



Lauren Croft

Fashion Stylist / Costume Assistant

Lauren is an experienced Fashion Stylist and industry professional, with six years of experience working around luxury, contemporary and sustainable brands. Upon completing a diploma in Fashion and Personal Styling and then graduating with a BA (Hons) from the University of the Arts, London College of Fashion, this multidisciplinary education approach has given her valuable skills and professionalism that has led to working with a large number of successful clients and established brands of today. Working for Editorial, Commercial and Talent styling; Lauren has a strong understanding of the client's vision, and bring it to life. Lauren works very well in a fast-paced environment and thrives under pressure. She is well-versed in colour, quality and composition; her eye for detail and visualisation manifests in contemporary fashion trends of today.

September 2020 – present

Fashion Wardrobe Stylist

Freelance

Attentive and proactive, hands on experience working with multiple Creative Consultants and industry professional for editorial, talent, conceptual and commercial work.

August 2022 – Present

Womenswear Stylist

Part-time

Stylist for Harvey Nichols Womenswear department

June 2022 – March 2023

In-House Stylist and Art Director

UKIYO Modelling Agency

Working alongside the Technical Director and Brand Communications, focusing on each model's individual appearance and style.

Agent: Chin

Call: +44(0)7447 448 719 / +44 (0)207438 2099

Email: chin@melanin-agency.com

November 2021 – May 2022

Junior PR Executive

Fluorescent PR

Ensured all press coverage was scanned and clipped, ready to send to brands.

June 2021 – November 2021

Fashion Wholesale Intern

Brand Stable

Opening the bridge between luxury, style and clientele; supporting the Brand Stable Agency to offer the designer a place for Children's designer wear, established in Buying, Visual Merchandising and PR Communication.

Training & Qualifications

**BA Fashion Visual Merchandise
and Branding 2021**

London College of Fashion

**Online Fashion and Personal
Styling Diploma 2020**

London School of Trends

References

Available upon request.

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