



**Fashion Stylist**

**Candidate Pack**

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## About Shell & Core

Shell & Core Limited was established in 2010 as a HR Change Management Consultancy, Construction Management Consultancy (Major Projects) and Textiles R&D.

During this time the business has consulted and developed projects for a vast array of diverse clients across Retail, Airport, Property, Oil & Gas, Financial Services, Science and Defence, to name just a few.

Using the above diverse business experience, Shell & Core Limited has been investing its own capital in textiles R&D and manufacturing in Izmir Turkey. During this time, we have developed our own in-house design and production capabilities to produce Casual Society and Fusilier London, menswear clothing brands.

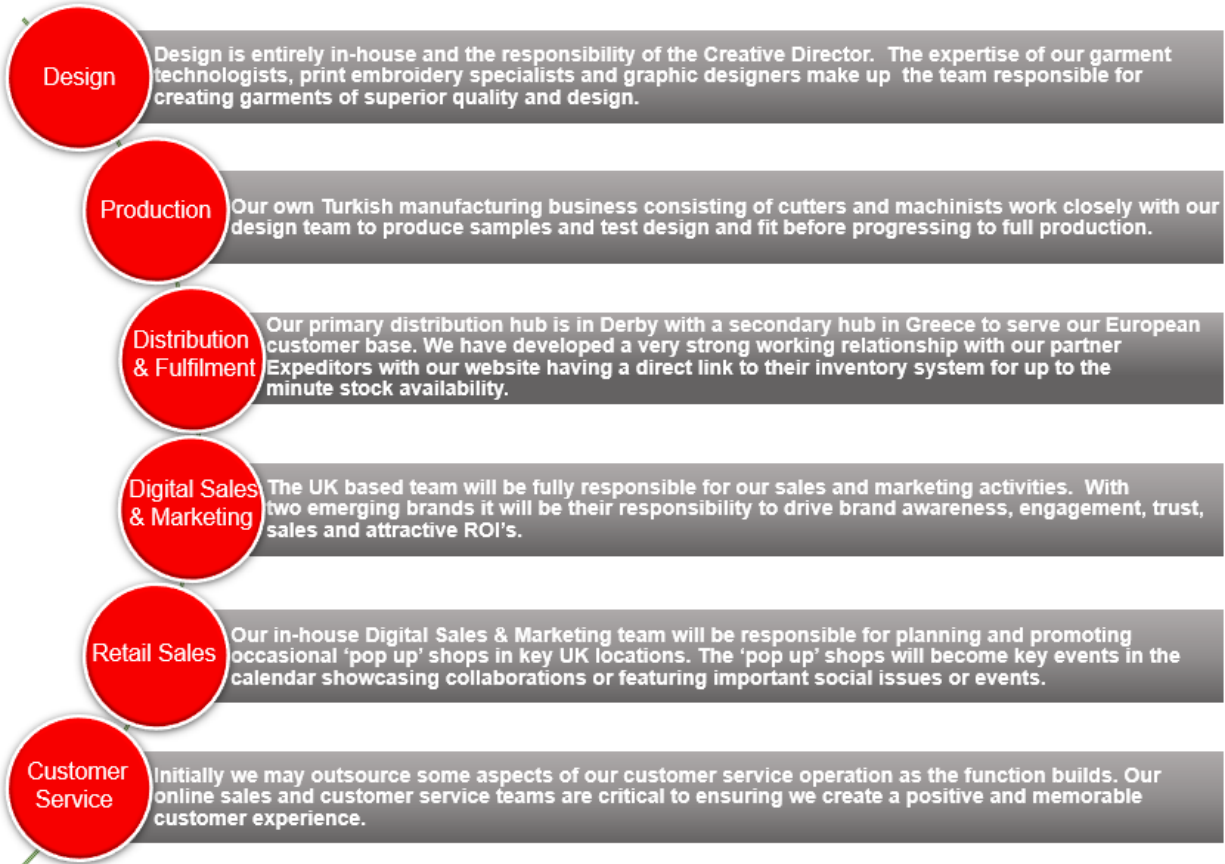
Like the big continental brands, we have our own production facilities, in Izmir Turkey. We are in total control of design and production quotas, with no minimum or maximum order quantities. Mini-capsule collections can be turned around in four weeks and major collections in six to ten weeks. We control design, manufacture, exportation, importation and distribution of our brands through our fulfilment partners.

Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona and brand philosophy and business personality.



## Our Business Operation

There are six core functions to our business:



## *Our Brands*

We consider Sport-lux to be the modern fusion between high-end designer finishes, innovative fabrics, streetwear and sportswear. Our brands Casual Society and Fusilier London will provide a mix of expensive, creative print and embroidery embellishments delivering the sought after point of difference desired by the youth and style conscious Gen X, Y and Z.

Our garments are made with only the finest, innovative modern engineered fabrics, coupled with outstanding finishes. The garments are completed with the best branded zippers, press studs and external tech branded labelling, that come in an array of technical material finishes, trimmings, and linings, all of which are central to the designer and street sportswear concept.

The accessorising of our clothing is the central point of difference, the unique artwork is often the focal selling point, and the main point of attraction for our customer.

We will be among the first British brands to develop a brand reputation for combining the arts with fashion. We will exploit this to gain publicity, creating something which is sought after by collectors.





### **Casual Society**

Is a high-end sport-lux designer brand, fusing sports and casual wear. Lounge wear will also be a feature for this brand. Our garments are made for the consumer to get the maximum use and value for their money. Design embellishments are toned down and replaced with design finishes that are expensive but subtle providing a standout brand whose identification is themed around the ever growing and highly profitable sport-lux market.



### **Fusilier London**

Is a high-end sports-lux and street wear designer brand, emphasising a contemporary fusion and twist on traditional sports and casual wear themes. The look provides what could be called a digital age fusion of cultures between sports, casual and streetwear. Merging arts and graphic design with high-end and intricate embroidery, print techniques and expensive accessories.

## *Our* Brand Ethos

The merging of fashion and culture is a trend which continues to evolve. Fashion, music, entertainment and arts focused collaboration projects will partially define our creative persona, brand philosophy and business personality.

The Millennial and Gen Z mode of dress is primarily centred around streetwear and sportswear. They take inspiration not only from the music they listen too such as Indie, EDM, Hip-Hop, Grime and Drill (which is also listened too by the more progressive style conscious Gen X) but also technology, influencers, creatives and intellectuals.

Brands such as Adidas, Puma, Nike, Louis Vuitton, Moncler and Burberry are all collaborating with streetwear influencers from EDM to Hip-Hop, to Drill and beyond. Armani and Hugo Boss are using their affordably priced labels EA7, Emporio Armani and Boss Green respectively to attract a younger Gen Y and Z audience.

Through an innovative approach to what we do we will aim to appeal to audiences who care about society and community for example, the environment, sustainability, music, the arts, design and current affairs. However, at the heart of this we also want to have fun with what we do and how we do it.

Our affiliate programs with influencers, will feature these topics appearing in our website Lifestyle Magazine, showcasing artists, musicians, writers, creatives, and “Smart Thinking” business, educational, health and well-being specialists.



## Our People

In simple terms success is reliant on a business's ability to attract and retain high-end candidates who contribute to business growth.

It is our experience that people want to work for a company which provides:

- interesting work which utilises their skills and abilities.
- enables opportunities for growth and development.
- fosters a culture of collaboration which celebrates diversity and inclusion.
- pays competitively for the job that they do but also rewards when going above and beyond.

Through concentrating on the above and supporting key business enablers critical to our success the People Strategy will focus on how we make this a place where people want to work and remain.

Our philosophy will be to build a business which creates opportunity, rewards performance and embraces diversity in thought and culture.

We believe that by truly embracing a culture of diversity and inclusion we will benefit by not limiting our ability to attract the very best talent. And by doing so we will create a narrative which will resonate with our customer as a brand which understand what is important to them.





## *Our Offer to You*

Fixed term contract for 3 months with the opportunity for a permanent role

Base salary negotiable for the right person

Bonus up to 15% of base salary

Pension

Flexible Benefits

25 days' holiday pro-rata

Employee discount

## *The Role*

As an experienced Fashion Stylist, you will be highly driven and ambitious with a desire to develop and lead your own team. From the outset you will have a sense of ownership and will have the opportunity to bring on board some of your own 'black book' contacts, thereby creating a family of in-house creatives.

You will be both highly motivated and passionate with a strong knowledge of men's fashion, understanding brands differ in terms of how they convey subtle messaging through designing imagery, and translating this into originality in every photo shoot or video.

You bring a passion and view of across fashion genres and cross-generational menswear design and a love of street and sportswear in particular, appreciating and demonstrating an innate understanding of how to style across differing Generations Z, Y and X.

All fashion genres have their own uniqueness therefore you must be able to demonstrate that whilst they are separate, street styles, trends, and subcultures they are all inextricably linked, where a garment can be styled in several differing ways, capturing wider audiences, across genres, demographics, and cultures on social.

By implementing clever techniques fused with the highest quality of imagery, creative styling, and photography, we can convey our brand messaging, in alternate ways, on a diverse and wide array of platforms, without affecting the essence and messages of our brands.

By utilising high-end planning and production methods gained through your many years in the industry, and fusing that with clever storytelling, you will confidently know that you have what it takes to take our labels to the desired levels, which we will work hard to attain together.

## MAIN RESPONSIBILITIES

- Develop and lead styling teams, through castings and fit meetings to produce styling shoots of the highest quality and within planned budgets.
- You will have ideas and take part in brainstorming sessions, creating mood boards, planning colour palettes, and curating collections for shoots by styling our products with other brands for that "Shop the Look" styling approach
- Demonstrate analytical and innovate thinking that drives our brands forward, through implementing your styling experience and multi-faceted visual communication & concepts skills.

- Develop and mentor junior stylists and or styling assistants, so there is a buzz around the photographic studio
- Champion new-gen and on the rise talent, through excellent creative talent spotting across a multitude of disciplines with the ability to commission according to projects
- In collaboration with the photographer and team carry out test shooting, experimenting with looks, prior to shoot projects, presenting them to inhouse team.
- Sell your concepts to the internal team e.g., Ecommerce other stakeholders using mixed mediums such as storyboards, mood-boards & mock-ups, to create multi-brand styling, for suggestive personal shopping tips, and upselling.
- Taking the lead, you will be able to demonstrate that you can take briefs from the creative director and make all shoots your own. Also show you possess a collaborative approach working with the photographer or videographer, graphic designer/ editor, styling team and have casting experience and planning team resources for your shoot.
- Lead and participate creative brainstorm, be a source of inspiration by bringing new ideas and concepts to our brands, shoots, and styling.
- Work with the photographer to develop and cascade the Menswear Style Guides seasonally, creating innovative looks to sell our clothing across both brands
- Be highly tuned and aware of all areas online styling trends across all platforms including brands we will be in competition with, for example, grooming, skincare, wellbeing, lifestyle and lifestyle brands and ideas of how we can style, and create, and graft these elements into our brands.
- A compelling & strong communicator and presenter, with the ability to create buy in on creative from key stakeholders across the business.
- Bring with you, dynamic ideas and demonstrate how art direction can flex multi-category menswear, through styling partnerships on social or through creative interaction with likeminded stylists, and styling communities and brands.
- Develop ideas on how you might interface with other creatives to bring about and create increased visibility and audiences through styling.
- Build brand awareness through the production of branded styling sessions on YouTube and other channels, including styling blogs, training, or mentoring junior stylists.

## WHAT ABOUT YOU

- You must possess a progressive and positive can-do attitude, inspire with progressive and positive thinking.
- You will have a thirst for setting and breaking through creative boundaries, never being afraid to try new things and be disruptive.
- Have an innate understanding of how menswear sells online, across social, websites, and multi brand platforming such as Farfetch, Mr Porter, End Clothing, Matches Fashion, Selfridges etc
- Be a leading light to the business, with a spring in your step, you will be a team player cultivates that cultivates positive creative energy and possess a love collaborative culture
- Have expansive industry knowledge, thorough research is paramount to a sound creative styling pedigree.
- Be experienced working in a senior stylist with art direction and lead roles.
- Possess strong communication skills, presentation skills and a very strong fashion aspirational visual focus.
- Demonstrate experience in creative fashion styling with luxury, sport lux, street brands.
- Possess a strong ability to articulate creative vision and conceptual ideas in a way that is easily understood and engaging, whilst evolving the fashion direction to be at the forefront of the luxury fashion industry.
- Ability to see the bigger picture beyond creative direction with a good understanding in production and model casting.
- Be highly professional to manage senior stakeholder relationships.
- Excellent attention to detail.
- Pro-active and flexible 'can do' attitude, maintaining a sense of calm in a fast-paced environment.
- Be confident presenting to both internal and external stakeholders, storytelling to help others appreciate your approach.
- Be able to deliver a consistent looks throughout styling direction that raises the bar on our competition.
- Be a positive and leading team player, with confidence, care for others and honest self-motivated, detail focussed, and goal orientated, fastidious and competitive in a positive way.