and National Relationships: Because of its scale, Style for Hire has the unique ability to form national and local partnerships with retailers and related service providers (tailors, dry cleaners, consignment stores, etc.) that offer a superior product or service. These partnerships will function in a variety of ways to benefit our stylists and their clients.

Ongoing Professional Development: Style for Hire will provide seasonal trend updates and training / certification in styling specialties, such as plus-size, maternity, eco-styling, etc.

Community: Style for Hire offers an exclusive group of top-ranked stylists across the country who have been selected and certified by Stacy London. Local stylists gather on a regular basis to socialize, exchange tips, share stories, and be part of a vibrant, close-knit organization.

Independence: As an independent contractor, you retain independence while working with us. You can set your Style for Hire hourly rate and schedule, and maintain your own separate business.

Workshop Details

Style for Hire will be reserving blocks of discounted rooms for out-of-town participants. Please email stylists@styleforhire.com if you will need a room.

If you have any further questions about Style For Hire or our workshops, please contact us at stylists@styleforhire.com.

See you there!

Stacy London, Co-Founder and Stylist-in-Chief
Cindy McLaughlin, Co-Founder and CEO