



MICHAEL ANDERSON

FASHION DIRECTOR

PROFILE

Dynamic Fashion Stylist with extensive experience in personal branding and image consulting. Specializes in transforming client appearances through meticulous wardrobe curation and strategic styling choices. Expertise in identifying and leveraging fashion trends to enhance client visibility while maintaining a unique personal style. Known for strong interpersonal skills that foster lasting relationships with clients, resulting in repeat business and referrals.

EXPERIENCE

FASHION DIRECTOR

Chic Boutique

2016 - Present

- Oversaw styling for all marketing campaigns, ensuring brand consistency across platforms.
- Curated seasonal collections that reflected current trends and customer preferences.
- Established partnerships with local designers to promote emerging fashion talent.
- Conducted client consultations to refine personal style and enhance wardrobe functionality.
- Trained staff on visual merchandising techniques to boost in-store sales.
- Analyzed sales data to optimize inventory selection and minimize markdowns.

IMAGE CONSULTANT

Glamour & Grace

2014 - 2016

- Provided personalized styling services for clients preparing for major life events.
- Conducted workshops on fashion trends and styling techniques for community outreach.
- Developed tailored style guides for clients, promoting effective wardrobe usage.
- Created fashion lookbooks for social media campaigns, increasing engagement by 50%.
- Maintained up-to-date knowledge of fashion trends through continuous research.
- Facilitated brand collaborations to enhance client exposure and opportunities.

CONTACT

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- San Francisco, CA

SKILLS

- personal branding
- image consulting
- wardrobe curation
- trend analysis
- client relations
- visual storytelling

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN FASHION
MERCHANDISING, FASHION INSTITUTE
OF TECHNOLOGY

ACHIEVEMENTS

- Recognized as 'Best Image Consultant' by Local Fashion Awards in 2021.
- Increased client base by 60% through effective marketing strategies and referrals.
- Successfully styled over 100 clients for weddings and high-profile events.