

Stylist training

Personal Styling Course

certified training with theory and lots of practice in small classes

Personal Styling Course

Get a Fashion Stylist Certification with our Image Consultant Training and Personal Shopper Course – Also available Personal Image Workshops

Taking into account the increasing concern of society for their personal image, there is also an increase in the demand for someone to help in this direction, helping people to develop a personal style that fits in with each person, from their personality to their social position, whether through clothing or accessories. It's in this context that **Swiss Fashion Academy** decided to develop the **Personal Stylist Course** (Fashion Advisor), to give the opportunity to the enthusiasts of this market niche to transform their "hobby" into a career, and to become Personal Stylist Freelancer, or even just for their personal use.

Our school offers the Personal Stylist course in several languages. Some of the practical lessons are held in mixed groups. This is a clear advantage, as it enables an exchange with other cultures during the course. You can find our current offer on our website [Swiss Fashion Academy](#)



Personal Stylist Training- Your stepping stone to working as a Personal Stylist or Fashion Consultant.

The **Fashion Consultant** or **Personal Stylist** is the professional who acts with the objective of helping his/her client to dress well in the most diverse occasions, assisting him/her in shopping, indicating the types of cuts, colors and accessories that best fit him/her taking into account both physical and psychological aspects.

The Personal Stylist always follows the trends closely, from colors, fabrics, cuts and textures, and can also sometimes work for companies in the industry, clothing stores, or events with segments of the industry, such as collection launches. The Fashion Consultancy professional not only helps in the way of dressing his clients but also sometimes elaborates brand strategies. Also by having a Fashion Stylist certification, you can administrate Personal Image Workshops.



Objectives of the Personal Styling Course:

Learn to use non-verbal communication tools, through appearance and body language, in composing one's personal image;

Address theoretical and practical aspects, enabling participants to define a wardrobe suited to their physical type and personal style;

Design notions (colour, texture, cut, etc.) for harmonious coordination of clothes;

Learn to analyse, coordinate and plan shopping for items of clothing based on specific needs, preferences and lifestyle;

Know how to select the clothes that will represent you properly and authentically.



Personal Styling Course – Theoretical content:

What is personal image, it's social and psychological aspects;

Elements of design;

Physical body types;

Clothes: models, fabrics, patterns;

Accessories;

Personal style: definition and composition;

Hair and makeup;

Wardrobe assessment and planning: coordination of articles, suitability for different occasions;

The importance of non-verbal communication, how to interpret people's behaviour and convey messages through gestures;

Notions of etiquette and how to behave in a professional and social environment ;

Personal Styling Course– Practical content:

How to use colours, textures, silhouettes, fabrics to enhance your physical body type;

How to dress appropriately for each occasion;

How to dress accordingly with one's personality;

How to value ourselves through clothes, while ensuring that your clothes help you to

achieve your objectives;
How to establish a coordinated wardrobe;
How to dress economically;
How to choose accessories;
Hair and makeup;
Body language and etiquette;
Notions of etiquette and how to behave in a professional and social environment.



Conclusion of the Imagen Consultant Training/Personal Shopper course and Image Workshops:

The final theoretical tests will be evaluated and scored by the instructor, taking into account the following criteria: Creativity, professional and technical knowledge. The successful students will receive a **Fashion Stylist Certification** from the **Swiss Fashion Academy**, which will guarantee them the competence to work in the area both as an employee and as a freelancer.

Course Details

Location

Lausanne
Zürich

Duration

3 Months

Start Date

On Request
28.08.2026

Days & Times

On Request
Tuesday
09:00 to 13:00

What's Included

Course materials and exam fee
Personal support from experienced instructors
Modern, practical techniques
Certificate upon successful completion

How to Enrol

- 1 Choose your payment option (Monthly Installments or Full Payment)
- 2 Select your preferred location
- 3 Choose your course start date and schedule
- 4 Select your payment method (Online Payment or Pay by Invoice)
- 5 Complete your registration and secure your spot

Course Fee

Complete package including course materials, exam fees

1 Choose Payment Option

Choose a payment option below to register for this course.

Monthly Installments

CHF731.67/ month
No fees or interest
Select monthly plan

Full Payment

CHF2'195.00
3% discount will be automatically deducted
Select full payment

Benefit from attractive discounts

10% discount applied from the second course or seminar attended at the [Swiss Beauty & Hair Academy](#), including [Swiss Fashion Academy](#) and [Swiss Nutrition Academy](#) courses and seminars
3% discount for immediate payment of the entire course fee
Payable in monthly instalments without fees and interest

Our service promise

Convince yourself of the quality of our courses. Take advantage of the personal consultation and the non-binding trial lesson to get a better idea of the fashion design course.

Personalised advice
non-binding trial lesson
EduQua certified institute

