

# EMILY-BETH BRANNAN

FASHION STYLIST & CREATIVE

## DETAILS

### ADDRESS

South West London  
United Kingdom

### PHONE

07984123554

### EMAIL

e.brannan@hotmail.co.uk

## LINKS

[Portfolio Website](#)

[Linkedin](#)

## SKILLS

An exceptional eye for detail.



A positive, proactive and personable approach.



Commercial awareness including outstanding knowledge of designers, brands and trends.



An excellent work ethic and can-do attitude.



Ability to work under pressure.



## HOBBIES

Fashion  
True Crime Literature  
Musical Theatre  
Yoga  
Country Music

## PROFILE

Innovative professional with over eight years of experience creating powerfully styled imagery in the fashion industry. Adept in collaborating with both high-street and luxury brands and fellow team professionals to achieve high goals and deadlines. Dedicated to remaining up to date with the latest fashion trends, while offering ideas and visuals to spark new trends. Bringing forth a true love of fashion and styling.

## EMPLOYMENT HISTORY

### Lead Stylist, Boohoo Group PLC

London

Jun 2022 — Present

- Lead styling and art direction on all main campaign shoots, pre-shoot and on set with the support of the production team and junior/midweight stylists.
- Responsible for achieving daily shoot targets across gallery whilst ensuring quality and consistency of imagery never slips.
- Worked closely with buying and design teams to set styling guides for the season and present to wider creative and brand marketing team.
- Support the merchandising team reviewing and re-forecasting continuity lines on a regular basis, producing weekly trading reports to summarise, analyse and identify key drivers.
- Worked with the in-house photographers on pushing the art direction for gallery and campaign where necessary.
- Collaborated with photographers on gallery shoots and external creatives.
- Worked with the Senior Management team to create and lead the styling vision for the gallery, campaign, social and advertising content.
- Researched trends both from the catwalk premium brands to inform styling decisions and ensure presentation is consistently current and engaging, pushing for the best.
- Created inspirational mood boards of recent trends, muses and competitor analysis to share with the creative and production team.
- Created styling guidelines for the brand seasonally.
- Liaised with buying teams on trends, product drops and intake dates to ensure correct products were shot in the right timings.
- Pulled together campaign styling decks for external shoots.
- Reacted to sales and styling feedback from the buying and design team.
- Responsible for keeping the styling pieces on trend by conducting research on competitors and ordering new samples for the studio.

### Senior Online Stylist, Grace Loves Lace

London

Jan 2021 — Jun 2022

- Senior online stylist for a global e-commerce bridal boutique, with showrooms in London and across America, Canada and Australia.
- In charge of looking after the Grace community and customer base across all channels.
- Directly responsible for answering all inbound queries, via phone, email, Zendesk live chat & social media.

- Ensuring company tone of voice is maintained throughout all interactions with customers and that customer care and experience remains the number one priority.
- Assisting online customers with styling advice and up-sale recommendations.
- Reporting directly to the management team daily with updates and feedback.

### **Fashion Stylist, IHeart Studios**

London

Jan 2019 — Jan 2021

- Responsible for styling across luxury and high-street e-commerce for brands such as Harrods, New Look, Primark.
- Capable of outfitting to a high standard and presenting outfits to brand representatives.
- Knowledgeable of designers, brands and trends, whilst achieving daily and weekly targets and deadlines.
- Ensuring the studio is well maintained and organised, and that team members are supported.
- Styling skills include: body model, mannequin work, tabletops and still life.
- Promoted from mid-weight to senior level within 6 months.

### **Fashion Stylist, ITV Studios**

London

Sep 2018 — Jan 2019

- Assisting fashion presenter Mark Heyes for his weekly fashion segment on The Lorraine Show.
- Capable of creating themes for each week and sourcing clothing, assisting on rehearsals/fittings and the live show.
- Developing strong, trusting relationships with the presenters, models and guests and ensuring everyone on the TV set were well cared for.
- Capable of sourcing and obtaining clothing, products and accessories from a variety of PR companies.
- Responsible for a number of other freelance jobs, highlights included assisting stylist Joanna Hir for Little Mix's performance on Michael McIntyre's 'Big Show' and X Factor Live.

### **Styling Assistant, Angie Smith Studios**

London

May 2018 — Sep 2018

- Developed a strong sense of styling that enabled successful relationships with HNW clients and household names.
- Responsible with assisting on set: steaming, pinning and fitting clothing.
- Developing strong outfitting skills across magazine shoots, TV, and events.
- Ensuring the studio is well maintained, and that deliveries and returns were logged and managed efficiently.
- Maintained a working knowledge of fashion trends and consumer preferences to guide product selection.
- Researched fashion trends to ensure collections were up-to-date and in line with customer preferences.

### **Events Manager, London Grace**

London

Apr 2017 — May 2018

- Coordinated and managed a small team staff members to ensure a smooth and successful event
- Created innovative and unique ideas to ensure the events were distinctive and engaging.
- Managed event budgets, ensuring expenses were kept within allocated amounts.
- Developed and maintained relationships with key stakeholders, vendors and suppliers.
- Created and implemented detailed operational plans and procedures for all events.

## **Events Model Booker, Event Model Management**

London

Sep 2016 — Apr 2017

- An entrusted role in the model's careers; scheduling castings with directors and booking jobs.
- Maintaining excellent relationships with clients.
- Ability to meet deadlines, along with high level of organisation, to manage models profiles daily.
- Responsible for the hospitality side of the company, booking and managing VIP hostesses for Tottenham Hotspurs and the Kia Oval.

## **Wedding & Events Coordinator, The Priest House Hotel**

Derbyshire

Sep 2015 — Sep 2016

- Responsible for enquiries, show arounds of the venue, preparing quotes and tailoring packages.
- Working alongside couples throughout the process and arranging all aspects of the day down to the final details.
- Creating long-lasting relationships with suppliers.

## **EDUCATION**

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### **BA Hons Events Management, Leeds Beckett University**

Leeds

Sep 2012 — Jul 2015

Graduated with a 2:1

### **Personal & Editorial Styling Diploma, London College of Styling**

London

Sep 2018 — Dec 2018

Graduated with distinction

## **REFERENCES**

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**Natasha Hackett - Brand Director from Boohoo Group PLC**

**Kylie Phillipou - Online Sales Manager from Grace Loves Lace**

**Mark Heyes - Fashion Presenter from ITV Studios**

**Contact details available upon request.**