



Course Material Download
Personal Styling Women's E-Diploma

Module 4:
Introduction to Wardrobe Edit

In Modules 1 and 2, we focused on mastering skill in Body Shape and Style Personality to use with female personal clients.

You are now going to put into practice the knowledge gained in this module focused on Wardrobe Edit.

If you are entirely new to Personal Styling, you may be unaware of what a Wardrobe Edit is and what the process involves. Let us explain. It is an edit of your client's existing wardrobe usually managed in their home, to create the most effective and wearable collection of clothes and accessories. The process takes into account your client's body shape and style personality. Your goal is to create your client's most authentic self through her clothes. As a valuable part of the edit, you will also advise her on additional items to purchase to fill key gaps you have identified. The gaps currently prevent her wardrobe from being fully cohesive. These recommended purchases will create a more efficient wardrobe with more imaginative options that make her personality and silhouette sing!

If you Google research the services a wide range of Personal Stylists offer, you will find Personal Style Analysis, Colour Analysis, Wardrobe Edit and Personal Shopping services listed in some form. In an ideal world, your clients will be encouraged to book your services in this order just set out. Practical sense says, once you have analysed her body shape using the LCS body parts approach, and her colouring delivering a range of her best colours, you can deliver her Wardrobe Edit. And Personal Shop armed with a strong foundation of personal information.

And while we highly recommend that you explain your services with this methodical approach with the option to train on the LCS Colour Analysis for Creatives E Diploma as separate training,

most clients won't necessarily book within this order for a variety of reasons. These can include budget restrictions, time restrictions, single goals that maybe personal style assessment, wardrobe or shop only. Expect a mix of clients, some who will be guided by you, along with those who are specific regarding the service they would like to book.

Why Women Book Personal Stylists

The majority of your clients will book your Wardrobe Edit service either because they have a wardrobe full of clothes mostly unworn, they are stuck in a style rut where who they are has changed, but their wardrobe hasn't. They have been through a life change and need your expert care to make crucial adjustments, or they are a regular client where they love their seasonal edit, update and development managed by you. Life changes draw many prospective clients to Personal Stylists for a wardrobe edit including having a baby, weight loss or weight gain, a change in career, career promotion; midlife, ageing, getting married, getting divorced, approaching or going through menopause, loss of confidence, gaining confidence.

It is less usual to work with a personal client with a wardrobe filled with beautiful garments that all coordinate well, however, this client may engage you for wardrobe management and ideas on how to up-style looks in new inventive ways she hadn't thought of. More often, you will work with female clients who don't know what shape they are, or what flatters them. Women who lack understanding on how to put together their best wardrobe, (e.g. one that works seamlessly for their current life). You will also come across women who are unsure of themselves, dislike shopping or are simply too busy to organise their wardrobe or shop effectively. This is great news for you because it means there is so much opportunity to gain their business.

One of the biggest growth areas for Personal Stylists is business owners. Women who need to be client-facing connecting in with you, telling you their brand story while building relationships. This audience can be a busy one for you, as you solve individual challenges, creating organisation and a sense of positive wellbeing and self-confidence as their go-to style guru.

You will deliver the Personal Style Analysis as the opener to her Wardrobe Edit if she hasn't booked this separately. Please note, that for any client who books Wardrobe Edit, a Client Style Analysis is included within the price as it's essential to gather her personal information to run the edit with success. (we'll talk how to price client services and combination of services later in this course).

If you have gained colour training or you are training on the LCS Colour Analysis for Creatives E Diploma you will also advise your client books this experience in advance of her Wardrobe Edit if she has the budget. You can then advise her with accuracy on her personal colour palette as part of the edit. This will maximise the benefit of the Wardrobe Edit experience for her, as you will also give her colour advice relevant to her current clothing options. Some clients will choose not to invest in colour; however, colour is a very topical right now and most clients love learning about their best colours.

If you are colour trained or are considering colour training, please encourage your clients to take this time out for themselves to be colour analysed first, as a separate experience for increased enjoyment and to make sense of your personal colour advice for her during her edit.

Managing the Wardrobe Edit process will become much easier once you have some experience handling the initial Client Style Assessment and interaction with your client as part of this. That is why we recommend you get your practice volunteers to commit to a Client Style Assessment and then a Wardrobe Edit where possible. You can then take your volunteer through two experiences to help you develop client rapport and gain a really great flow in your delivery. Practice indeed makes a stronger Personal Stylist, and in a short time with practice, you will feel the difference; in your delivery and as you listen, and action feedback given. Look at all feedback constructively, good and bad and take from it to fine-tune each practice styling experience, learning to relax into your role, becoming more expert and natural in your delivery and management. To the point where you look forward to and enjoy your practise sessions.

Key Steps to a Successful Wardrobe Edit

We've looked at some of the reasons a woman may book with you. Whatever her reason for coming to you, Wardrobe Edit should always be adapted to the individual, and there are three key stages of the Wardrobe Edit process that you will take every client through. This is a process for you to learn, and once mastered, you can put your stamp of personality across the delivery, to ensure a consistent, seamless experience delivery to each client. Your clients should feel organisation and clarity in your approach that creates an enjoyable, professional and unforgettable experience.

The Three Steps are:

1. Preparation before the Wardrobe Edit Experience
2. The Wardrobe Edit Experience
3. Personal Client Follow Up

Your skill will be to tailor the Wardrobe Edit experience to each client in-line with her needs and taste. Every client should experience a consistent level of service, focused on sharing your practical step by step method. This will make it easy for her to understand, including key tips and tricks personal to her, without overwhelming her with endless information. (Clients can only absorb that to a certain level). Key changes in an approach to dressing, how to impact her style with positivity, identifying a 'wish list' of missing items to link key looks, needs to be delivered as a precise and effective description for each.

If you deliver exceptional client experiences, each new client will tell her community how good you are. Her community of family, friends and colleagues will notice positive visible change with comments including 'you seem lighter, look glowing, younger.' Developing your business by word of mouth is a powerful way to grow new clients. Deliver each new Wardrobe Edit with passion, energy and the care to change or develop how your client sees herself. Begin to unveil or elevate the beauty that lies within her. Your clients will reward you by naturally taking on the role of ambassador of your brand, as a positive, powerful force. Remember, rarely will anyone recommend if her experience hasn't been positive. Work hard for her to tell the world how brilliant you are, how she wouldn't want to be without you!

Top Tip - Word of Mouth!

Word of mouth is an incredibly powerful method of marketing for your business. To work with success, it relies on you creating happy clients by delivering engaging, personalised experiences where you exceed each client's expectations. We will look at how you can achieve this in more detail, as part of nurturing your client relationships later in the course.

Clients Relationships

Your clients may or may not initially open up telling you exactly why they have booked their first Wardrobe Edit with you. The relationship with your clients is central to the success of your business. Remember, you are a 'Personal' Stylist, and the greatest Personal Stylists are those whose passion and focus is always on developing wonderful relationships with their clients.

An important part of your role will be learning to read your clients through spoken word and body language so that you can adapt to each of them; effortlessly. People are all different, so the way you deliver from client to client will need to adapt. This is why each client experience centres on needing to be personalised. Personal Stylists who don't read their clients as individual and who style to their taste rather than that of the client, never truly get to the heart of who their client is. They miss a trick when selecting garments and accessories that should highlight all elements of the client personality. Some clients will be an open book and happy to chat about their life at the first meeting. Some will take considerable time to let you in, and other's you may feel you never truly know.

The best relationships take time to develop, so ensure you take time with each of your clients, aiming to learn the intricacies of who she is. Always tailor your approach and make her feel the centre of your attention every time you chat to her, send her an email or spend time with her in person or online. Let her know consistently you have really listened to her and understood who she is by your actions. Always treat clients with sensitivity and empathy, as you just never know what may be going on in their lives when you first communicate and meet.

There is an element of 'wonderful' about your role, as it allows you to make a real difference to how women feel about themselves. If you choose to be sensitive to unspoken insecurities and to dig deep to learn who each of your clients really is, making choices for her on that basis, you will grow into a great Personal Stylist over time, one who builds a phenomenal reputation with many treasured relationships with your clients.

We will be talking more about your relationship with your clients and the importance of tact and gentle handling in upcoming sections through the course; as it's such an essential element of mastering the skill to become a great Personal Stylist.

Preparation for a Wardrobe Edit

Step 1 – Preparation for a Wardrobe Edit

You've learnt in the previous section that your client may be new to you or a repeat client when they book a Wardrobe Edit. Either way, it is vital to do some preparation before the experience and gain key, new or updated personal information from her before you meet.

The preparation process is as follows:

- Information gathering by asking your client key personal questions, confirm reasons for the Edit and ascertain the size of their wardrobe space and the number of wardrobes.
- Be organised with kit prepared to take with you to your client's home.
- Remind yourself that the focus is your client and her taste only, not yours.

The method to women's and men's Wardrobe Edit varies slightly in line with women and men's difference in approach and attitude towards dressing. In this module, we will focus on our approach that works well with female clients. Be prepared to adapt your approach to the individual and their unique wardrobe needs.

Preparing Yourself

Ensuring you are fully organised in advance of a Wardrobe Edit is vital to lead the experience with calm and positivity.

Allow for your client being nervous. If she's a new client, you need to set her expectation for the experience by taking her through how the Edit works, preferably by phone, or an email in advance of the session. Let her ask questions to feel reassured, so when you arrive, she's nervously excited rather than worried.

You will want to put some thought into how you look too. Your clients will look to you for style, colour and fashion inspiration, so dress comfortably of course, as you will need to move freely through the Edit, however, demonstrate great personal style too.

Give shoes a thought, as delivering a Wardrobe Edit is hard work physically as you are on your feet casting your expert eye over multi clothes options, as well as helping your client try looks

on while creating an organised space. Your style choices need to exude great style and be comfortable too! Most personal stylists own a selection of cool sneakers that do the job perfectly!

One tip, we learned through experience, is that some clients may want you to remove your shoes when you go into their home, so make sure that whatever you are wearing underneath is in good order...sneakers require new shiny socks or perfectly manicured toes, as do shoes with tights or stockings if applicable too.

Tools of the Trade

To deliver a professional Wardrobe Edit, ensure you have your stylist kit in working order to support the process. You should have a small stylist tool kit with you. You don't need to worry about creating this during this course; however, if you are serious about setting up as a professional delivering chargeable experiences including Wardrobe Edit, there are some essentials that you will need:

- A portable clothes rail
- A soft tape measure...a dress-makers tape is ideal
- A notebook to make notes to follow-up with later
- Pens and/or pencils to make notes
- A digital camera or smartphone to document looks for the client
- Dressmakers pins to help illustrate better-finished lengths on client's garments
- Clothing clips to help show a better fit on client's garments that may need alteration
- Colour fans and drapes if you're considering including colour as part of your Edit (these professional materials are complimentary as part of the LCS Colour Analysis for Creatives E-Diploma)
- Non-slip hangers for your portable rail.

The portable rail and non-slip hangers are essential to help you sort and organise the clothes and lets you focus on small batches of items at a time. The tape measure, dressmakers' pins and clothing clips are useful for altering the size and finished looks of a garment, in preparation for alteration by a specialist or tailor. Your digital camera or smartphone, and notepad and pens/pencils are to make notes of detail discussed to follow up with your client beyond the Wardrobe Edit experience. The images you take, document successfully coordinated client looks, to be shared in your follow-up email as an instant visual reference point to learn from.

Pre-Experience information from your client

The easiest way of gaining personal information from your client, before the Wardrobe Edit experience is by sharing a client questionnaire with her. You may already have asked her key questions during the booking process; however, it is valuable to share your questionnaire branded logo and contact details. She will complete and return to you via email 48 hours before the Wardrobe Edit.

Some of the most important details you will need to include in your Wardrobe Edit questionnaire are:

- Name
- Address
- Contact telephone number
- Contact email address
- Consent to contact your client. You need to check the Data Protection regulations for your location. If GDPR – General Data Protection Regulation which applies in Europe is relevant, make sure you let her know why you will make future contact. And include a tick box for her to consent.
- Age/Age Group
- Height

- Bra size/Bust Size
- Dress size tops
- Dress size trousers/skirts
- Hair colour
- Eye colour
- Skin tone
- Shoe size
- What's your work, and do you have a dress code/ are there specifics you need to consider with style and colour?
- How do you spend your non-work time?
- What size is your wardrobe space? Please share images to me in advance of the Edit.
- What are your Wardrobe Edit goals? Please share detail
- What is the biggest wardrobe challenge you face every day?
- What aspect of your wardrobe needs the most attention? Personal, professional, both?
- Describe your current style
- Describe your ideal style
- What are your primary style challenges?
- Which colours do you wear and most like?

- Which colours don't you like?
- What is your monthly budget for clothes?
- Where are your favourite brands to shop?
- Which of the following applies to you the most?
 - I enjoy experimenting and mixing and matching clothes
 - I prefer buying complete outfits/looks
 - I have tags hanging on some garments in my wardrobe unworn
 - I only shop the sale
 - I shop on impulse
 - I shop with a plan
 - I plan one major shopping trip each season
 - I don't like shopping and avoid it

We also recommend you request images of the wardrobe spaces, so you can accurately assess how long to allow and whether the Edit will require more than one visit. This enables you to price the booking too.

Several days before the Wardrobe Edit, you call your client to re-confirm and re-cap the process running through her completed questionnaire.

Run through the main lifestyle considerations below with her; these are the most important elements for you to understand in detail when delivering a successful Wardrobe Edit:

Work: how much does your client work, and does she have dress guidelines for her role? Are there any extra considerations, including work travel commitments, time spent at exhibitions or other events where she will need to dress more comfortably, or presentations where she will need to style up her looks?

- Family or child commitments: is your client a stay at home mum? Or a working mum? How much time does she spend with family, child/children? Does she dress in a much more comfortable, practical way or not?

- Social life: does she have a busy social life, and if so, how does she spend her time – cinema, theatre, eating out, drinks, key social groups she may belong to.
- Fitness: does she go to the gym regularly or spend time on other fitness, holistic/ wellbeing activities? These usually involve specific gear, that can quickly become everyday dress as well unless there is a plan in place.
- Holidays: what sort of holidays does she enjoy, and are there any holidays planned in the next six months or so? Holidays can require very different wardrobes depending on the type of holiday.
- Special events: are there any special events coming up in the next six months, including weddings, christenings, special birthdays graduations etc.

It is also useful to get an idea of the amount of time your client spends in each area of her life. This can be calculated in percentage terms and will clearly show you how your client's wardrobe should be divided. You will then be able to reflect the different areas of your client's life through her wardrobe and proportionally allocate how much spend goes into each area ensuring she always has to hand items and looks that work hard for her life.

Make a note of any special events coming up so that as you move through the wardrobe edit, you can look out for any items or look which may work for the occasion. Also, note any occasions that occur regularly in her life, so you know to be prepared on her behalf.

Now you are armed with all the information you need to head to lead a successful edit!

Let her know how you need her to organise the space in advance of your arrival. It is important to let her know to:

- Organise her wardrobe/s, so all items she doesn't wear are grouped together, alternatively turn hangers facing outwards to differentiate items she doesn't wear with those she wears. This makes items easily identifiable to you.
- Be prepared to try on looks for you during the Edit.
- Wear nude coloured underwear that is seamless preferably.

If she is not comfortable with being seen in her underwear, you can suggest she wears a bathrobe and changes in privacy per look.

This is also the time for your client to ask any questions she may have last minute and for you to answer these, developing friendly chat. This may be the first time your client has booked with a personal stylist; she may need to understand the process and gain reassurance from you that she can relax.

Budget and Payment Information

Client Budget

It's important to gain a clear idea of your client's clothing spend and her favourite brands she shops regularly. This will also let you identify where her spending is aimed, to tailor additional recommended purchases to her taste and budget.

When talking about wardrobe planning and future shopping, you need to work to your client's expectation of brand taste. Always work to your client's budget, as to exceed will cause embarrassment, which is never good when you are looking to grow a great client relationship. Keep the chat surrounding finance and budget open and light, however, this is a business relationship and these elements are important and need to be confirmed before you begin, so you are both comfortable working to clear parameters.

If your client is high spend, has high disposable income, you also need to gauge her feelings towards lower-end mainstream brands. If she loves a bargain and is happy to learn when to invest and when to save, she will appreciate you throwing in some inexpensive surprises that look more expensive than their price tag. Your extensive brand knowledge gained in time with our help will mean you can guide clients when to spend and when to save with an eclectic mix of brands, in line with their personal budget. This makes for a more exciting as well as a practical approach to shopping.

Booking Payment Information

It is essential, to be very clear about the price of your Wardrobe Edit, what it includes, length of duration, and your payment policies and terms, so there is no room for misunderstanding.

The best approach is to make your prices clearly visible on your website and to create an invoice with your terms and payment information included at point of booking.

We highly recommend you take a deposit payment at the point of booking to secure the date for the client. This is usually 50% of the total fee, which confirms her commitment, with the balance due anywhere from one week to no later than five days before the Wardrobe Edit date. All balances are due to be clear before you arrive. You can explain this verbally as well as confirming on the invoice and accompanying email. Do be aware, with no deposit payment, or only a small amount made, like 10% of the fee, prospective clients will often cancel and move dates freely, which will make managing your diary and your business very challenging. And this is a service where clients expect to pay in advance.

We often find that new personal styling business owners find the subject of money challenging or awkward to discuss with clients. If you feel like this, then please refer your client to your payment terms clearly stated on your website, as well as the invoice attached to the email from you requesting payment.

Top Tip - Third Person for Policies & Rates

If you are a little shy to chat money or your policies, reference all money and T&C's chat in the third person rather than first-person. Instead of saying I charge... replace with We charge... or at GJ Styling we charge.... Practise the change of approach out loud and feel the difference. Third-person money chat helps to create a slight separation from that side of your business when client-facing.

Please also be clear about your payment options including bank transfer, Stripe, World Pay or PayPal, which will charge you a percentage fee for your transactions but enable you to accept credit card payments.

Aim to research and be knowledgeable in any conversations with your client regarding payment options. Create a word document including your payment options and the detail on each to hand, to answer client questions quickly and efficiently.

Within your terms and conditions, please include a clause that states if for some reason your client needs to alter her booking, she can move the date 'only once' up to 72 hours before the time booked. Her deposit will be transferred across to the new date. Her deposit is, however, non-refundable.

To prepare for your first client Wardrobe Edit, we are setting you the task to create your own client pre-wardrobe edit questionnaire. Use the questions we listed earlier in this module as your framework and guide only, to create your own version. We wholeheartedly encourage you to think about the Edit, and the types of questions you believe are important to include.

Creating the beginnings of a personalised client experience should be at the heart of your business delivery, so consider how the design of your questionnaire can be a pleasurable touchpoint for your client to sit quietly and complete. You can re-word the questions and add additional questions too. Design the questionnaire to be your own.

We appreciate that some of you will have graphics ability and others of you not. So, work to your strengths. You will aim to add your own brand logo once this has been created, which we will discuss later in the course. For now, ensure your contact details are on the form and make ready for use with your practice volunteers at this stage.

Starting the Process

Step 2 – The Wardrobe Edit Experience

Arriving at your client's home

When you first arrive at a client's home, she will probably offer you a drink. We advise you suggest this, as it creates a short window of time to create a positive, friendly atmosphere if this is a new client, and for you to assess her personality again before you begin. With existing clients, it still acts as a lovely opener to catch up with each other's lives for five minutes.

Your client will know she has bought a Wardrobe Edit experience that lasts between 3 and 4 hours for the price she has paid.

The opener to the Wardrobe Edit which includes checking her wardrobe space and running through her completed questionnaire should take 30 minutes.

You will have requested images of her wardrobe space as part of the client pre-experience questionnaire, and you have allotted time to edit her wardrobe as a result of this. Ask her to show you the wardrobe space now to reassess if the space share, matches the space she is expecting you to edit now. Any differences in expectation, time and price will be chatted at this point.

Most Personal Stylists have at some point arrived at a client's home, to discover the volume of clothes to be edited, is more than those shared in images via email ahead of the day. Check how many rooms your client stores clothes in. If your client adds additional storage spaces with clothes she's forgotten about, that will take you over 4 hours, explain clearly with a friendly approach that the Edit booked is for up to 4 hours of your time.

Four hours tend to be the maximum amount of time a client can fully concentrate and enjoy the process of Wardrobe Edit. If you are confident the amended Edit will take you over 4 hours, give the client the option to book an additional edit on another date to complete the process for her. This can be organised now, with you confirming to share an invoice to make a further deposit, following today's Edit.

Take confidence that your client won't receive greater value by you hurrying through an extended edit of over 4 hours. It will overwhelm her and exhaust you both, and she won't enjoy the process or learn from it. So be transparent before the Edit begins.

Set a limit on information sharing with your client. It puts the focus on your client's enjoyment and learning experience. Too much information sharing doesn't translate as an added value to your client; it creates an experience that is overwhelming for her. Aim to include 10 to 12 personalised tips and changes in approach to how she dresses per Edit.

For most clients, just a few new approaches to dressing shared per Wardrobe Edit can be life-changing for her. If she is more discerning and informed on style, she may ask for more points of difference. You will be able to gauge how your client is reacting to the Edit and whether you need to share more. Take a note of each tip or piece of advice you do share, so you have clear references beyond the Edit to the information shared.

If your client has a separate wardrobe for out of season clothes:

- You can suggest you come back just before the start of the next season to edit if it won't fit within the up to 4 hours' time allowance. This approach ensures edit advice is relevant to current season clothing and trans-seasonal pieces only.

If her wardrobe is mixed:

- ensure you focus on current season mainly, unless there are key pieces that will crossover. She will have prepped items not being worn to one side of the wardrobe or hangers facing outwards anyway. There will usually be quite enough for your client to think about with the current season's clothing, so it makes sense to delay too much time spent on out of season garments.

You can offer your client:

- an exclusive discount for the return edit. If she is interested, book the date at the end of the Wardrobe Edit before you leave. This can be secured with a deposit while you are with her, or you can follow up with an email on the same day, including payment details for a 50% deposit fee with your confirmed discount applied. Loyalty discounts to VIP clients tend to range between 10 and 20%.

Client's Lifestyle

You will have asked questions relating to your client's lifestyle in the client pre-experience questionnaire, however within the edit opener of 30 minutes is the right time to skim through this briefly as a recap to ensure you are clear. Ensure you have a copy of her completed questionnaire with you, including space to add more notes.

First Look Through

First Look Through

Now onto the fun and enjoyment of running the Wardrobe Edit!

Getting Set Up

Ahead of the edit, you have asked your client to go through her wardrobe, and to either turn hangers facing outwards or section separately, those items she doesn't like is unsure about or doesn't currently wear.

You will have asked her to divide these into garment type: dresses, blouses, tops, knits, skirts, trousers, etc. This time-saving tip will highlight to you at a glance, the garments to assess that are favourites.

Set up your portable clothes rail and put some non-slip hangers on the track. We recommend you arrive with at least 30 hangers.

Ensure you have your tape measure, clothes clips and dress-makers pins to hand, along with your notebook and pen. Create additional space for yourself, and usually, the bed is the best place for this! It is always essential; however, to check with your client that she doesn't mind you using additionally using her bed to organise garments as you move through the Edit process.

If there is more than one wardrobe to be edited, we suggest you work through these one at a time and aim to divide your time meticulously, according to the size of each wardrobe. Allot the time you intend to spend from your total 4-hour edit in your head or logged as notes before you start. You have used 30 minutes as an opener, and you need 20 minutes at the end, so that's 50 minutes accounted for. The other 3 hours 10 minutes is to be allotted for this section.

The Method will be the same for each Wardrobe Edit, so let's walk through it step by step so you can learn it. You can repeat the method in the same way, if you have more than one wardrobe to edit. Please ensure you take the lead through the edit as the expert, with interaction and consideration to your client. Refer back to the information through her client questionnaire to make clear sense of the decision making.

Clothes your client Doesn't Wear

Take out of the wardrobe all items your client has marked with hangers facing outwards she doesn't like, is unsure about, doesn't wear or is not the current season. If there are many pieces, we recommend moving them all onto the bed keeping them in the sections your client has divided them into. Sections can be dresses, blouses, tops, knits skirts, trousers etc. Move the first section, which maybe dresses onto your portable clothes rail to work through. If she has a small wardrobe and there are only a few items, move them straight to the clothes rail per section. Leave these items on their hangers.

You should aim to spend one-third of your time on unworn items. So approximately 1 hour. Assess the number of garments you need to assess before you begin as this will guide you to how quickly you need to work. As you work through the items in the individual item sections, this First Step is a swift assessment, deciding whether any of the items deserve a place in her wardrobe. This process is interactive with your client, keeping a pace to the conversation that is light with those items that don't work using the approach 'we can do so much better'. This question will help your decision making:

Why don't you like or why don't you wear the item?

If you can decide by looking at an item that it won't work for your client, or is in a bad state of repair, take the lead, be decisive and bold. Explain very briefly why you give it a 'no' with consideration to your client's opinions and move it to a neat pile for the charity shop, re-sell or other. Assess where these items head next at the end of the Wardrobe Edit, so it doesn't take too much time.

Exceptions will be items that don't fit or items with emotional attachment she may love and want to keep. Encourage clients to let go of clothes that don't fit; however, don't insist. If you can see the value in tailoring an item to her current size and shape, suggest this and recommend a tailor or alterations specialist close to her. If she wants to keep items, suggest they don't get current wardrobe space, but they can be stored neatly for her to wear them at some point.

For items where you are unsure, a 'quick try on' is needed for each piece to give it a 'yes' or final 'no'. Items you provide a 'yes' to, explain clearly and briefly why each piece deserves to be in her wardrobe. The shape may flatter, the colour may work, it may become wearable and valuable once styled with other pieces. Make a note of each item and return to the

wardrobe sectioned into garment type dresses, blouses, tops, knits, skirts and trousers. These items have the potential to be reintroduced and styled into looks with the part of her wardrobe she is wearing every day. You will return to these, once the remaining wardrobe has been assessed.

Top Tip - Revisit Unworn Items with Innovation

This is an essential section to create added value for your client. By reintroducing unworn items styled in a variety of ways across multi-looks, you are expanding her wardrobe without her spending even a penny on additional items at this point.

Please note for clients who have been through significant weight loss; please advise her it is rarely worth altering items to her new size. You will generally get a better fit, with treating herself to new items in her current size. If your client is pregnant or has recently given birth, do store her smaller clothes.

Learning new information while exciting requires concentration and can be tiring, so don't overload the experience. If you advise your client with a glorious small waist, who has been wearing shapeless looks to 'tuck-in', this may sound simple enough to you and me however it will transform her silhouette and will impact immensely how she looks and sees herself. That's powerful tip sharing, that can transform her entire wardrobe. It only requires one short verbal explanation so it's not tiring for her and you can cleverly repeatedly reintroduce the change in approach during her trying-on to reinforce the difference, so it's embedded by the end of the edit.

If your client is having difficulty letting go of items that don't work for her, appreciate that there is emotional adjustment attached to change that can be a strong force. All clients will react differently, as they are individual. Suggest you put these items in storage for six months. Make a note to review with her, and if the item's missed it can be reintroduced, or let go of at this point. Consider some of the reasons below that clients struggle to let go, and remember your role is to offer valuable options and brilliant solutions. As gently as you can, encourage her to let go of items that are not earning their place in her wardrobe

That item was expensive

If an item doesn't flatter and is taking up physical space in the wardrobe, because of the initial cost, a client can sometimes feel guilty to let it go! You can suggest she gives it to a friend who can enjoy it or sell it through a pre-loved agency.

It was a gift

It can be tough to let go of a gift, even if it doesn't flatter. Create reassurance that the giver won't notice, and your goal is to create a wardrobe that she loves and wears.

But I really love that...

Many clients have garments in their wardrobe that they love, but don't wear. Aim to find a way she can wear the item with new ideas and innovative styling. Perhaps it's a colour that doesn't flatter her skin tone, so style it for her with a scarf or accessory in tones of colour that make her complexion zing, close to her face, where colour has most impact positively and negatively. If the item is unworkable, suggest giving it to someone who will wear it with joy.

I may need it someday

The garment is not currently being worn and is not suitable for her lifestyle. The chances are it will still be there unworn in a year's time. Encourage your client to free up the space to make room only for garments they love and will wear regularly. Or you lead the way and put the item in storage to be reassessed in six months with you.

It just needs xxx and then I can wear it again

If the item was cleaned or mended or whatever needs doing to it, would she wear it, and would it work well? Ask your client this question. 'Will you wear it when it's fixed/cleaned?' If yes, then put it to one side ready to be sorted for wear. If not, then encourage her to free the space.

Do please remember that your client is serious enough about sorting her wardrobe to pay for your services, so it is time to free space when required, delivered to your client with honesty, tact and excitement to take her to a most positive place.

You may have already started to have some ideas about how to re-arrange her wardrobe into clear sections taking into account her life and the personality type of your client, including a lover of organisation or more laid back. We will look at this in more detail later in this module.

Current Season Vs Out of Season Wardrobe

For now, you may want to think about keeping the current season's clothing in the most accessible wardrobe, or the only wardrobe if there is only one. Moving out of season clothes to somewhere else in the house, either another wardrobe or maybe folded away whenever this is possible, in the attic or under a bed until they are needed. This will depend on the wardrobe space per client.

Clothes your Client Wears

Now assess the clothes she wears every day. Most of your time during the edit should be focused on this step. From our calculations, you have just over 2 hours for this section adapted to the number of garments to work through. You may think initially that this step won't need much of your expertise and time, because if she's wearing these items regularly, they're sorted right? In reality, common challenges can include, clients' most-worn clothes aren't necessarily the best style choices and show wear through regular use. Most-worn items can be favourites because they are comfortable, and comfort has taken preference over any style and flattering consideration.

Use this question to ascertain why your client wears each item.

Why do you like and wear this item regularly?

If you can decide by looking at an item that it works for your client and is in a good state of repair, take the lead, explain very briefly why it should stay, give it a 'yes' with consideration to your client's opinions and return it to the wardrobe.

As you analyse each item, keep the pace light and fairly quickly as always. Do not allow the client to feel hurried, though. Think about how each piece fits in the wardrobe and how you might create styled looks for your client at the end of this step.

Always keep in mind your Client's Style Personality with her taste, as you work through the edit. The greatest Personal Stylists show accomplished skill in confidently selecting items and style

looks that work to their clients. Personal Stylists can get into trouble when they ignore a client's Style Personality, and select items and style looks to their taste, finding it doesn't work for their client and they don't understand why!

The mantra for all Personal Stylists trained by LCS is to always ensure you style for your client, effortlessly highlighting who she is.

Get your client to try on items she is wearing if you are not sure they work. You need to ensure a great fit and check the style flatters. If you have a difference of opinion over items she currently wears, explain your reasoning and be firm where possible that these items go onto the pile for charity, dress agency or other, or are stored away to re-consider in six months with you.

Please note, with on-going clients you will be familiar with her wardrobe and won't need to try on every item for each season or update Wardrobe Edit.

Creating Looks

All wearable items that have been returned to the wardrobe now have your expert approval. You will spend time combining inventive and flattering looks using as much of her entire wardrobe as you can. This is where your client will try on, so she can see the added value of reintroducing items she wasn't wearing or was unsure about, styled with those she wears regularly.

Introduce items one by one that were previously unworn, back in the wardrobe styled with items she wears regularly. Create looks and variations of looks one by one with points of difference introducing your client to new and exciting ways to wear her expanded wardrobe. Maximise use of all items in the wardrobe, illustrating that her entire wardrobe flatters personalised to her.

Your clients will value your expert eye, re-working her clothes, adding a vibrant new perspective to impact how she dresses. This will demonstrate real value to the Wardrobe Edit and show your expertise as a Personal Stylist. It is important to document successful new styled looks with your camera or camera phone, to share with your client post edit so that she can re-create looks effortlessly.

Take an image of each look that ticks all boxes below.

- Flatters her Style Personality
- Works to her shape and body parts
- Fits her life
- She loves wearing
- Encompassing all that she is

Celebrate the success of each look, keeping energy high and positive. Share each image, as you chat the benefits of each one with your client. Let her take time to digest how fabulous she looks. On occasion, allow her a minute or so to process the success of a look while you are busy organising her clothes. Promise to share these for her visual reference following the Edit.

Organisation

You are now ready to re-organise her wardrobe so that she can see the sections of her clothes clearly and can get dressed and easily style looks. There are various ways of approaching this. Her current wardrobe needs to ideally include all clothes she can wear for the current season only. If she has limited space, remove out of season clothes to one side or store until they become current. Organise her wardrobe, taking into account the space she has available in her home.

For your client who is reasonably confident and will reference your image visuals to help her style her looks.

Garment type/like items:

jacket, dresses, blouses, tops, knits, skirts and trousers

For your client who is looking for more direction.

Lifestyle type:

work, casual, leisure, cocktail and black tie

For your confident client where visual wardrobe appearance is her priority.

Colour type:

blue, red, yellow, orange, green etc

The aim of a Wardrobe Edit is to educate and encourage your client as you declutter and reorganise. Your goal is to leave her with organised space or spaces that make sense to her and let her dress easily in a way she feels confident.

You may be able to offer some additional add on services of value to your client at this point. You can offer storage and organisational solutions, replace slip or wire hangers with much more suitable non-slip alternatives. You can show her examples of hangers you have with you. If you would like to offer sourcing of storage solutions as an addition to your Wardrobe Edit service,

take time researching suppliers you can work with, adding a 20% + percentage to products delivered for your time.

Shopping 'Wish List'

Once her wardrobe is organised, including footwear and accessories, now is the time to make notes of additional items she may need to purchase, to fill gaps that have become evident to you through the edit. To expand her wardrobe to work even more effectively for her, which items need to hit the 'Wish List'? Perhaps she needs a statement blouse to wear with a key pair of trousers, and two skirts you have styled with a beautiful jacket already in her wardrobe? You can see the potential for the missing blouse to be styled in at least four other looks, so it deserves priority on your Shopping Wish List, along with other key important items.

Equally assess if your client needs additional footwear, accessories, including belts.

A useful guide when approaching your Shopping Wish List is to ensure your client has a choice of three top options with every skirt or trouser or layering for dresses depending on her Style Personality. This approach creates more scope for your client to be able to wear an eclectic mix of looks together, from as few pieces as possible, as opposed to keeping your focus on wearing one look the same way every time.

This creates the foundation for encouraging her to build a capsule wardrobe which we will look at later in this module.

We recommend you review the Shopping Wish List at the end of the Edit over another beverage as this is a lovely way to wind down the Edit and summarise all achieved. If she would like to book an additional Edit or you think a personal shop would be of value now is the time to discuss.

More on wardrobe planning in the next section.

You will be learning about Personal Shopping in the next module.

All additional items you think will create a more cohesive wardrobe, should be noted within the 'wish list', for use in the wardrobe planning section, which is next in this module.

The Organisation

The organisation process is the final part of the 2 hours devoted to this section. Assess the pile of clothes you created earlier that either doesn't flatter, don't fit your client or are in a bad state of repair. Spend 15 minutes only on this.

It should be easier for her to now accept that these items aren't keepers as she has experienced her capacity to look fabulous. She should be ready to let go.

The items have three options:

- **Charity** – items in good condition can be donated to a local charity shop.
- **Recycle/sell** – items can be given to friends, sold through a local pre-loved dress agency, or sold on E-Bay or similar .com selling sites. Your client can organise this or you can, for a fee.
- **Rubbish and Sustainability** – items that are not in good enough order to be sold, given to charity or given to friends, can be given a different use or disposed of only as a last resort! We live in times where we must be responsible in our approach to buying clothes, and in how we treat our old clothes too. Each individual has a responsibility to protect the planet by adopting a more sustainable approach to dressing. Recommend that old garments are cut into dishcloths or polishing-cloths where possible, to avoid throwing garments away, and only dispose of garments as rubbish, as a final last resort! Most garments that your client has finished with can be delivered to a clothing bank for recycling; for those less fortunate

Top Tip - 30% Balance on Pattern & Print!

When her wardrobe is reorganised, it is recommended to quickly look at the whole wardrobe and assess what percentage of it contains garments with print/pattern? Ideally there aim for no more than 30% pattern especially for a Classic client, as this makes it much easier to co-ordinate items into looks; unless your client is the 'pattern and print queen'!

If you have a client that is a Trend/Creative Style Personality, you will be in your element mixing different prints to create glorious impact. Through this course, your expert tutors will teach you how to mix pattern and print like a pro to share with clients!

On completion of your Wardrobe Edit, your client's wardrobe should be well organised and a joy to look at with open doors. Her wardrobe should only store items that fit her, and that she loves to wear, so that her mindset shifts towards possibility, rather than focusing on what doesn't work anymore.

You will have noted her Wish List of additional items in order of priority, to purchase for further wardrobe elevation, working towards a wardrobe of clothes that are reflective of who she is and that works beautifully, effectively and efficiently for her.

Your client should also have another wardrobe, or another storage area neatly organised with out of season and holiday items.

You may also have a list of storage solutions to source for your client, to help her organise and store her clothes with an effective space-saving approach.

Wardrobe Planning

Creating Her Wardrobe 'Wish List' Plan

Wardrobe plans and shopping plans are likely to be an entirely new concept to your client, so this is where you can add extra value to her experience.

With her Wish List items to hand, now is the time to go through the list with her. Explain clearly how each item expands the capacity for enhanced possibility across her wardrobe. You will wrap the Wardrobe Edit experience in a calm, relaxed atmosphere, with your list of items.

The items you have listed will be recommended additions to key garments and outfits, to expand her wardrobe to wear a multi-combination of looks that can't happen as the wardrobe is right now. It could be as simple as you have identified your client needs a trench coat to wear with many looks. Or there may be a lengthy 'wish list' especially if this is her first edit with you.

The key is to ensure you are recommending only items to complement how she spends her life. If she works 2 or 3 days a week and this is the only area of her life that requires formality, keep this section of her wardrobe as capsule as possible with a small number of key items combining cleverly to create many looks. She may spend much more of her time with family or on leisure time for which she needs more casual looks with a stylish personalised spin on them.

Make a priority the items she needs now in your opinion, and also include items on the list for future purchases, so she can stagger what she buys over a period of time.

Your main aim now is to leave her with a final list of items to purchase, that will create balance and harmony in her wardrobe.

You will also need to consider her budget, and work to this with the list you provide. If there are many items, suggest she buys a few at a time, with the list ordered in priority, so she slowly builds her wardrobe to where you and she would ideally like it to be. Create a timeline so she can see how quickly it will build.

Personal Shopping

You can now offer your client a Personal Shop which often naturally follows on from a Wardrobe Edit, to help direct her next step.

In Module 5, you are going to learn the process of delivering a success Personal Shopping experience.

Many female clients find shopping a daunting experience because there is so much choice which can be confusing, overwhelming and stressful. This is where you can change the experience to be positive and enjoyable.

In the final ten minutes of her edit, chat her through a Personal Shop, which she may want to book right away, or take time to think it through. You can include a gentle reminder when you send her a follow-up email. Many clients will want to book a Personal Shopping date with you now because they will be on a high with the immediate results of the edit, and excited to build on this without delay. So, ensure you leave time to discuss.

One final and very valuable piece of advice you can share with her is to refer to her shopping wish list, every time she shops without you. There are very few women these days who shop with a plan, and this is often where costly mistakes are made, buying on impulse without thought. Teach her that her plan is a highly effective way to shop, that yields brilliant results.

Lastly, you can suggest booking her next seasonal Wardrobe Edit update now too, as your diary is busy, and it ensures she is confirmed as a VIP client. Make her feel that she is part of a great plan moving forwards, and special. She may want to book this date with you now to complete her experience with you on a positive note.

Ensure you take a deposit once you return to your office unless you have a mobile payment facility!

As you will have learnt through this module, Wardrobe Edit is a rewarding client experience to deliver. It also has a clear step by step method you can learn. Make sure you complete the final **Section 6** within the allotted time given or take 5 minutes, to respect your client's other commitments and also her energy levels!

Leave your Clients Happy

Always aim to leave your client happy and inspired at the end of her Wardrobe Edit Experience.

Leave the space where you have been working, neat and tidy.

All the clothes she is keeping should be neatly hung in her wardrobe, with out-of-season and specific need clothes put away where they are going to live. The charity/recycling clothes should be by the door ready to be taken where they are to go next, and any clothing that needs attention, either to be dry cleaned or tailors, neatly packed to be addressed.

Any spare hangers should be left in a neat pile, and all the tools you took with you, should be backed back into your bag ready for when you go. The Shopping 'Wish List' of items she needs to make her wardrobe more enticing and serviceable, can either be left with her or emailed to her in the next 24 hours in your follow-up email. Always aim to promise much and still over-deliver.

Delivering an Online Wardrobe Edit

Online Wardrobe Edit is a very popular client experience. To deliver online makes excellent business sense and enables you to expand your client list globally. It also affords you the balance of working from home or your office, alongside personal client experiences which mean you need to be travel. There are some points of difference with an Online Wardrobe Delivery which we have included here.

You will gather client information in the same way via a questionnaire and discuss before the edit via a video meeting using Skype or Zoom.

The main difference is that it takes longer to edit a wardrobe online and as such you will edit sections of the wardrobe per session. You will usually allow 2 hours for each session. It won't necessarily take the full 2 hours; however, this provides plenty of time with no panic. Online delivery is more intense, and your clients will lose focus after 2 hours.

On the day, share with her the link or information to join the video meeting and the time.

Delivering the online wardrobe edit will run in a very similar way, to a face to face edit, except you are focusing on a wardrobe section.

Spend a few minutes at the start chatting to put her at her ease. It also helps to briefly remind her how the experience will run so she can relax. Create an order of how you will look at items. Perhaps you will move a small number of items to her bed?

When you are ready, you can ask your client to try on her first item directed by you.

When she is trying on items, do make sure you lead the whole session. Tell her what to try on and how to combine with other items. If you want her to walk away further, ask her. If you want her to turn sideways, then ask her. If you want her to layer a look then direct her with super friendly engagement, so she is clear what you need. Deliver all in a warm, positive tone. If she looks great get excited, she will feed off your positive energy, the same as if you are in the room together.

You'll then need to make an expert assessment of whether an item is working or if there any amends to make it work.

An item may not work, and if you can see this instantly, manage it the same as if you would in person with her, 'let's take it off and move on'. Be gentle with your reasoning and transparent with your decision making, always sharing 'why' an item or look isn't the best option for her.

All elements in terms of emotional attachment remain the same with your Online Edit as it would be in person. Women get attached to clothes. They have memories. Use the same recommendations if she isn't prepared to let go of an item. Remember, store it and revisit to see if she's lost the love!

As you work through items, you will encourage her to try new enticing combinations under your direction and re-work these for the most impact. You are the expert, so lead her with ideas and the flow of the edit. She won't know what to do, so take the lead and let her feel safe, and that she's in good hands.

Most clients love the whole process and find an Online Edit invaluable. It's a professional dress-up and opportunity to explore new combinations, so it's unlikely you'll have a client not want to take part unless you haven't clearly set the expectation in advance. You have to do that!

Remember, you are in the role of storyteller through this experience, delivering a clear opening section to set the tone. The middle section is where the magic happens during the try-on, and you get time to be inventive and show her how truly gorgeous, she can feel and look in clothes. The conclusion is where you clearly recap her goals, demonstrate what you've achieved and explained to her what happens now. Plus, you get to chat additional experiences she may like to book with you and exclusive offers. Bring the experience to a close beautifully, make her feel like a million dollars in your expert hands.

We find it helpful to review the garments that are winners, those that are working brilliantly, and perhaps reiterate what she needs to do with the garments that need a new home or alteration. You can also highlight key missing pieces that will link her wardrobe together for maximum efficiency and joy through wear!

Complete the experience with passion and enthusiasm for her, as you let her know how you will follow-up and when.

Create a Wardrobe Plan Online

As with your in-person Wardrobe Edit, an element of excitement and added value to the experience is to create a Wardrobe 'Wish List' including additional items the client can buy.

Learn to work efficiently and make a note of suitable items as you move through the edit. You will have some time as the client changes, and it's wise to use your time then.

Online Follow-Up

You have choices on how you can follow up with your client. What matters is that you do a follow-up. And equally important is that you action whatever you say you will do, and keep to agreed time frames.

Ask her to take photos of the items and looks to keep and then create additional looks from these.

You can offer to do an online shop for the items in the Wardrobe 'Wish List' on her behalf. We advise this is an additional charge.

Online Pricing

With the Personal Style Assessment, you learnt in Module 3; we recommend the online experience is the same price as in person.

This is not as straightforward with Wardrobe Edit. You are going to be working through her wardrobe in sections, so you will need to amend the price.

Either you can charge the same price and book 2 or 3 sessions for the total price, to deliver her entire edit. Or you can decide that three online sessions should be charged at slightly more than an in-person edit, as it requires more of your time overall. We would recommend that you increase the price.

Alternatively, you can divide her Wardrobe Edit into sections and charge a lower price per section only.

Price structure and how you deliver it to your clients is an area of your business you can expect to adjust over time, as you gain experience and find out what works and what doesn't with your clients.

To reassure you, we will focus on price structure in detail later in the course, as it's important to gauge it right.

The Capsule Wardrobe

What is a Capsule Wardrobe?

The idea of Capsule Wardrobes may not be new to you. You will need to understand the concept of the Capsule Wardrobe to teach your clients.

Capsule Wardrobe is a term that was first used by Susie Faux in the 1970s. Faux owned a boutique in London called Wardrobe, and she came up with the idea that a Capsule Wardrobe could contain a few essential key pieces that wouldn't go out of fashion, including coats, jackets, dresses, blouses, tops, knits, skirts and trousers. These items can then be added to some current seasonal pieces to add variety, and to change up the wardrobe season upon season effortlessly.

This initial idea was then made famous by the American Designer Donna Karan, who released a capsule wardrobe of seven interchangeable pieces for work.

The term has now become known as a collection of interchangeable clothing, that works in harmony together. With a Capsule Wardrobe, the focus is for a minimum number of items of clothing, to create a maximum number of outfits. In this respect, a Capsule Wardrobe really delivers, taking its owner to any given occasion without the need to go out and buy an excessive number of items. The approach ensures you buy essential key pieces only, that all coordinate and work cohesively together.

In your role as a Personal Stylist, you will become a master at creating a Capsule Wardrobe for each of your clients. Advising your clients which shapes, styles and colours flatter her. This enables your client to create a wardrobe made-up precisely of only pieces that work hard with each other, that will all coordinate and work well together. This approach is having a re-birth in popularity right now, as it slots seamlessly in offering a more sustainable approach to dressing. Where a few considered pieces create multi-looks, teaching clients how to work one garment in many different ways to wear again and again!

Sustainability in Fashion

Shopping with thought and buying with love...

We have mentioned several times through this course, that we all live in a world now where adopting a sustainable approach to fashion and dressing is a topical and important consideration.

The concept of creating a minimum number of pieces in a wardrobe is an effective way to cut down the number of items of clothing a woman buys through the year while increasing the number of wears per garment too. If we all adopt this approach, this can go some way in helping support the sustainability issue. It will also ensure you teach your clients only to buy what they love!

Within your role, you can effectively advise your clients how to create wardrobes that will work hard and successfully for them for the long term and negate the need to buy an excessive number of new items each year. The low-price fast-fashion industry is going through a considerable change right now. Consumers approach to shopping is changing and slowing down. Most of us are aware that fast-fashion is not good for the environment or those working in clothing manufacturing, on low wages. Educate your clients about how they can play their part in easing this burden, as your contribution to a change in how we shop—making your clients aware of brands whose sustainability policy is commendable.

This slower approach also encourages your clients to slow down and enjoy the process of shopping for fewer pieces that have been carefully thought through. This approach highlights the huge added value of 'shopping with thought and buying with love' only. Shopping is reinstated as an enjoyable experience again; a time for your clients to reconnect with what makes them feel good under your expert direction.

Now let's look a bit closer at how to create a Capsule Wardrobe.

The Capsule Wardrobe Concept

The key to creating a well-balanced capsule wardrobe is to select a few items that all interlink in style and colour and pattern to create multi-looks. The capsule will reflect your client's taste, Style Personality and lifestyle needs.

The aim for all capsule items selected is longevity, and not to lose appeal or date quickly. Garments should coordinate well together, making it simple to combine items into looks with success. The basic capsule can be centred on any colour palette to works to your client's taste. It

really helps to know the tones of colour that flatter your client best, to create a personalised palette of colours that zing against her skin.

Here is a basic list to work to, as a guide to create a capsule so that you can understand the principles.

For an everyday Capsule Wardrobe, the following pieces will work, adapted in style and colour per client:

- A neutral coloured tank/vest top
- Two short-sleeved t-shirts
- Two long-sleeved t-shirts
- White shirt
- Turtleneck/ Crewneck sweater
- Laidback sweater for layering
- Cardigan
- Pair of jeans
- Pair of smarter trousers
- Relaxed jacket
- Smart coat
- Versatile scarf
- A flattering wear-anywhere dress

- A flattering wear-anywhere skirt

For an essential workwear capsule wardrobe, the following pieces will work, adapted in style and colour per client:

- Neutral skirt or trouser suit
- Black tailored trousers
- Smart skirt
- Shift or fitted dress
- Silk washable or dry cleanable blouse (dependent on client's lifestyle)
- Smart Oxford-style shirt
- Fitted, tailored jacket
- Camisoles or fitted tops
- Classic smart coat.

Do consider taking the Colour Analysis for Creatives E-Diploma if you haven't already, so you can learn to analyse your clients with accuracy when making colour choices for them. Your colour skill will be a valuable addition to your Personal Styling skill when creating a cohesive capsule wardrobe and making additional purchases on a Personal Shop.

For each capsule, we recommend you add a few seasonal pieces for an injection of current style, seasonal colour, pattern and print to ensure your client always looks relevant and modern while projecting who she is at all times.

Budget

Teach your clients that the majority of their budget should be spent on key essential items that will be worn repeatedly.

Investing in the best quality, she can afford for these staple pieces will serve her well for many years to come. Items that are worth investing include, a beautiful coat, jacket, go-to dress, knitwear, good quality shoes and handbags, will elevate her entire wardrobe and will continue to look good over some time.

The seasonal top-up items don't need to cost as much unless she wants to spend, as they won't be worn for as long. Even high spend clients will enjoy being advised how to spend less on key seasonal pieces that are bargains defying their lesser price tag in how good they still look. Make it your mission to become so familiar with less expensive brands, that you can direct her to a bargain that still oozes expensive appeal! She'll love to shop like this every now and then.

For clients with less budget, teach her how to recognise items that look far more expensive than the price tag because of the cut, fabric and finish. Ensure she understands to buy only a few additional pieces each season that can be worn repeatedly with joy. Be that joy bringer who teaches your clients how to make their wardrobes irresistible and work hard for them, under your direction.

Changing the Look

Once you've got the basics sorted, you can show your client how to style up and change her looks, to create variety in her Capsule Wardrobe.

Show her how to use accessories to create a change in vibe too.

You will always need to work with your client, so be flexible and listen to her needs as you create her ultimate Capsule Wardrobe for her. In this module, we have given you a clear method and step by step approach to help you achieve this. Adapt what you have learnt to each of your clients to work with great success for her and her life.

Follow Up

When you leave at the end of the Wardrobe Edit, your client's experience is not complete. Following up with your client is an integral part of providing great service and added value to your client.

There are numerous ways you can ensure this. You will first need to decide what is the best way for you to communicate with her. We have a few suggestions to ensure you deliver a thoughtful and personalised approach to achieving happy clients.

Your business will depend on some referrals and recommendations from clients to quickly grow. Providing your current clients with a seamless level of service is a powerful way to ensure they will want to recommend you to their friends and family.

Email within 24 hours

In this email, let her know how much you enjoyed spending time with her. It is valuable to summarise what you achieved together during the Wardrobe Edit, including all visuals of looks if it was an in-person experience so that she has a clear reference to help her dress when you're not with her.

Encourage her to take clothes that need repairing to an alternation's expert. If she needs to buy more hangers or other storage solutions, offer the solution via you or provide links where she can buy what she needs directly.

Share your shopping 'Wish List', and recap 'why' you specified these items as priority additions.

Confirm how you suggest she moves forward to add to her wardrobe. Remind her of additional booking dates for a Personal Shop or Wardrobe Edit.

Ensure your email is branded with your logo and contact information as part of the experience, and drop your signature into the email for a personal touch.

Ongoing emails

Maintain contact with follow-up emails with each of your clients when you have key information to share to them. Remember you may have to get her consent for this, depending on the Data Protection regulations for your region or country, so do check.

Do manage your communication wisely, as most of us receive too many emails these days, so make sure she looks forward to receiving yours because they contain highly personalised content.

It is important to just check in with your client, to find out how she is getting on with her new wardrobe, and whether it is working for her? A successful wardrobe requires tweaking to make sure it works for her, additional to the initial edit.

You can include emails that let her know you were thinking of her and discovered a beautiful dress, jacket etc. to add to her wardrobe, sharing the link, so she doesn't miss it. Although she's not shopping with you for this item, it will make her feel special you have thought of her.

Before a new season approaches, suggest you return to deliver a seasonal edit if she didn't book it. If you offered a discount for a seasonal edit update, you could remind her of that as an incentive to confirm the new season wardrobe edit.

Once you know you have a happy client, you may also want to ask for a testimonial as part of your communication to encourage new clients. We will look at ways to promote great feedback from your clients later in the course.

Ongoing Services

There are various additional services you can offer to your client following her initial Wardrobe Edit.

Each client is on a personal journey with you that can be made up of a combination of exciting experiences that continue to develop her style. If she hasn't already had a Personal Shop with you, then this is the most natural addition to a Wardrobe Edit. By now, your client will be experiencing the positive difference in dressing to feel good. She will appreciate the benefits of investing in key missing pieces in her wardrobe.

If she has items on her shopping 'Wish List' created by you to add to her current wardrobe, you can explain to her how a Personal Shopping experience with you will work through her list more effortlessly.

If she hasn't booked a prior Colour Analysis experience with you and you are trained in colour, learning her best colours, those that zing and will transform how she feels and looks will be a valuable experience to recommend.

Your client may have booked her Wardrobe Edit experience with you before she has had a full Style Experience. She may see value in spending time evaluating her Style Personality and what this means, in the expansive list of styles, textiles, prints and colours reflective of who she is. This will ensure she's equipped to have fun making the right choices if she wants to shop alone, expanding on her wardrobe with clothes she loves to wear that look fabulous on her!

You can also offer an ongoing seasonal or annual Wardrobe Edit update experiences which can be booked with deposits paid in advance. This will ensure that your client keeps her wardrobe fresh and relevant. As part of this, you can also offer a great solution by giving her a new shopping 'Wish List' each season, which many clients will understand is well worth the investment just for that on its own!

We hope by now, you are beginning to see that the possibilities are endless for ongoing experiences and ways to engage your clients to become regular and loyal. With the opportunity to develop great relationships with them!

It is easy to be of the mindset where you imagine yourself always looking for new Personal Styling clients; however, this isn't the case if you learn to work smart under our guidance. If you nurture your client relationships, you can be working with each of them for many years, and it is always easier to engage additional experiences with an existing client than to engage a new one. Nurturing each client relationship with a reliable and personalised follow-up service is a highly effective approach to help ensure you develop loyal clients who naturally recommend new clients to you. You need a balance of both to grow your business to success.

Top Tip - Set the Expectation of Taking Time to Develop Style

It is essential to share with your client that it can take time to build a highly effective working wardrobe with stunning results. You don't want her to buy everything tomorrow, as this will put a huge amount of pressure on her. Plus developing a great personal style is a little like decorating

and styling a new home. You need to live in it first, and then feel each stage of the process to gauge you are making the right decisions, without hurrying to the finish.

That is why your shopping 'Wish List' with timelines against proposed purchases is invaluable. You do need to understand how quickly she is looking for visible results. Some clients will want to achieve an entire wardrobe revamp as soon as possible, while other clients will want to take their time enjoying the journey!

The crucial element is ensuring you are clear what her timelines are and that you work to them, addressing it in stages. If she wants to do it all in one go including follow-up shops too, that is doable, however, still recommend she staggers the shops to allow time to absorb each step of the change for the most effective transformation.