

LDG

Personal Styling



Portfolio

Louise Gilchreest

louise@ldgpersonalstyling.co.uk

Telephone: 07790 646227



Let's begin by introducing myself.....I'm Louise Gilchreest, a Professional Fashion Stylist graduating with a Diploma from the reputable British College of Professional Styling. This involved covering Professional Photo, Film, TV, and Personal Styling tutorials and assignments. I was expertly guided by respected and well renowned British & International stylists from advertising directors, photographers, fashion designers, editors, television producers, art directors, image consultants and of course...personal stylists!

During the course I gained invaluable knowledge and skills to confidently take clients through their own styling journey starting with a free, no-obligation coffee and a chat. This would help me to gain a greater understanding as to why you would like to employ the services of a personal stylist and to discuss the process on how we can achieve the best results according to your requirements.

This may include a wardrobe assessment, colour analysis or a shopping experience tailor-made to your needs. Perhaps you would like to combine a wardrobe assessment with a shopping trip? The choice is yours!

LDG Personal Styling



Most of my career I've worked as a health care professional looking after patients and their physical health and being an advocate for their care during surgery. So, you could say, I'm a people's person, friendly, with a sympathetic manner and an outgoing personality!

So ..why have I chosen to become a personal stylist?

All of my adult life I've dreamed of working in an industry where I can connect through my obsession and passion for styling others, stay focused on current trends, choose colours to individual skin types and how we can complete an overall look.

I also just love to shop, shop, shop!!!

In November 2021 I began my story by enrolling onto The British College of Professional Styling and never looked back.

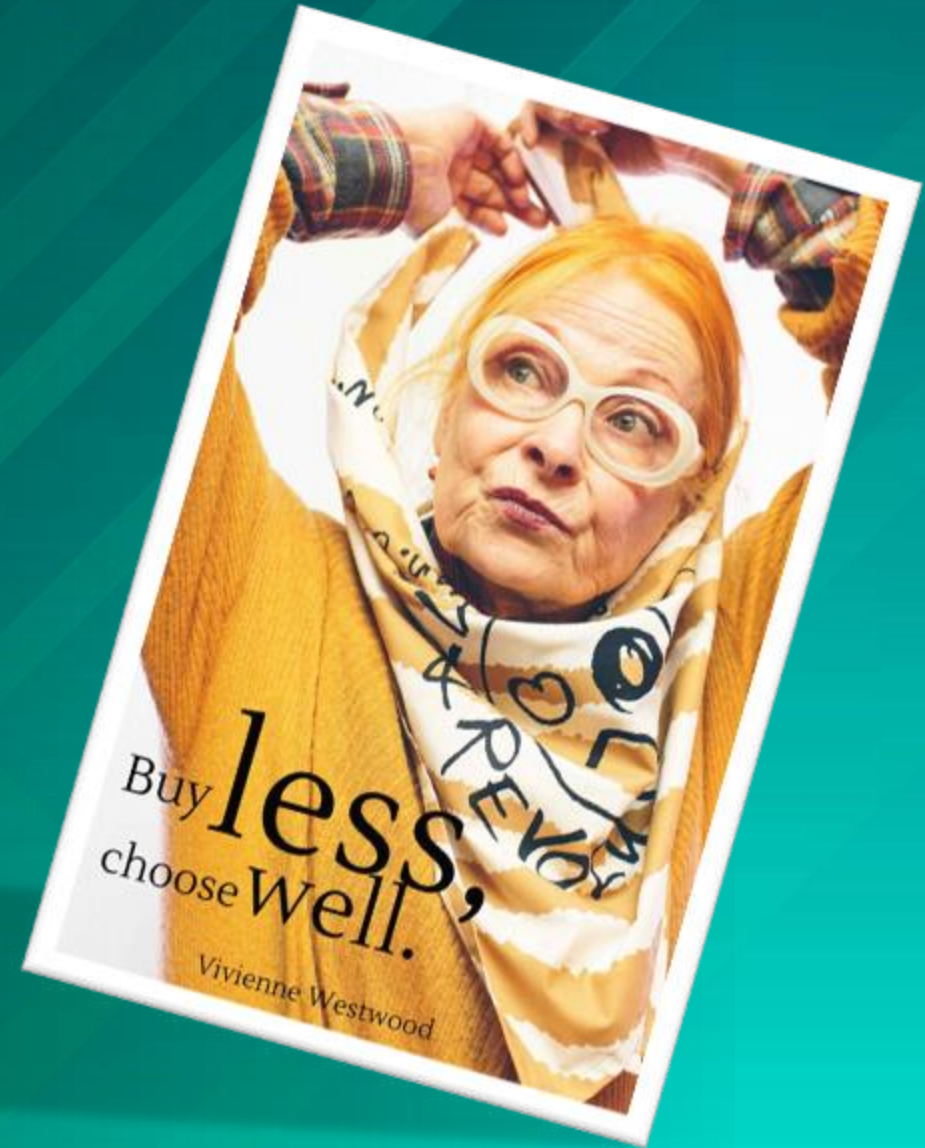


LDG Personal Styling


Based on my own personal experiences, I believe that not everyone has the privileges or money to be able to afford their very own personal stylist or personal shopper and wishes they could. Why should anyone miss out on looking and feeling their best just because of a limited budget? This is where I can help....

I am here for you and truly feel everyone, whatever their style, personality, budget, body shape, sex, religion or ethnicity deserve to look good with helpful styling advice. Maybe you have a special event coming up or in need of a complete wardrobe re-vamp and detox to clear, mind, body and soul!

So....my focus is on the real woman in today's world of keeping an eye on how much we spend on clothes without compromising on style.



The information outlined on the right would be discussed on our first meeting then, if you wish to move forward, and based on your needs, we will work together with the necessary documents to design a totally bespoke plan according to your lifestyle and requirements.



Whatever the reason whether it's a special occasion, starting a new job and would like to make a professional impression or a full wardrobe assessment and detox, it's essential to gain as much information on body type, colouring and existing style to get the maximum results!

I can also include how to accessorise, make-up suggestions and what garments to avoid.

Information I would need to start a Personal Assessment involves the completion of the following:

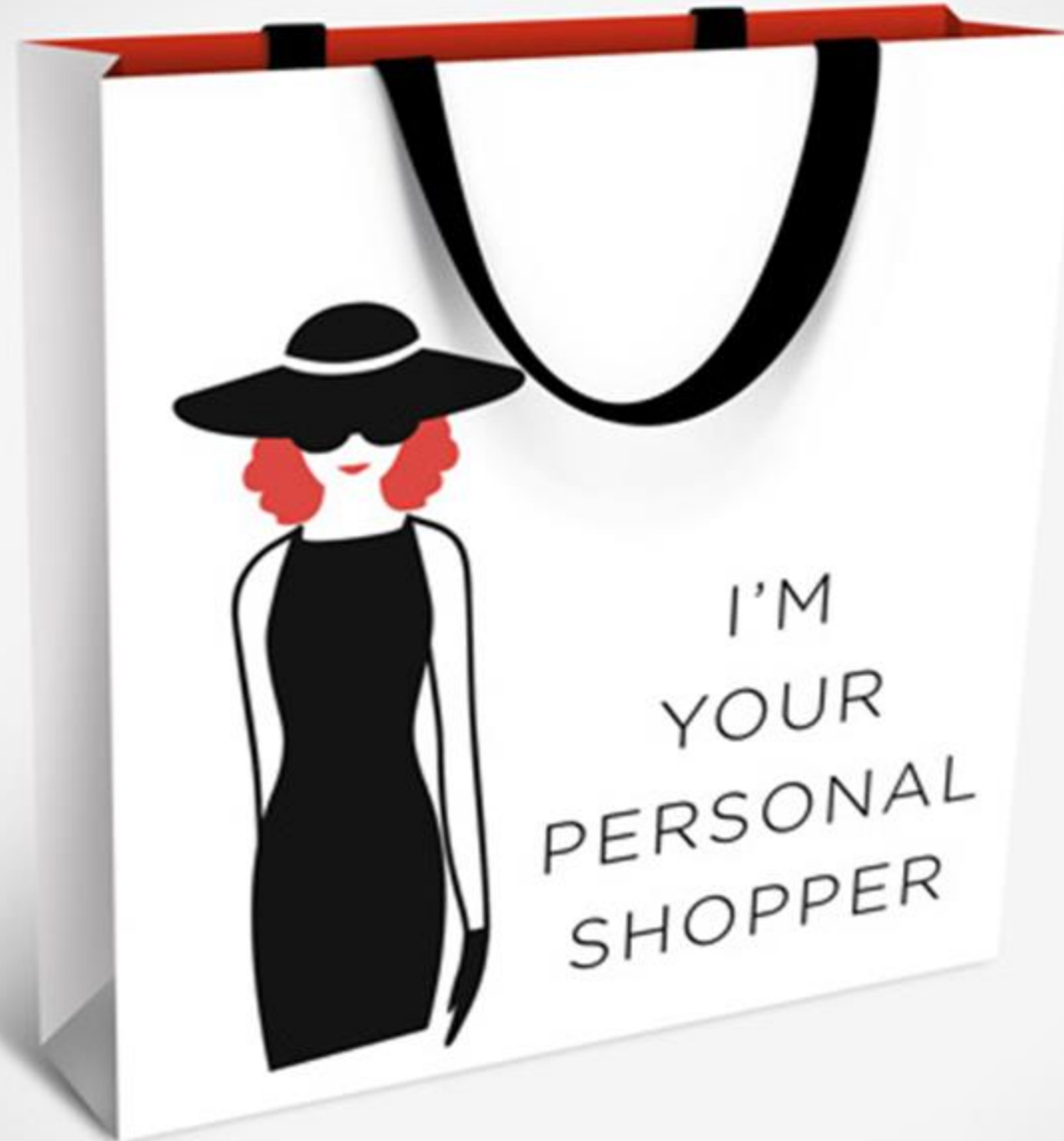
- Clients Details
- Clients Measurements
- Colour Analysis
- Client Question Card
- Client Style and Personality

What do I offer?

Wardrobe Edit &
Cleanse

Free no
obligation
consultation

Personal
Shopping
experiences



Helpful styling
Advice & tips!

Personal & Body
Shape Analysis

Follow up
support

Wardrobe Assessment



Example of a Wardrobe Assessment.

It can be challenging and frustrating when it comes to finding your own style or maybe you know what your style is but don't know how to go about achieving your look!

Sometimes, we don't even need to go out and buy new clothes at all. We can work with existing pieces from our wardrobe to combine new outfits, may it be a top that was hidden away and forgotten about or a dress that still has the label attached!

There are always ways in which individual items can be styled to create new looks. It's all about organization. You would be amazed!!

I did my own wardrobe assessment and couldn't believe how cleansed I felt afterwards. The whole process gave me a sense of empowerment, exhilaration and confidence to try new looks.



Photos of some items that needed to be culled or placed in a charity bag



Although this marl grey dress is figure flattering and nice gathered shoulder detail, the material has frayed and bobbling at closer inspection and is outdated. It is too tight and felt a longer length would be more flattering to cover the knees so long boots could be worn for a modern look.

This cheap summer dress is mis shaped and is very thin material. It was a supermarket purchase bought on impulse a few years ago. The colour is too white for my skin tone and hair colour. The elastic around the neckline is also too tight which makes it pop up over the shoulder.



Again, this sweatshirt has an over stretched neckline, and the grey, black and white colour is too bland for my complexion and has aged. It has great sequin rabbit motif however; it needs to be replaced with a colourful alternative and bringing up to date with a chunky knit for wintertime.

I completed a colour Homebase questionnaire based on my personal details from my skin (pale beige, no cheek colour), hair (golden brown, dark brown) and eyes (Hazel green with brown flecks) and concluded most of the options ticked were within the autumn/summer sections.

Below are examples of shades I should be considering for the summer and the winter seasons. Who says we shouldn't wear bold, bright colours in the winter? Remember, there are no rules, just how we are feeling, and our clothes are a reflection of our personality!!



Work

Left: An example of a table categorising items post wardrobe detox with summer and winter additions if required.

This will give a clearer insight into what pieces could be added to complete a new look without buying a whole new outfit!

Right: Example taken from a wardrobe assessment using existing items with the addition of a classic white shirt as key piece, this can also be incorporated to create many other looks.

Bottom left: Make-up suggestions for a client who's seasonal colouring was Autumn/Summer. This was included in her Wardrobe Analysis.

item	Existing Items Summer	Existing Items Winter	Additions Summer	Additions Winter
Jackets/Blazers	1x blue/red/white double-breasted check blazer 1x denim jacket 1x yellow blazer 1x linen cream jacket 1x rose pink blazer	1x wool, dark blue blazer 1x forest green country jacket	Not required	1x red raincoat
Tops/Blouses Evening	Various short sleeved casual	1x cream roll neck jersey	Not required	1x lightweight knit in red



Soft autumn is at its best when its gentle and understated. Keep colours natural and they will mimic the characteristics of your natural appearance. For a soft autumn this means firstly, gentleness. Heavy, bright and opaque make-up will make this season disappear and will clash with the outfits we're putting together.





A casual daytime look
collaborated from
existing items with my
seasonal colours in
mind.

White shirt : from a
selection at TK Maxx

Green tunic with zip:
M&S

Brown faux leather
leggings: M&S

Mustard Yellow Moleskin
coat: Karen Millen

Handbag: Coach

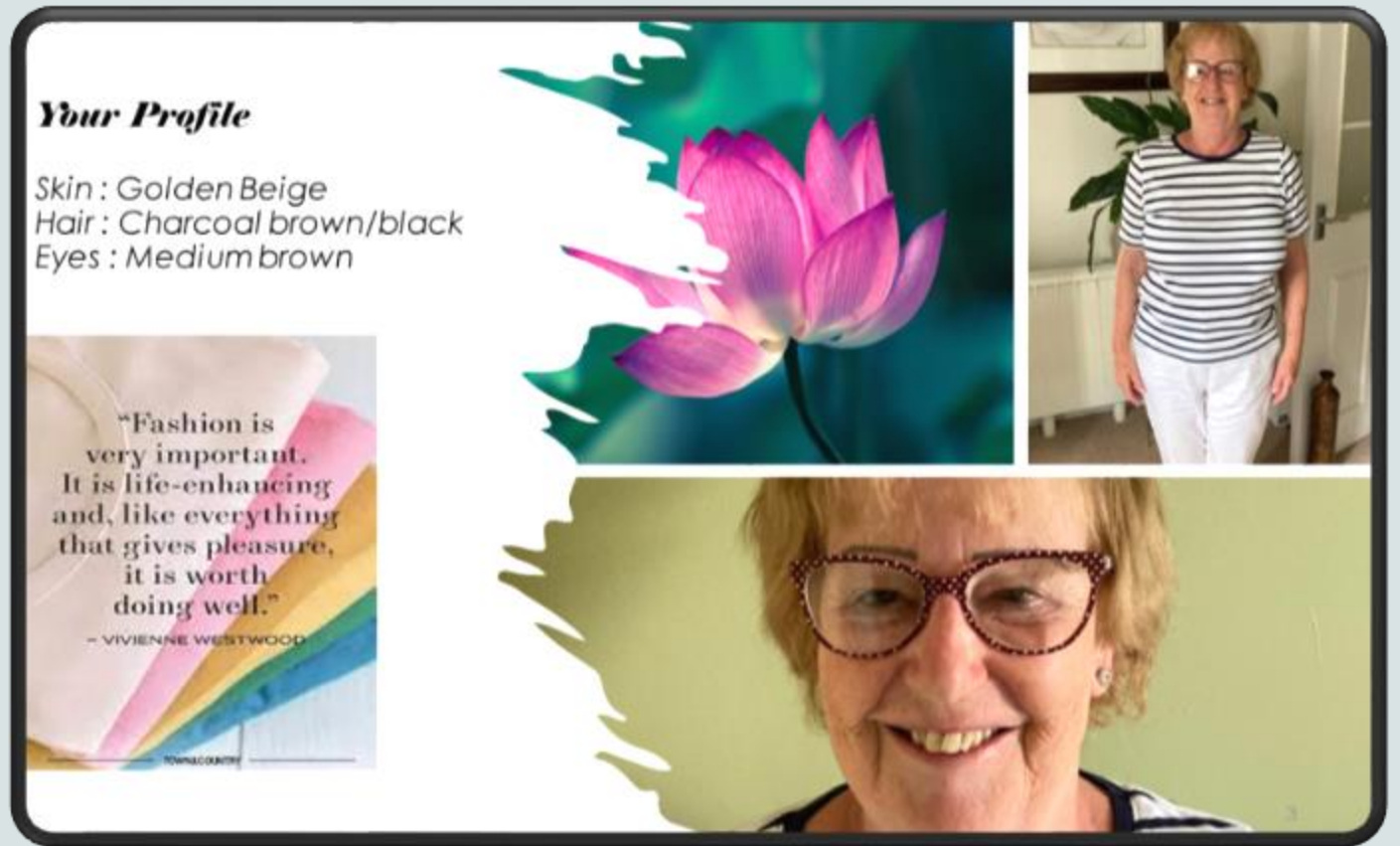
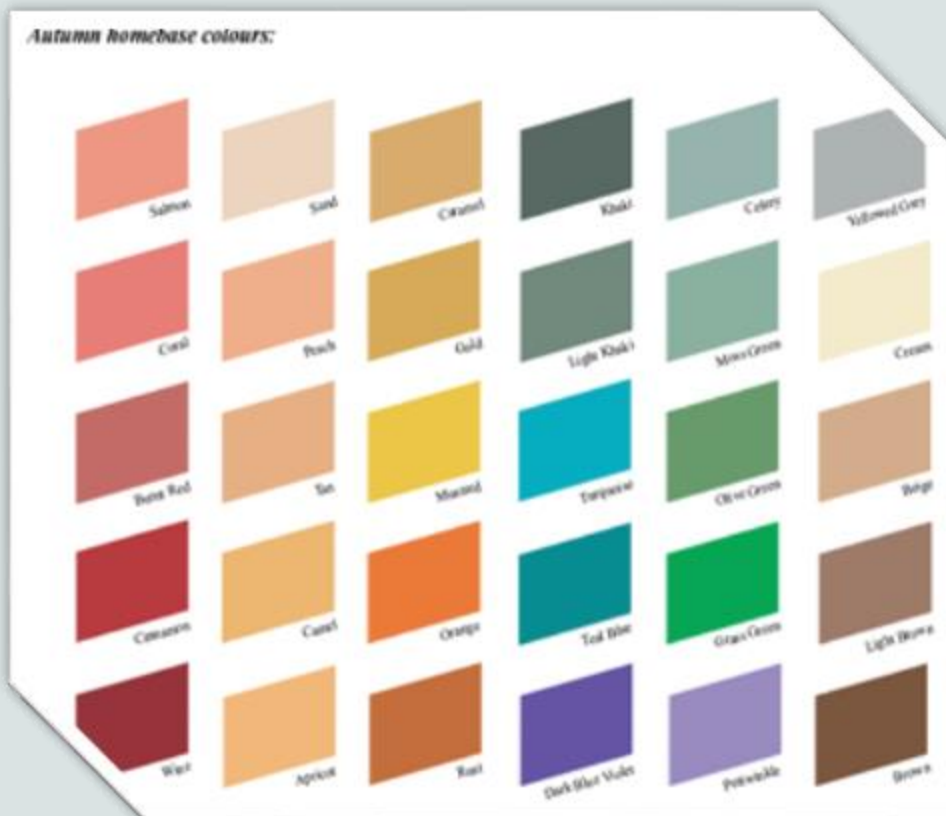
Knee high boots:
Independent local
Clothes store.

Colour Analysis



Colour Analysis for Ann

Upon completion of the Homebase Questionnaire we concluded Ann's Seasonal colours were Autumn.



"I can't believe the range of colours and tones I have to choose from, I'm definitely taking my new colour chart with me when I go clothes shopping again."



Your fun, accent Autumn pieces.

If you're ready to try some color pairings and want to add a dramatic pop of color to your look today then go bold! I promise it will have a big impact on liveliness, effervescence and joy to your soul!

When looking to play with your cooler combo always turn to TEALS and BLUES and greens. They reflect shades of oceans, grass and sky, feel contemporary and street-wise worn together.

NAVY & ORANGE are traditionally nautical combo but combine with modern shapes they create a big impact. Solid blocks of color – orange trench over navy separates or dark blue/deep purple dress with dark yellow/orange boots keep things stylish and fun!!

Examples of outfits for Ann's Autumn/Summer Colours



Film and Magazine Styling



"Beauty begins the moment you decide to be yourself"

—
Coco Chanel

A piece of work to re-invent the fabulous and sweet character of Sandy from the hit musical Grease!

If the film was to have a sequel today, I envisaged for the character to display a modern equestrian edge with a nod to Gucci for which the brand is synonymous for.

Intelligent, sophisticated, opinionated and confident young woman who is a proud supporter of feminine rights.

But hey!!...who could change the classic, timeless leather biker jacket! The staple of urban culture when trying to fit in while maintaining a tough attitude.





Evenly stacked tonal jumpers of different textures and designs.



Soft autumn colours complement a stylish yet casual flat lay complete with handbag, trainers and gold watch. Simple!

LDG Personal Styling

What and Who Inspires Me?





Iconic Designers



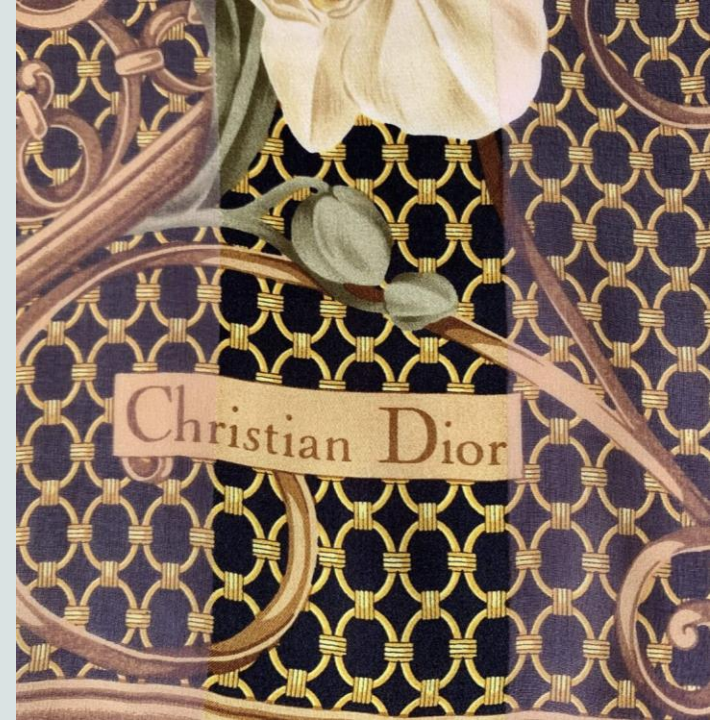
Designer artworks from a selection at Whitehall Galleries. On Aluminium.



Trinny Woodall is a true inspirational business woman.

The passion of Fabian Perez Artworks!

LDG Personal Styling



*If you are interested in finding out
more please contact:*

Email: Louise@ldgpersonalstyling.co.uk

Website: www.ldgpersonalstyling.co.uk

Telephone: 07790 646227



British College of
**PROFESSIONAL
STYLING**

GRADUATE





Be it known that:

Louise Gilchreest

Has successfully and honourably completed a course of studies
in both the theory and practice of Professional Styling
in the areas of Photo, Film, TV and Personal Styling
and has satisfactorily passed the required examinations
as prescribed by the examining body.

Upon recommendation of the College and the approval of
examiners, the abovementioned is hereby awarded this:

Diploma of Professional Styling

In testimony whereof we have issued this Diploma signed by our
hands and affixed the seal of the College this

15th

day of

February 2023



A blue ink signature, appearing to be "K. ...", written over a horizontal line.

Board of Examiners