

Sarah-Alexis Amarteifio

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Profile

I am a creative, forward thinking Stylist with fashion being a forefront interest, career and lifestyle choice - making use of over 5 years of experience in commercial styling, wider accomplishments within Fashion, in addition to a Fashion educational background. I am visually stimulated and driven by great style, great brands and delivery to the customer through directional styling. I am notably likeable and conscientious, proven to be motivated, thorough, focused and flexible within my working environments, communicating well on all levels. I respond favourably to responsibility, placing great importance on personal and team achievement.

Work Experience

Mar 14 - Date

Freelance Fashion Stylist

An additional part time role styling model shoots, developing storyboards and contributing creative concepts for test shoots, print and online editorial content and look books. I creatively direct and ensure a smooth shoot process, requesting and co-ordinating samples for all my shoots, selecting and editing inspiring product. I delegate to and manage a Fashion Assistant and use a wide network of contacts to build the shoot team of photographers, hair and make-up artists in addition to casting models and brainstorming shoot locations. I make first selects and edit high-quality images, providing detailed retouch guidelines.

Freelance work as a Fashion Stylist and Creative has resulted in published and online usage of my work in the following print and online publications: Design Scene, The Style Report - Matchesfashion.com, Magnify Magazine, The Storm Magazine, Zero Magazine, Ellements Magazine, Rough Magazine and the Lily Kamper SS15 look book.

Aug 13 - Date

MATCHESFASHION.COM

Online Fashion Stylist

This is a womenswear styling role, coordinating all collections and products on MATCHESFASHION.COM. Within this role, I use my fashion and luxury designer literacy, knowledge of street style and catwalk trends, brand adjacencies along with an understanding of the Matches woman, to commercially yet directionally style models for the MATCHESFASHION.COM website. I confidently present looks for sign off and ensure the finished images are on brand and aspirational.

I work as part of a team whilst being required to prioritise and self-manage my own workload and direct photoshoots. I pride myself on attention to detail in a fast-paced studio environment, achieving targets and yielding high quality results whilst performing all supporting photo studio functions, such as sample room and stock management.

My success in this role is heavily dependent on effective cross-functional communication, regularly liaising with fashion buyers and the Styling Director as well as immediate team members and studio production team with some management and mentoring responsibilities. I confidently make use of the studio work flow tool, styling guide and brand documents.

Additional responsibilities have included assisting on editorial shoots for The Style Report online editorial content, social media photo shoots, representing the styling team at client training sessions and international travel to designer showrooms for 'pre-shoot' appointments.

Aug 11 - Aug 13

Topshop (Flagship)

Styling and Creative Supervisor

- Supervise and inspire fashion forward styling and creative design
- Research and presentation of new styling and creative ideas and concepts
- Leading creative installation and mannequin usage in-store

- Sourcing props and working creatively within assigned seasonal budgets
- Producing design specification documents for outsourced work
- Compiling critical paths and week ahead plans
- Time management, prioritisation and delegation to Styling Assistants
- Styling training and coaching to entire Creative Team of 12
- Daily handovers and progress reporting to line managers
- Issue styling visual communication documents to key figures across the business
- Commercial store walks

Key achievements and responsibilities included establishing the style and creative direction within the 'Edited' team, who curated a weekly edit of the most inspiring and fashion forward looks from the current Topshop collections. I have further coordinated and styled 'Guest Edits' alongside Julia Sarr-Jamois, Laura Bailey, Louise Grey and Pixie Geldof. Lastly styling and provided creative support for the following: Mary Katrantzou Personal Shopping Client Preview, Topshop Unique Personal Shopping Client Preview, Vogue's Fashion Night Outs, Topshop press days and LFW in-store events.

Feb 10 – Aug 11

Topshop (Flagship)

Senior Creative Assistant

- Commercial in store mannequins styling
- Window dressing and installation of large scale seasonal in store creative treatments
- Daily maintenance of department visual standards
- Implementing department branding/signage and vinyl treatments
- Rotational creative responsibility of an assigned area in store
- Research and seasonal contribution of design ideas under a proposed theme
- Creative Studio and prop maintenance

Nov 08 - Feb 10

Debenhams (Flagship)

Window and Interior Visual Assistant

- Commercial in store mannequins styling
- Window installation and styling
- Upholding of Debenhams visual standards and guidelines
- Implementing department branding/signage
- Communicating of store promotions and sales using provided collateral
- Monitor and influence department performance - best/worst sellers
- Visual studio maintenance

June 07 - Oct 08

Clarins UK

Skin Care Specialist and Trainee Account Manager

A Sales Associate role specialising in luxury skincare.

I completed a 'succession to No.1' Account Manager training scheme with the foresight of taking account analytical and team leading skills acquired into a creative role.

June - Sept 02, June - Oct 04,

Kanu Heart Foundation (A registered charity)

Event Organiser, Administrator and Fundraiser

A general admin, PR and PA role researching funding options and communicating with international Foundation staff.

The Kanu Heart Foundation was set up by international striker Kanu Nwankwo, then Arsenal FC, providing lifesaving heart surgery to underprivileged children in Africa.

Design Studio Internships

Sept 07 - Feb 08, Danielle Scutt (LFW)

Jan - March 05, Gharani Strok (LFW)

June - Sept 99, Bustop Clothing

Design Studio Assistant

- Dressing (models) backstage at LFW, showroom and photo shoots
- Pre-design research
- Compiling mood boards
- Pattern cutting
- Toiling
- Fitting
- Sample construction and alteration
- Studio maintenance and archiving
- General administrative tasks

Achievements include reinterpreting the signature Gharani Strok palm print and hand illustrating a Coca-Cola bottle, exhibited at Topshop Oxford Circus and later mass produced as a limited edition bottle.

Dec 00 - June 07

Selfridges and Co.

Sales Associate

A sales focussed role and an extensive luxury retail experience demonstrating multi-level communication and team work, product knowledge and brand awareness.

Supporting Computer Competencies

Adobe Photoshop, Adobe Illustrator, MS Word, MS PowerPoint, MS Excel, MS Outlook.

Education

Sept 03 - June 06

Ravensbourne College of Design and Communication

BA (hons) Fashion Design, Womenswear with Textiles

Sept 02 - June 03

Middlesex University

Foundation Diploma in Art and Design

Sept 00 - June 02

Leyton 6th form College

A Level Fashion and Textiles, I.T. and Business Studies.

A/S Level Psychology, General Studies. (A-C)

Sept 95 - June 00

Elizabeth Garrett Anderson School

11 GCSEs (A-C) including English, Maths, I.T. and Textiles.

Additional Interests and Achievements

I have had the privilege of guest speaking about Fashion and Style alongside Gok Wan in the House of Commons on behalf of Diane Abbott, as well as appearing on a panel of industry professionals for a Stylish Networks student event, providing valuable insight on the industry, my journey in fashion and experiences - inspiring and empowering others.

Referees

Contact/relationship details available upon request.