



Sharon Crawford

Art Director & Fashion Stylist
Freelance

📍 London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

Languages

English (Native)

Italian (Work Proficiency)

About

EXPERIENCE

12+ years of industry experience

EDUCATION

BA Fashion Communication, Central Saint Martins

CLIENTS

Net-a-Porter, Threads Styling, Browns Fashion, Harvey Nichols, Vogue Talents, Vogue India, Mr Porter

DRIVEN TO DELIVER

- Push through creative vision from concept to completion
- Detail-oriented & skilled at creating polished presentation decks
- Consistently deliver relevant on-trend imagery and styling to customer/client

TEAM ORIENTED

- Experienced and effective art director & team leader
- Ability to ensure team meets deadlines and fulfils briefs
- Keen collaborator with strong industry relationships

CONFIDENT CREATIVE

- Highly skilled at telling brand story through styling and art direction
- Considered presenter, experienced in face-to-face with upper management & clients
- Strong ideation and conceptual thinking

BRANDS WORKED WITH

Alexander McQueen

Dazed & Confused

Karl Plewka For March 2005 Crystallized Swarovski Magazine

Paul Smith

the Net-A-Porter Group

The Telegraph

Vogue India

Experience

● Art Director & Fashion Stylist

| Jan 2019 - Now

Working across end-to-end content and imagery from ideation to planning, production and delivery within luxury womenswear, menswear and fine jewellery.

ECOMMERCE & SOCIAL

Art direction & Styling for clients: Threads Styling, Harvey Nichols, Browns Fashion, Faberge, Mr Porter, Net-a-Porter and Amazon Fashion

BRAND PARTNERSHIPS & EDITORIAL

Conceptualisation, Styling and Production for clients: Net-A-Porter, Vogue.it, Blanc Magazine

STYLE CONSULTATION

Style Guide Creation for branding/design agencies for global FMCG clients

● Senior Stylist

the Net-A-Porter Group | Jan 2016 - Jan 2019

TEAM LEAD

- Led creative and styling teams to generate best-in-class e-commerce imagery
- Trained and mentored new and junior team members
- Developed and nurtured positive team culture
- Regularly liaised with and presented to department heads.

CREATIVE DELIVERY

- Cross-departmental collaboration; aligned e-commerce styling with editorial and buying to ensure sales targets were achieved
- Approved imagery and gave art direction to Photography and Retouch
- Provided strategic and tailored brand counsel across a wide range of brands (including niche and luxury)
- Oversaw creation of guides on style, model and brand alignment

INNOVATION

- Initiated testing and innovations to improve look and feel of the site
- Improved model casting by developing guides and processes that diversified NAP aesthetic

- **Fashion Stylist**

| Jan 2014 - Jan 2016

- Clients include Vogue Italy, Wieden & Kennedy and Ogilvy
- Contributor to Vogue Talents platform; pitched styled and directed fashion editorials and fashion week reports featuring emerging design talent



- **Fashion Stylist**

Vogue India | Oct 2011 - Oct 2013

- Conceptualised, styled and directed main fashion editorials alongside internationally renowned creatives
- Established and developed key relationships with luxury brands, and PR's, managing coverage of advertisers
- Brand representative at key events
- Styled celebrities and personalities at Vogue events
- Collaborated across departments to style and edit stories across the publication
- Managed and fashion assistants and fashion cupboard



- **Fashion Assistant Internship**

The Telegraph | Sep 2006 - Nov 2006

Assisted stylist Clare Richardson
Managed fashion cupboard
Visual research projects

- **Fashion Assistant Internship**

Dazed & Confused | Mar 2005 - Mar 2005

Assisted fashion editors Karen Langely & Nicola Formichetti



- **Design Assistant Internship**

Alexander McQueen | Dec 2004 - Feb 2005

Assisted in Design Studio with surface pattern and placement, visual research, graphics & colour ways
Assisted Womenswear designer Alex Muller



- **Press Office Intern**

Paul Smith | Oct 2004 - Dec 2004

Assisted in showroom styling Collated press coverage reports

- **Fashion Assistant**

Karl Plewka For March 2005 Crystallized Swarovski Magazine | Oct 2004 - Oct 2004

Managed call-ins, returns, and sourcing Assisting on shoots