

HARRIET CROSSLEY

# PORTFOLIO

FASHION STYLIST

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# ABOUT ME

An unconventional being that doesn't lack uniqueness, this is reflected in my skills in fashion styling. The love for fashion stems from the unpredictability of the industry and the fact that everyone has their own take on fashion. My skills in styling have been implemented in an industry environment with my work experience at Pretty Disturbia and working with John Lewis as part of my Degree. I am confident in using a variety of adobe packages such as Photoshop and InDesign. I am hard working and will give a hundred and ten percent in everything I do.

# PERSONAL BRANDING



To whom it may concern...

My name is Harriet Crossley and I am a student studying BA (Hons) Fashion Management & Communication at Sheffield Hallam University.

I am really interested in applying for the role of ... which I heard about from ... as I want to gain further industry experience within a professional environment. I would love to work with you from ... To ...

I believe my skills and experience would really help me excel in this role. I have previously worked on a John Lewis & Partners fashion event as a stylist and created styling content for social media with the brand Pretty Disturbia as well as help shoot products to sell on their platforms. I have styled and directed photo shoots individually and within a group during my degree so I know how the process of photo shoots work. I have also taken these images using a professional digital camera and equipment so I am familiar with the technology used.

My specialized skills include styling and art direction. I would ideally like to work within your styling department.

Overall, I believe you should hire me for this role as I offer valuable skills for your company and I am very passionate and enthusiastic about this role.

Please find below my CV attached and samples of recent work at <https://harrietcrossley.myportfolio.com> and @hlc\_styling

Feel free to contact me for more information and thank you for considering my request

Yours sincerely

Harriet Crossley



## HARRIET CROSSLEY

### EDUCATION

Sheffield Hallam University: September 2018 to present.

Fashion Management & Communication BA (Hons)

Edon Bank Academy: September 2011 - July 2018.

10 GCSEs between grades D to B.

Art textiles, Media Studies, ICT: A levels all graded at D.

### ACHIEVEMENTS

Produced a Trend book in collaboration with Unique Style Platform.

Participated in the organisation of the John Lewis & Partners Fashion Event.

Innovation: the fashion industry, online course, created by the University of Leeds, completed 2018.

### TECHNICAL

Adobe Photoshop

Adobe InDesign

Adobe Premier Pro

Microsoft Office 365

Adobe XD

### ABOUT ME

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### INTERESTS

One interesting talent is the ability to play the clarinet to the standard of grade 7 and this where my love of music stemmed from. Sustainability is something that is a passion of mine and has been further enhanced in the trend forecasting module where the idea of 'Less is More', a form of sustainability, was investigated. Creating creative posts on my professional Instagram account is something I do in my spare time as well as crafting.

### DOB

10 th March 2000

### INDUSTRY INTERVENTIONS

Alastair McEwan (Nogue)

Bikini Berlin (Management)

Tara Josh (Gal-dem)

Helen McCookin (Visual Arts)

Rita Britton (Nomad, Commentary)

Hudson Wright Easton (branding)

Miles Drury (Photographer)

Lucy Warwick (Dazed & Confused Events)

Hugh Mann Adamson (lbi productions)

Vicky Crout (Photographer)

### SKILLS

Styling

Art Direction

Visual Communication

Choreography

Trend Prediction

Time Management

Organisation

Customer Service

Film Editing

### CONTACT

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Website: <https://harrietcrossley.myportfolio.com/>

### REFEREE

Paul Luke

Course Leader  
BA (Hons) Fashion Management and  
Communication

[p.luke@shu.ac.uk](mailto:p.luke@shu.ac.uk)

### EXPERIENCE

#### JD SPORTS - SALES ASSISTANT: JUNE 2019 - MARCH 2020

- Offer styling advice to customers when they are struggling to decide on items or if they ask for advice. Also offering additional items to complete a customers purchase.

- Providing the best customer service possible to customers such as helping them find items they are looking for and that it's the size they want.

- Maintaining the shop floor so it is tidy and presentable at all times.

- Restocking items when they are running low on the shop floor and fixing densities on the shop floor when there is no more of a certain item.

- Meeting shop targets such as kiosk targets by offering customers alternatives when items are sold out or if the item isn't in stock in store, and then ordering the item for the customer to their home address or to store.

#### PRETTY DISTURBIA - WORK EXPERIENCE: JUNE - SEPTEMBER 2020

- Running the Etsy and Snapchat platforms.

- Creating virtual styling sheets to be used on the Instagram.

- Creating styling or makeup based looks on the theme of the week for the Instagram account.

- Help shoot new products to go on ASOS Marketplace.

#### JOHN LEWIS & PARTNERS EVENT

October 2020 - May 2021: Undergraduate project

Responsibilities:

- Styling

- Model Casting



HARRIET CROSSLEY

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LINKEDIN: HARRIET CROSSLEY  
HARRIETLCROSSLEY@  
GMAIL.COM  
INSTAGRAM: @HLC\_STYLING  
[HTTPS://HARRIETLCROSSLEY/  
MYPORFOLIO.COM/](https://harrietcrossley.myportfolio.com/)



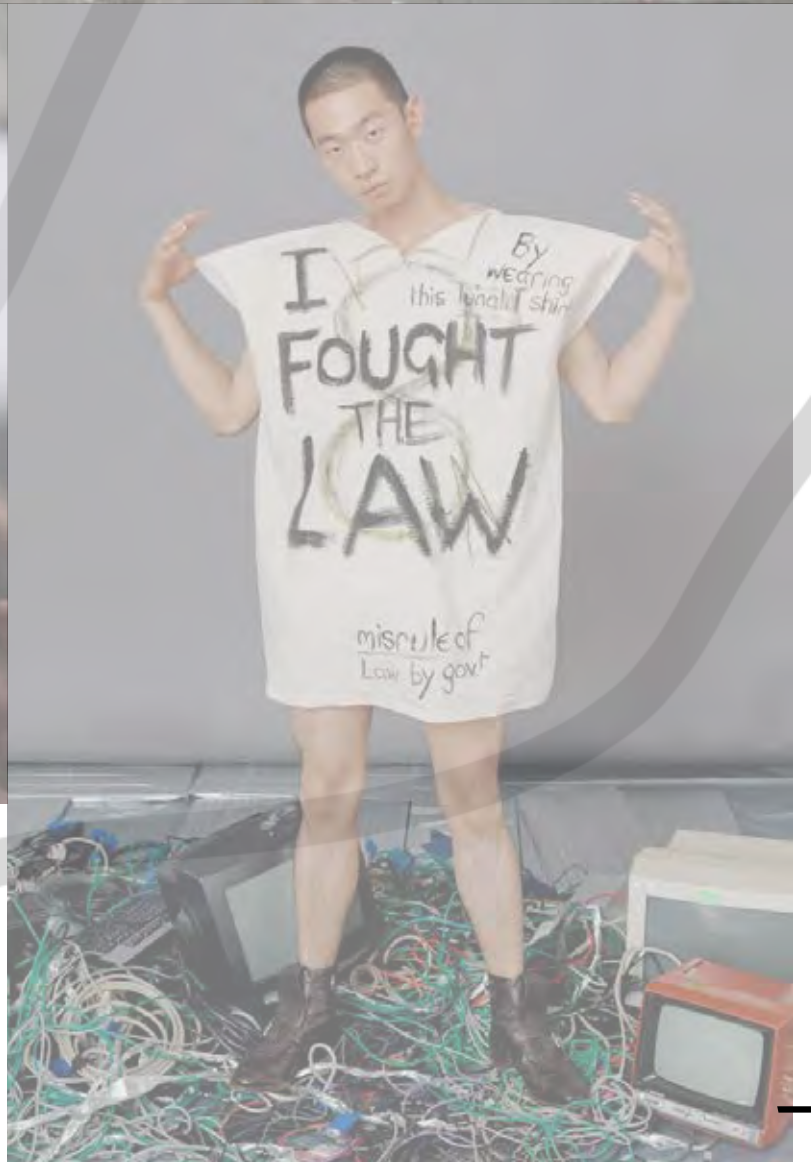
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# CHANGE IS NOW

Final year university project, titled "Change Is Now". The project is based on Gen Z activism. It focuses on movements such as Black Lives Matter, LGBTQ+ rights and the climate change movement. The final outcomes included two art directed photo shoots, a publication, concept film and an online exhibition. My work was inspired by my dissertation: "Are Gen Z expected to dress more politically given the inference they are an activist generation?".





INSPO



# Why?

## Styling

1: Art-directed photo shoot: A protest style shoot using a variety of diverse models. photo's will be taken around sheffield with six models. protest style shirts and protest cards will be made for the models to use. the shoot will contain mainly group shots.

2: Art-directed photo shoot: This shoot will be in the studio using two models. protest style posters will hang from the studio ceiling as well as other props such as the steps in the studio, plastic trash and other trash items etc. mainly individual shots and pair shots to be taken.

3: Art-directed concept film: A concept film based on gen z activism and what impact it has had on them. includes footage from my shoots and a monologue in the background.

4: Visual publication incl. 1, 2, 3 & 4 1000 words narrative: A publication highlighting the importance of gen z activism featuring quotes and interviews from activists and gen z.

5: Mini exhibition: To present my work digitally by projecting my work in the hpo building using projectors and create a 3d view of the exhibition. then publish it on a website for people to view with information about the project.



## WHAT?

THROUGH MY RESEARCH FOR MY DISSERTATION I HAVE DISCOVERED THAT ACTIVISM PLAYS A HUGE ROLE IN GEN Z'S LIVES AND THIS INCLUDES HOW THEY DRESS. ACTIVISM ONLY SEEMS TO BE ON THE RISE AND IN THE FUTURE MAKING POLITICAL STATEMENTS WITH FASHION WILL BE IMPORTANT. GEN Z IS BECOMING THE BIGGEST CONSUMER EVER SO IT IS IMPORTANT TO UNDERSTAND THEM TO BE SUCCESSFUL THROUGH SECONDARY AND PRIMARY RESEARCH I AM EXPLORING THREE MOVEMENTS IMPORTANT TO GEN Z: BLM, CLIMATE CHANGE AND THE LGBTQ+ MOVEMENT. I HAVE RESEARCHED INTO THE IMPACT OF ACTIVISM ON THE WAY GEN Z DRESS AS WELL AS WHAT IMPACT THIS HAS HAD ON THE FASHION INDUSTRY. I HAVE ALSO LOOKED INTO THE IMPACT OF SOCIAL MEDIA ON ACTIVISM. I HAVE CHOSEN THE IMAGE MAKING AND STYLING CATEGORY WHICH WILL BE FOCUSING ON PRODUCING A VISUAL PUBLICATION, PHOTO SHOTS, A CONCEPT FILM AND AN EXHIBITION. THE PURPOSE OF THIS PROJECT IS TO SHOW THE IMPORTANCE OF GEN Z ACTIVISM AND THE POSITIVE IMPACT IT HAS.

IF NOT  
NOW THEN  
WHEN?

# PROCESS

## Wealth?

My final project solution could easily continue in the future as everyday, activism exists. More movements appear and more movements get stronger. Protests may not be as big as they were but they still continue as activism transfers into the online realm. I'm hoping post-submission that my publication inspires even more of gen z to continue with activism or inspire future generations to carry on the torch. As long as activism continues to be mainstream, so will my publication. Future possibilities could be a monthly or weekly issue as well as creating powerful social media platforms to continue the message of activism. Creating merchandise as well could be a possibility and a website to make my publication global.

THIS IS NOT A DRILL  
TIME IS RUNNING  
OUT  
BE A FORCE OF  
CHANGE  
EXTINCTION  
EVERYONE'S GONE  
FOREVER

## With?

To create a successful project I will need to utilize all my existing skills and further develop my art direction and styling skills. Time management is important to get everything finished on time so sticking to my schedule is key. To collaborate with models and photographers my communication skills are vital to get my vision across. My visual communication skills are also important to present my work creatively.

- ✿ Art Direction
- ✿ Styling
- ✿ Adobe Photoshop
- ✿ Adobe InDesign
- ✿ Adobe Premier Pro
- ✿ Communication
- ✿ Organisation
- ✿ Time management
- ✿ Set + Prop design
- ✿ Graphic skills





# REALISATION

## SHOOT ONE

TO REPRESENT GEN Z ACTIVISM, THE SHOOT WILL BE SET LIKE A PROTEST STYLE SHOOT BUT ALSO INCORPORATING ONLINE ACTIVISM. LOCATIONS AROUND SHEFFIELD WILL BE USED AND ALL THE MODELS WILL BE GEN Z. PROTEST STYLE CARDS WILL BE HELD BY THE MODELS WEARING WHITE T-SHIRTS WITH HASH TAGS PAINTED ON THEM AS WELL AS HASH TAGS ON BLACK FACE MASKS. SIX MODELS IN TOTAL WILL BE USED FROM A VARIETY OF BACKGROUNDS. OTHER ACTIVISM SYMBOLS WILL BE USED SUCH AS THE FISTS.

#BLACKLIVESMATTER  
#SAYHERNAME  
#LOVEISLOVE  
#SAVEOURPLANET  
#ACTNOW  
#GAYRIGHTS





## SHOOT 2

THE IDEA FOR THIS SHOOT IS TO REPRESENT THE KEY BELIEFS OF GEN Z. USING THE UNI STUDIO, PROTEST STYLE POSTER'S WILL HANG FROM THE CEILING WITH TRASH AND OTHER ITEMS SUCH AS A PRIDE FLAG, THE FIST SYMBOL HANGING FROM THE STEP LADDERS, REFLECTING THE CLIMATE CHANGE MOVEMENT AND OTHER KEY GEN Z MOVEMENTS. THE SHOOT WILL FEATURE TWO MODELS WEARING THE WHITE HASH TAG T-SHIRTS FROM THE FIRST SHOOT. THE IDEA IS INSPIRED BY THE VIVIENNE WESTWOOD SS20 AND SS19 COLLECTION.

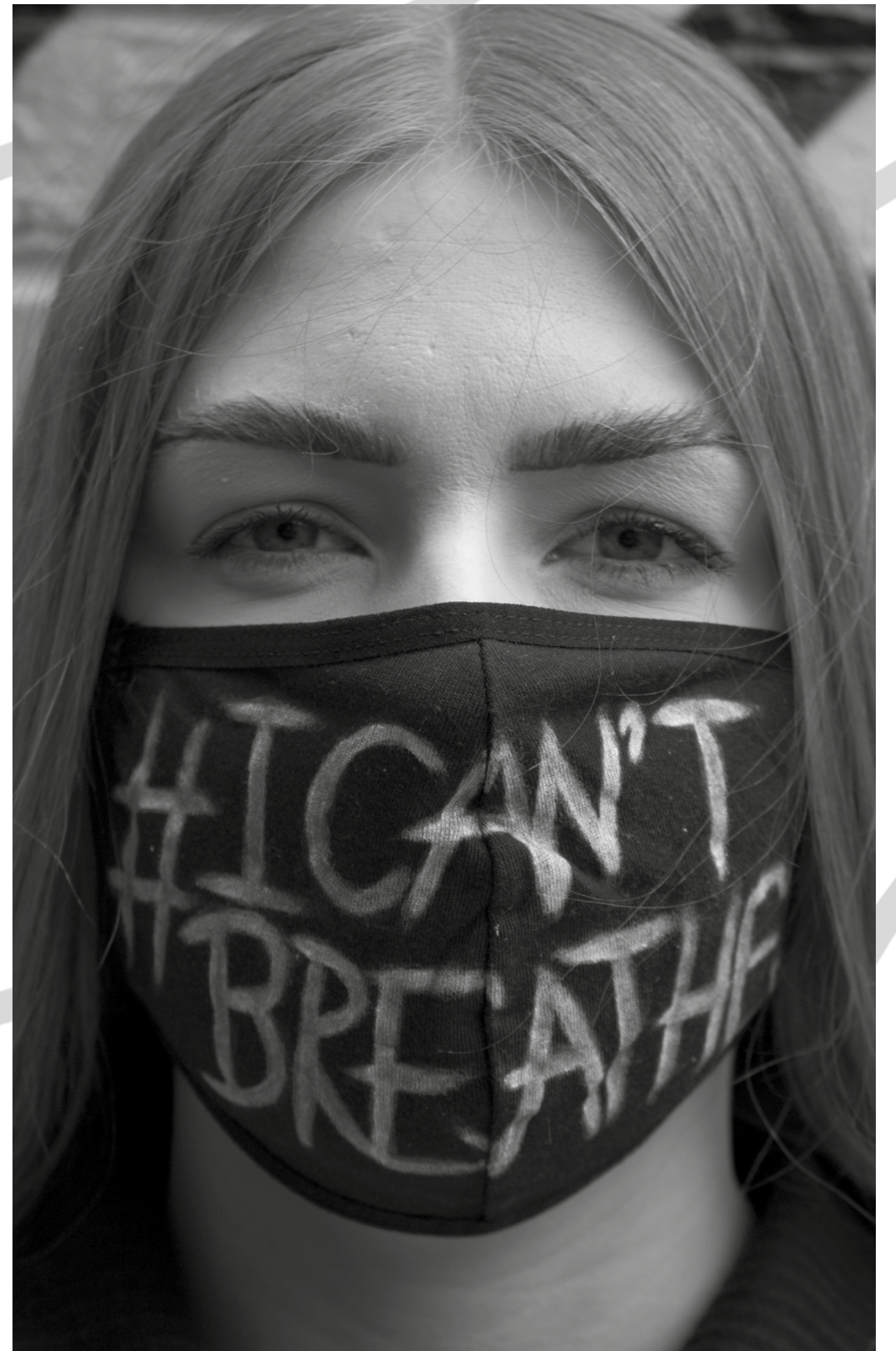






FINAL OUTCOMES









REBEL FOR LIFE REBEL FOR LIFE  
REBEL FOR LIFE REBEL FOR LIFE  
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REBEL FOR LIFE REBEL FOR LIFE



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# JOHN LEWIS 02022

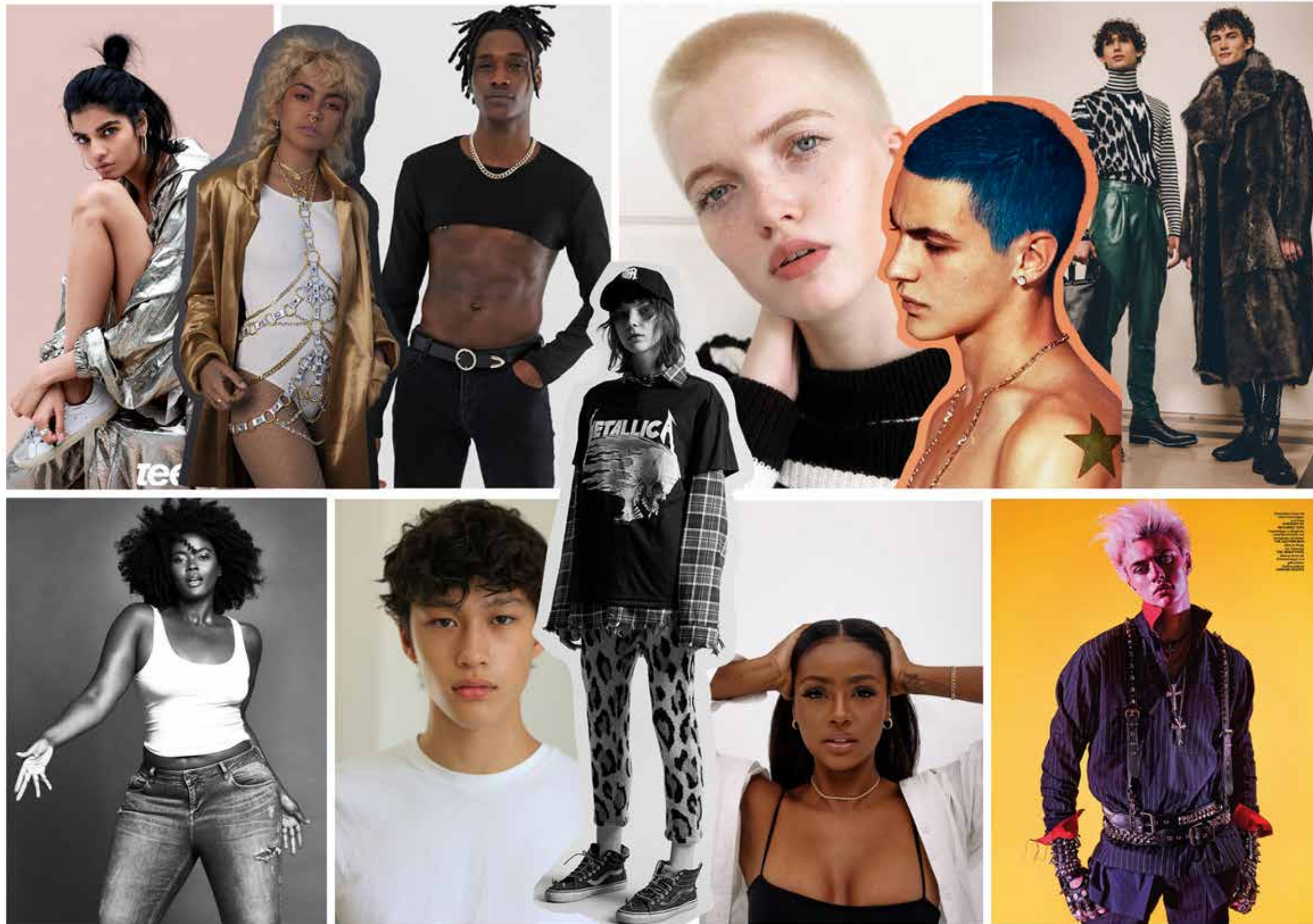
A live project in collaboration with John Lewis & Partners. Working in a group, we were asked to create a collective digital fashion event in collaboration with John Lewis & Partners which will generate a new audience and enhance the company's brand profile. Due to COVID 19 the event was cancelled but we all created a final document containing our Ideas and outcome plans. The roles I worked on were model casting and styling.



INSPO



# PROCESS



MODEL MOODBOARD





JL & PARTNERS CURRENT STYLING



# REALISATION

WOMEN'S STYLING CONCEPT

## UNDERWEAR/LOUNGEWEAR AS OUTERWEAR

Due to the COVID-19 situation, millions are stuck at home. We have decided to do loungewear to target the current climate and added the underwear as outerwear to add a modern contemporary twist to target the younger demographic.

### KEY CONCEPTS FOR STYLING:

- Oversized tailoring such as shirts, trench coats, blazers etc.
- Layering lingerie garments to create unique silhouettes
- Gender fluidity/Gender neutral

### Colour Palette

### KEY PIECES:

- Gloves
- Pyjama suits
- Sport bras
- Tight tops
- Sheer fabrics
- Loose fabrics
- Harnesses
- Mesh
- Corsets
- Bodysuits
- Belts
- Bold accessories
- Garter belts
- Slip dresses





## UNDERWEAR/LOUNGEWEAR AS OUTERWEAR

To link the concept to menswear we are going to incorporate Pj suits, baggy but also feminine style shirts and feminine accessories to apply a gender neutral feel to the clothes. Oversized blazers and trench coats will also be featured to create this modern contemporary loungewear feel to appeal to a younger audience.

### Colour Palette



#### KEY CONCEPTS FOR STYLING:

- Oversized tailoring such as shirts, trench coats, blazers etc.
- Layering lingerie garments to create unique silhouettes
- Gender fluidity/Gender neutral

#### KEY PIECES:

- Gloves
- Pyjama suits
- Tight tops
- Sheer fabrics
- Loose fabrics
- Harnesses
- Mesh
- Bodysuits
- Belts
- Bold accessories
- Garter belts
- Silk scarves
- Oversized blazers
- Trench coats
- Baggy shirts





# STYLING FOR THE EVENT: WOMEN'S

For the event we decided to use six models, so here I have created six outfits using mainly John Lewis & Partners items as well as some that are not. This shows what the concept would of potentially looked like if the event had gone ahead. I did three male and three female looks as this is what we had decided as group. The looks are unisex and some of the items used in the male creations are from the women's section. This is something we had decided for the concept as unisex clothing is a growing trend among youth, the demographic we are aiming at.

The shirt would be loosely fitted and go over the trousers. The top two buttons would also be undone.



The harness will go over the shirt and the bra.

The bra will go over the white shirt before the harness.

The trousers are also loose fitted to give off comfortable and modern vibes, and to fit the lounge wear aesthetic.

I chose nude shoes to go with the colour scheme decided which was neutrals. This goes for all the items picked, I tried to stick to the colour scheme as much as possible.

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## FINAL OUTCOMES

The turtle neck would be tight fitted and tucked into the joggers.



This white bra will go over the turtle neck to add a modern twist to the outfit.



The shoes will be tied over the trousers to create a baggy but also tight fitted feel to the overall outfit.

The shirt will be underneath the dress with the first couple of buttons undone.



I kept the shoes the same style to add a bit of consistency to the looks.

The corset will go over the pink slip dress.



The belt will be fastened over the centre of the corset.

# STYLING FOR THE EVENT: MEN'S

We also wanted to incorporate gender neutral clothing, so these PJ's are a women's set.

The trench coat would be layered over the PJ set and styled undone.

Using loafers adds a smart but casual feel to the outfit and it also adds a modern, unique feel to the overall look.

The pearl necklace has been added to add a touch of femininity to the overall look



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The shirt will be baggy, loose fitting, and styled untucked. The first couple of buttons would also be undone.

The trench coat would be layered over the shirt and styled undone so the outfit can be seen underneath

The top will be tight fitted and tucked into the trousers

Adding the silk scarf gives a feminine feel to the overall look



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# LESS IS MORE

A project in collaboration with Unique Style Platform. The brief was to conduct research to find a new trend that will be used to create a trend book. The trend book forecasts and articulates the upcoming trend and the target audience who will engage with it. The trend I articulated was "Less Is More," a philosophy of simplifying your life and only living with the necessities. Living in the moment.



# INSPIRATION



SLOW FASHION

MINIMALISM





OVER-CONSUMPTION



DE-GROWTH  
MOVEMENT

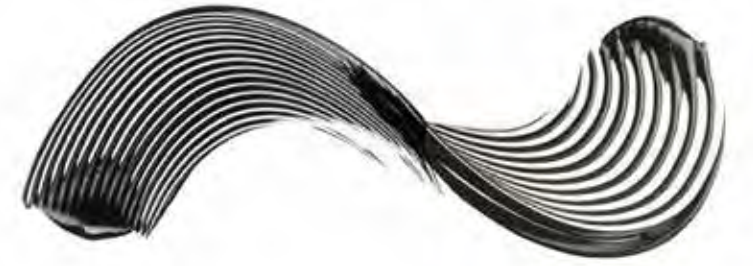


SLOW LIVING LIFESTYLE





PROCESS





IMAGES FROM THE SHOOT PRODUCED  
FOR THIS TREND BOOK



# REALISATION



## What is less is more?

A philosophy of simplifying your life and only living with the necessities; living in the moment. Going against society telling you to consume and buy more luxury items to keep you happy. Its freedom not feeling tied to material possessions and gaining a new sense of purpose and independence. Owning less items but of higher quality that will last you a lifetime. Living peacefully and cutting out the negativity. It's about organizing your time to prioritise the more important things in life, a social change towards sufficiency.



How does living with less benefit us?

Living with less helps us with our finances. Only spending money on essentials and spending less on things you don't need will increase your savings and will help you achieve your financial goals. The more money you have means you can afford to buy higher quality products which will last longer. This has a positive impact on the environment as the less we consume and buy, the less damage we do to the environment. Having less clutter around increases your productivity and creates a calming environment. Fewer things in your home means less tidying so more time for things that matter the most. The more belongings you own the more they own you. No more feeling tied down to material possessions in your home which gives you a new sense of independence. Living with less gives us the freedom from the comparison game.



# FINAL OUTCOMES





"Millennials and gen Zers are craving an antidote to excess consumer culture amidst product fatigue and environmental concerns" (Jones, 2019)



"Owning less means there is less you need to worry about and less likely to struggle with decision fatigue" (Chimre, 2019)



"The time of thoughtless design for thoughtless consumption is over"

- Dieter Rams

"There is a two-way relationship between materialism and nihilism: materialism fosters nihilism, nihilism fosters materialism."



"We have an economic model based on perpetual growth - even though it may leave a trail of unsustainable debts, mental illness and broken relationships. Social atomization is maybe one of the best sales strategies ever created" (Nahapiet, 2010)

"You cannot do not bring you happiness."





# RETROFLEX

A group project working with a client. The brief was to produce a communication strategy and shoot for our client, Retroflex. Retroflex is a second hand vintage store based in the North of England.

# INSPO







PROCESS





# FINAL OUTCOMES



