
SYLLABUS

FASHION STYLING & LOOKBOOK CREATION

CREATIVE DIRECTOR: ALEX

SESSION DURATION: 3 HOURS

| *The Vision*

Understanding the nuances of editorial styling, color theory in apparel, and visual storytelling for modern brands.

| *The Itinerary*

TIMING

FOCUS

00:00 - 01:00

Trend Forecasting: Reading current runway reports.

01:00 - 02:00

Moodboarding: Selecting textiles, silhouettes, and props.

02:00 - 03:00

Practical Styling: Dressing the mannequin for the shoot.
