



# Fiona Fernie

Fashion Stylist & Art Director

📍 London, UK

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## Links

[Website](#)

[LinkedIn](#)

## Languages

English (Native)

## About

Experienced stylist and art director with over a decade of experience across fashion, film, video, and social projects. Have worked both in-house at renowned agencies such as Seventy7 and Farfetch, as well as in a freelance capacity for notable brands like Sweaty Betty, Chase Bank, and Penfolds.

In the past year, I've led various projects as a creative director, including the direction of a video campaign for The Telegraph. My expertise extends to concept development, project management and storytelling.

Additionally, I have worked in the wardrobe department across feature films, with my most recent role being as costume supervisor on an independent film called Raging Grace. Which has now gone on to win multiple awards in film festivals around the world in 2023.

### BRANDS WORKED WITH

- Farfetch
- Independent Film
- Netflix
- Platinum Media & Communications
- Seventy7 Group

## Experience

### ● Fashion Stylist & Art Director

| Aug 2021 - Now

My attention to detail and ability to understand and execute the vision of each brand has allowed me to create stunning, impactful and memorable looks for editorial shoots, advertising campaigns, personal styling and ecommerce. In the past year I've taken on more roles as creative director across projects including leading a video campaign for The Telegraph.



### ● Costume Assistant

Netflix | Jun 2021 - Aug 2022

Matilda the Musical - JUNE 2021 - JULY 2021  
Crowd costume dressing  
Execution of costumes on set for camera  
Assistance during costume fittings  
Organisation of costumes

### ● Costume Supervisor

Independent Film | Oct 2021 - Dec 2021

Raging Grace - 2021  
£3,000,000 budget  
Starring Leanne Best, David Hayman, Maxinne Eigenmann



### ● Senior Stylist

Farfetch | Nov 2020 - Apr 2021

Styling and executing high quality looks on set  
High level of research on all looks to be presented  
Supporting and offering guidance to the in house styling team  
Excellent ability and knowledge of proportions, silhouettes, brand DNA, shoe choice and overall execution of a look

### ● Senior Stylist

Seventy7 Group | Mar 2018 - Oct 2020

Overseeing and executing the styling for Tom Ford, De Beers, Thomas Pink, Jigsaw, Jimmy Choo, Anthropologie, Bourjois, COS, Liberty and Fred Perry  
Create and oversee the development of style guides  
Support in training and development of the styling team

Leading weekly meetings with the styling team  
Creating on brand and inspirational looks for all clients

- **-Lead Stylist, John Lewis**

Seventy7 Group | Mar 2017 - Mar 2018

Oversaw and executed the styling for mens, womens and kidswear across the John Lewis brand for e-commerce and campaign  
Worked closely with the in-house team to redesign their online presence and overall website

Created, styled and produced the style guide, which was then used across Seventy7 and John Lewis

Accurately following detailed client briefs

Signing of imagery and quality control; deciphering reshoots

- **-Junior Stylist**

Seventy7 Group | Jul 2016 - Mar 2017

Assisted with on-set styling and prepped outfits

Assisted with product stills styling, ensuring the style guides were followed and that the product was reflected with luxury and consistent imagery

Knowledge and interest in photography and lighting

Managing multiple projects to meet daily targets

Collaboratively working with a wide team of people on and of set

- **Freelance Stylist**

| May 2014 - Jun 2016

Working with high end clients in Sydney and London.

Pages Digital, Oyster , Woman's Day, My Kitchen Rules Australia, Sydney Fashion Week, Studio Mondo, London Fashion Week.



- **-Account Executive**

Platinum Media & Communications | Jun 2013 - May 2014

Worked across multiple luxury brands including JETS Swimwear, Gingerlilly Sleepwear and Swarovski

Management of client inventory and stock management

Delivery of monthly and quarterly PR hit targets

Deciphering editor requests to provide relevant product to obtain PR support

Development of weekly and monthly reports for clients

Development of press releases and product summaries

Database development and relationship development supporting management

Assistance with media events and showings

Management of Interns

## Education & Training

2015 - 2017

- **Australian Institute of Management**

Diploma in Leadership and Management, Leadership & Management

2011 - 2012

- **FBI Fashion Business institute**

Cert IV in Fashion Business, Certificate IV in Fashion Business