



# Giulia Donati

Fashion Stylist/Consultant

London, UK

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## Links

[LinkedIn](#) [Instagram](#)

## Languages

English (Fluent)

Italian (Fluent)

## About

### BRANDS WORKED WITH

Dickins & Jones (House of Fraser Flagship Store)

House of Fraser Kensington High Street

NET-A-PORTER

Universal Display

YOOX NET-A-PORTER GROUP

## Experience

### ● FREELANCE STYLIST, ART DIRECTOR & CONSULTANT

| Jan 2016 - Now

Amazon Fashion, Allsaints, River Island, Ted Baker, Bauer Media, Matches Fashion, Harvey Nichols, Selfridges, Farfetch, Packshot, Style.com, SeventySeven, StyleShoots, TopMan, Toast, DeBeers, Estelle & Thild, Max&Co, The Rake Magazine, Moda Operandi, Affix, Creative Drive, Monsoon Accessorize.

### ● WINDOW STYLIST & VISUAL MERCHANDISER

House of Fraser Kensington High Street | Apr 1998

Work placement within the Visual Merchandising and Window Dressing department.

### ● GLOBAL ONLINE STYLING & STUDIO PRODUCTION TEAM LEADER, NET-A-PORTER, THE OUTNET

YOOX NET-A-PORTER GROUP | Jan 2012 - Dec 2015

**STYLING & ART DIRECTION:** Art direction & quality control of all product shots for websites. Oversee Online Styling Editors on training and development of the Styling Teams across 3 channels (Net-a-porter, The Outnet, Mr Porter) in London and New York. Supported transition between shooting uploads product on models rather than mannequins. Provided guidance to Photography, Video and Retouch Teams to ensure in house standards were always met. Created and updated Company styling guidelines, managed test shoots to introduce new ways of shooting product for Upload (styled shots from the back or side to best represent each item, videos for high value accessories, recognizable shots for hats and sunglasses...) Review and approval of outfits with Stylists before shooting on models. Quality checking and approval of images before uploading on e-commerce web sites. Leased with Editorial and Buying Teams to ensure styling direction was cohesive between upload and editorial Styling and brands identity was maintained. **PRODUCTION:** Lead and oversee Studio Coordinators across the 3 channels to meet Studio daily and weekly targets. Upload & weekly sets planning. Managed and coordinated re shoots. Increased productivity by implementing and reviewing Studio processes. Created, reviewed and improved apps and programs used by Studio Teams with IT department to increase productivity. Introduced processes to manage and lower stock damage and loss. **Casting. TALENT ACQUISITION & MANAGEMENT:** Recruitment and development of Styling Teams. Introduced and managed Company's Studio Work Placements program. Sourced and managed freelance Stylists and Assistants. Collaborated with Learning and Development Team.



### ● SENIOR ONLINE STYLIST

NET-A-PORTER | Aug 2003 - Dec 2011

Styling and approval of outfits for upload product that were on brand, on trend and translated runway looks and seasonal trends for our customer. Styling of still life images for accessories and ready-to-wear for upload product and seasonal look books and publications, editorial creative still life shoots for weekly issues, marketing ad campaigns, social media and promotional material. Created and updated Company styling guidelines. Worked alongside IT and Visual Merchandising Teams in creating and developing bespoke programs to facilitate the Upload process. Developed



current Upload process involving all Studio Production Teams. Introduced and managed Styling Work Placements Team. Trained US Styling Team and supported set up of the new production studio in New York.

- **FREELANCE WINDOW DRESSER & VISUAL MERCHANDISER**

| Jan 2001 - Jul 2003

Nicole Farhi, Whistles, Debenhams, Dorothy Perkins Implemented window schemes, styled mannequins and accessories displays, both in windows and on shop floors. Visual merchandising of stores.



- **SALES EXECUTIVE & SHOWROOM MANAGER**

Universal Display | Nov 2001 - Jun 2002

Mannequins & display solutions manufacturers. Worked on a one to one basis with clients to meet their requirements and liaised with the Company's designer, sculptor and make up artist to provide the best solutions. Scheduled production and delivery of mannequins. Clients included Arcadia Group, Marks and Spencer, House of Fraser and Zara.

- **WINDOW DRESSER & STYLIST**

Dickins & Jones (House of Fraser Flagship Store) | May 1998 - Dec 2000

Responsible for scheduling, styling and implementing displays for the store windows and womenswear designer departments. Trained and supervised junior members of staff, freelance stylists and work experience.