

Output 1

1. Name of Researcher:	Jacqui McAssey (& Clare Buckley)		
2. Title	Publication: Basics Fashion Design 08: Styling ISBN 9 782940 411399	3. Date of Output	June 2011
4. Research Question	How has the stylist become an integral part of Fashion image making.		
5. Location/Publisher	AVA Academia (published internationally)		
6. Context and description of the research project or activity (150 Words)			
<p>Fashion styling as a subject area is relatively new; Mastering Fashion Styling (published in 1999) by Jo Dingemans was the only book available but did not contain images. AVA Academia commissioned JM and CB to produce a publication for their Fashion Design series on fashion styling to include 200 visuals.</p> <p>The book was written in conjunction with the development of BA (Hons) Fashion Promotion with Styling at UCLan and examples of undergraduate work feature in the book alongside many professional examples (sourced by Clare Buckley).</p>			
7. Context of the output (100 Words)			
<p>Basics Fashion Design 08: Styling is the first comprehensive illustrated text book on fashion styling. The publication covers: a brief history of the origins of fashion styling, key stylists past and present, aspects of the job, essential research, a description of the sectors within styling, preparation and production of a shoot, and the presentation of fashion online within retail, fashion shows and blogs. Writing is supported by case studies by both graduates and practitioners.</p>			
8. Citations	Reviews attached on next page		
9. Funding Details	Consultancy	10. Funding provider	AVA Academia
11. Partners/Collaborators	AVA Academia		

'One of AVA Basics more recent additions to this splendidly useful series is the Fashion Styling guide. Written by Jacqueline McAssey and Clare Buckley, it explains why and how the fashion stylist is now a valued and integral part of the fashion industry. The first section of the book explains how fashion stylists emerged and evolved, before setting out key aspects of a career in this field - such as the importance of research and sourcing. The book includes interviews and case studies throughout. It traces the emergence of this relatively recent career choice back to the 1980s, revealing significant figures such as Ray Petri, regarded by many to have been the first modern 'stylist'. The many guises of a fashion stylist today and the varied fields that they work in are set out clearly in a richly illustrated and accessible format. Many examples of inspirational styling work are included which detail the work of current professionals. The book also features some great examples of work by undergraduate students studying in the field. It shows how students have to work with often extreme budget constraints, but use their imagination and inventive sourcing methods to achieve impressive end results. The book also reveals that many skills are required for this career and that the job often demands much physical stamina too. Team-working skills are key, as well as resourcefulness and imagination. In short, this book is comprehensive and clear, packed with lots of practical advice - it is a great guide to a career in fashion styling.'

Joyce Thornton, Arts Thread blog, October 2011.

'For the level 3 students who are interested in styling this is a useful and insightful resource. The layout of the book is well considered and easy to read, with great inspiring visuals. The book contains useful information about the role of a stylist, drawing similar parallel approaches for inspiration as a designer, in terms of research methods, use of imagery and market/trend awareness. It also informs the student of the practicalities and organisation of a stylist's role behind the perceived glamour of a photo shoot, offering useful tips and guidance. The book will also be useful for students to refer to when styling their first outfits for their graduation look books and will also inform them for future fashion shoots/look books. I would recommend this book for level 3 students and will include it on their reading list. It will not only offer an insight into styling, but be useful in expanding students overall knowledge of the fashion industry and related career opportunities.'

Krystyna Kolowska, Nottingham Trent University, UK.