

# ALICE CHADBAND

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FASHION STYLIST & CREATIVE

## PERSONAL PROFILE

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Creative, practical Fashion and Business graduate with a passion for styling, currently working as a Freelance Fashion Stylist and Visual Merchandiser. My styling has ranged from Music Videos, Photography Workshops, Brand Collaborations, E-commerce, Lifestyle Shoots and Lookbooks.

Additionally, I manage an ASOS Marketplace Boutique selling vintage clothing. Duties for this ranges from sourcing vintage clothing, styling the product for on-line upload, managing social media accounts, writing product copy and networking/ negotiating with wholesalers.

## CONTACT

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ACHADBANDSTYLING



ALICE CHADBAND



ALICE PORTFOLIO



## STYLING JOBS AND COLLABORATIONS

DEMOS CLOTHING

36EXP

YUE

BIRMINGHAM MAIL

ANDREA DI GIOVANNI

HOT MAMAS CLOTHING

SHADY BLUE ARTIST

## ASSISTING

KOWTOW E-COMMERCE COLLECTION SUMMER 2020

NEW LOOK SUMMER CAMPAIGN 2019

HAMISH RUARAI DH WIRGMAN FOR TANK

MARGERITA ALAIMO FOR METAL

## EDITORIAL PUBLICATIONS

33 MAGAZINE

ELEGANT

VOOM

LOVEBITE

BEANU

## VM & SET DECORATION CLIENTS

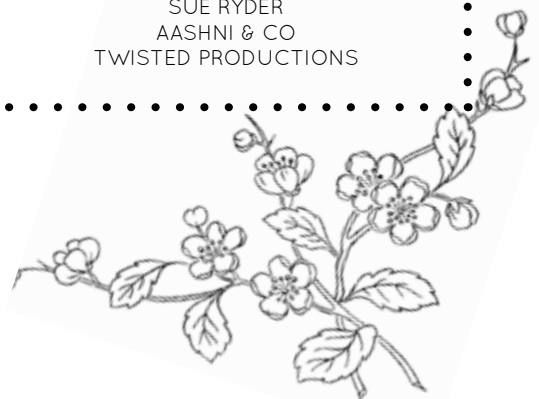
KRAKEN RUM FOR HELS ANGELS

CRISIS

SUE RYDER

AASHNI & CO

TWISTED PRODUCTIONS



# INDUSTRY EMPLOYMENT

June 2017- Present

## **FREELANCE STYLIST & VISUAL MERCHANDISER- NIKE**

Assisting Nike Visual team as a floor stylist/ Visual merchandiser. Duties include dressing & changing outfits on mannequins, assisting with seasonal and trend led floor and fixture changes, and creating visually enticing in-store and window displays that comply with Nikes visual guidelines, embody their brand ethos and empower the consumer.

September 2018- October 2018

## **EVENTS ASSISTANT- STUDENT SHOPPING UK**

Role is a combination of organising and working at the live events, along with working based in the office. Office duties include; contacting colleges to inform them about the company, setting up the events pages on Facebook and dealing with students queries. I have also been hiring promotional staff in the lead up to the live events. Other duties include contacting brands PR departments for partnerships at live events. Live events duties include travelling to colleges and university Freshers Fairs around the UK, encouraging them to register to events. I also am responsible for a team of 2-10 promo staff, and set up for the live event, manage student entry and provide on the night assistance.

October 2017- June 2018

## **VISUAL MERCHANDISING ASSISTANT- VICTORIA'S SECRET**

Part of the Visual Merchandising team for Global Lingerie brand Victoria's Secret. Visual duties for this role include;

Assisting with floorset and placing new product, merchandising product and collections creatively whilst adhering to brand guidelines, dressing and styling mannequins. The role requires using knowledge of the consumer and department best-sellers to find the most commercially viable solutions when products sell down on the floor. A fast pace and strong practical skills are necessary in this role as I am also required to alter and rebuild wall displays, shelving and rails to optimise product placement.

February 2017- May 2017

## **BUYERS ADMINISTRATOR- FIGLEAVES**

Work across both Own Brand Lingerie and Swimwear teams. My duties include raising purchase orders, presenting best & worst selling products in trade meetings, updating the critical path and adding new lines to the range plan, ordering and managing samples for shoots and fittings, chasing suppliers, monitoring competitor activity and general data entry and administration duties.

August 2015- September 2015

## **SOCIAL MEDIA/ MARKETING ASSISTANT- CLAUDIO LUGLI**

Duties in this role included managing Ebay, Pinterest and Depop accounts, along with writing editorial pieces for online style hubs. Also assisted with warehouse tasks such as stock counts, packing orders and processing returns.

March 2015- May 2015

## **PR ASSISTANT- BEYOND RETRO**

6 week internship at leading Vintage retailer in the Press Department. Duties include managing Stylist Loans and returns, arranging stylist appointments, hand picking stock for call-ins, assisting with the e-com and look-book shoots and tracking and backlinking coverage, as well as sourcing blog inspiration and ideas.



## PERSONAL SKILLS

COMMUNICATION  
INTERPERSONAL & TEAM WORK  
CREATIVE DIRECTION  
CONCEPT CURATION

## PROFESSIONAL SKILLS



PHOTOSHOP INDESIGN MICROSOFT

## EDUCATION

**BIRMINGHAM CITY UNIVERSITY 2013-2016**

**BA HONS, 2:1, FASHION BUSINESS AND PROMOTION**

**SOUTHEND HIGH SCHOOL FOR GIRLS**

3 A-Levels passed grade BBC

10 GCSE's A\*-C including English and Maths

## REFERENCES

**Alison Rapsey**  
Course Director  
Alison.Rapsey@BCU.ac.uk

**Alex Harris**  
Victoria's Secret Manager  
07545329604

**Scott Collier**  
Mash (Nike) Account Manager  
07852329352