



## LUXURY FASHION STYLING PROGRAM



**LCBS**  
LUXURY CONNECT  
BUSINESS SCHOOL

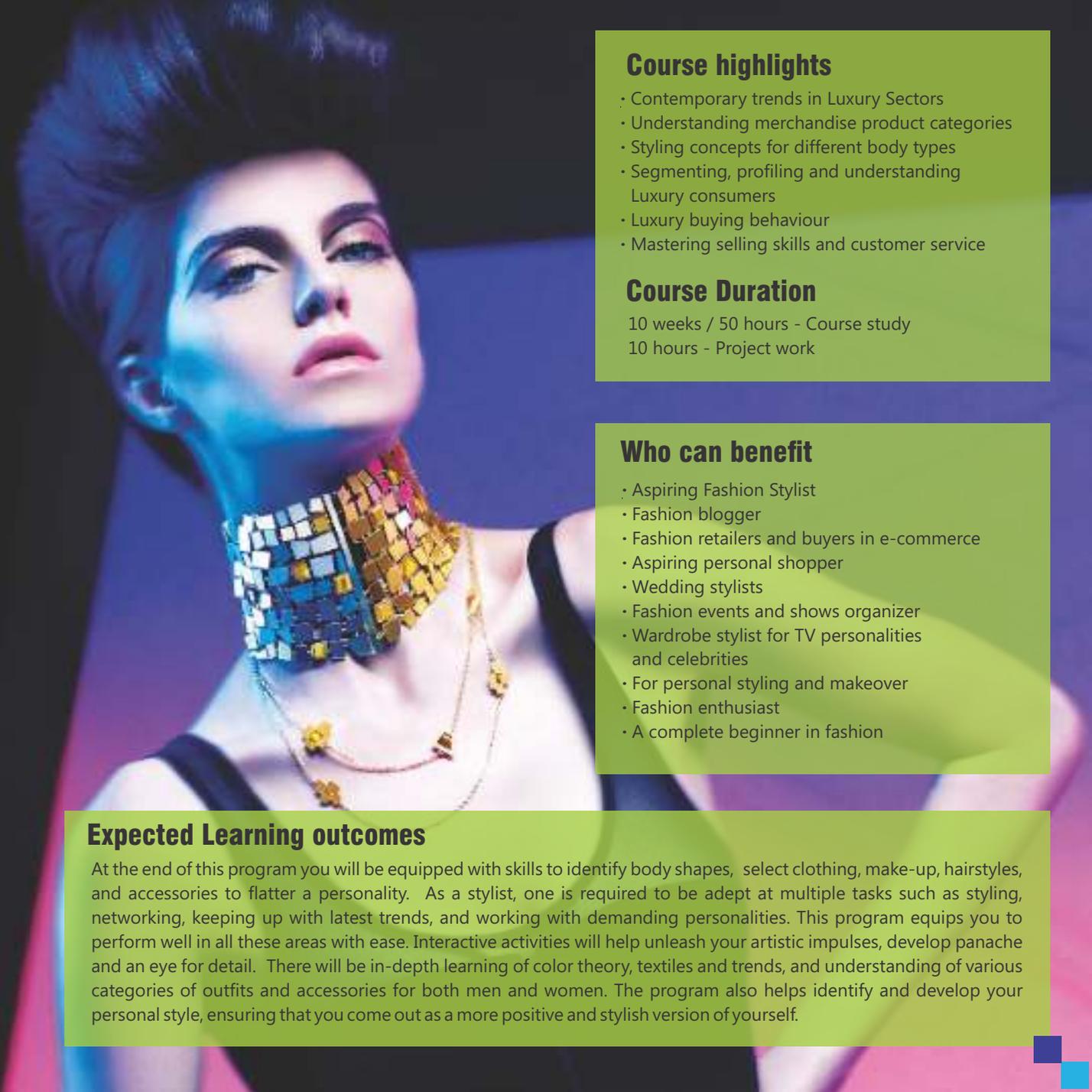
## INTRODUCTION

In Napoleon Bonaparte's court women were forbidden from wearing the same outfit more than once. In certain circles image has always been important. Styling is simply that, bringing to life an image that is formed in our imagination. A good stylist knows how to accentuate the best side of the people. Modern day styling involves working with clients ranging from new money consumers, corporate professionals, celebrities, high net worth individuals to models in fashion shows, hence providing exciting career opportunities. Luxury Connect Business School brings forth a comprehensive Luxury Fashion Styling program to Meet the modern day styling need. It covers various artistic and technical skills required to come up with a myriad of styles and images. The program also covers social skills such as interacting with people, building a network and dealing with customers, that are crucial to have a thriving career in styling.



## Where can styling skills be used

*"Your sense of style is an extension of your personality".* Styling has been around for centuries. For as long as people have worn clothes there has been someone there to get the "look" right and wear the ensemble as intended. A stylist essentially fulfills client's desire to look good. With the same collection of clothes and accessories every stylist would create a unique look, which often involves getting custom made outfits and accessories. These days everyone from a busy corporate executive to sister of the bride can take advantage of this service for an important event. The styling phenomenon has now percolated to fashion retail brands and e-commerce companies as well. Big luxury brands often have stylists and personal shoppers to aid customers with their purchases.



## Course highlights

- Contemporary trends in Luxury Sectors
- Understanding merchandise product categories
- Styling concepts for different body types
- Segmenting, profiling and understanding Luxury consumers
- Luxury buying behaviour
- Mastering selling skills and customer service

## Course Duration

10 weeks / 50 hours - Course study

10 hours - Project work

## Who can benefit

- Aspiring Fashion Stylist
- Fashion blogger
- Fashion retailers and buyers in e-commerce
- Aspiring personal shopper
- Wedding stylists
- Fashion events and shows organizer
- Wardrobe stylist for TV personalities and celebrities
- For personal styling and makeover
- Fashion enthusiast
- A complete beginner in fashion

## Expected Learning outcomes

At the end of this program you will be equipped with skills to identify body shapes, select clothing, make-up, hairstyles, and accessories to flatter a personality. As a stylist, one is required to be adept at multiple tasks such as styling, networking, keeping up with latest trends, and working with demanding personalities. This program equips you to perform well in all these areas with ease. Interactive activities will help unleash your artistic impulses, develop panache and an eye for detail. There will be in-depth learning of color theory, textiles and trends, and understanding of various categories of outfits and accessories for both men and women. The program also helps identify and develop your personal style, ensuring that you come out as a more positive and stylish version of yourself.

## WHY LCBS

At LCBS, we believe that we live in a free world, full of choices. We help the students to not only make the right choices, but also move towards a well-rounded career. While we focus on various aspects of fashion styling, we also assist in developing social, reasoning and analytical skills in students. Our experienced, professional and highly supportive faculty provides a dynamic atmosphere for students to learn the fine tricks of trade while nourishing their inherent talents. We believe that a profession is incomplete without understanding its work ethics and hence focus on a more well rounded practical professional development besides just theory.



## Faculty Profile

### Mr. Abhay Gupta (Founder & CEO, Luxury Connect & Luxury Connect Business School)

Pioneer of Indian fashion and luxury segment, Mr. Gupta has been an integral part of the evolution of the industry and helped establish luxury brands like Versace, Corneliani, Cadini & others in India. Hailed as industry leader by Forbes, Economic Times, CNN-IBN, NDTV, Hindustan times etc., he has been recognized as the **"Luxury retail icon of the year 2012"** by Asia retail congress. Featured in **"India's 100 most influential men of luxury 2013, 2014 & 2015"** for 3 years in a row, Mr. Gupta has won several recognitions across India, SEA and GCC regions. More recently, he has been listed in the **"100 Most Influential Retail Leader – India; SEA & South Africa"** and he has been awarded with **"Rashtriya Shiksha Gaurav Puruskar 2016"**.

<https://in.linkedin.com/in/abhayg>



### Mr. Rajat Bhattacharyya (Co-Founder & Campus Director, Luxury Connect Business School)

Scion of an aristocratic family, he learnt international fashion from his Italian Guru, Elia Quagliola. A legendary figure from fashion and apparel industry has over 40 years of worldwide experience. Along with his forte of sourcing and retail business in USA, he established joint ventures of luxury brands such as Lacoste, La Perla and Corneliani. He revolutionized the apparel education industry in Bangladesh by setting up Pearl Academy, as a delegated center of Nottingham Trent University.

<https://in.linkedin.com/in/rajat-bhattacharyya-8b9a3b12>

### Ms. Priti Zararia (Consultant) <https://in.linkedin.com/in/pritzararia>

Priti Zararia has been working in dynamic Indian fashion retail for over 15 years. She has studied International Fashion Management at Polimoda Institute in Italy and has been instrumental in bringing Italian Luxury brands during the initial influx of International Fashion labels to India. She has been working in online retail for last few years, handling various aspects of luxury lifestyle business.



**Anupama Sachdev:** A banker turned Certified Style coach and Image consultant. She is the face behind the premium shirt maker brand - Pezalli. She is also the stylist for the panelists of the 9th edition of Forbes India CEO Dialogues.

<https://sg.linkedin.com/in/anupama-sachdeva-93b92738>



Sunglasses

Skin Care

Hair Style

Makeup



10, Arjun Marg, DLF City Phase I, Gurugram (Delhi NCR) Haryana 122002, INDIA  
Contact details: [www.lcbs.edu.in](http://www.lcbs.edu.in) | [admissions@lcbs.edu.in](mailto:admissions@lcbs.edu.in) | +919811103268 | +911244288610