



Keisha Adams

Connecting individuals to the world of fashion through styling & image consulting

📍 London, UK

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Languages

English (Native)

German (Basic)

About

Celebrating creative self-expression through style using the modality of luxury and emerging fashion brands. By using my creativity, fashion retail experience, and fashion knowledge i aim to continue to deliver seamless one-to-one image consulting experiences. I endeavour to build on the services that i have already delivered on an individual level and apply my skillset to the realm of commercial styling, in-house styling and musician styling.

My joy and greatest achievements so far lie in connecting people to pieces which authentically and confidently reflects their story, whilst exploring who they are. This has allowed individuals to recognise that styling is a powerful tool for non-verbal self-expression, community, and storytelling.

My purpose and goal is to leverage my creativity when it comes to styling, my knack for sourcing sold out items, in addition to my expansive brand and product knowledge, to create a symbiosis between an individual's/brand's story & style.

BRANDS WORKED WITH

BIANCA SAUNDERS

Dr. Martens

Julia Korner Fine Art

Kai Collective

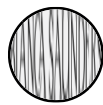
Experience

● Stylist & Personal Shopper

| Jul 2022 - Now

Formally began offering free personal styling and shopping services to previous Dr. Martens customers, friends, family, and occasionally ad-hoc styling advice to those who have approached me in person whilst shopping to gain experience.

-This has involved: creating zeitgeist based mood boards/providing style inspiration for events digitally via Canva, sourcing and shipping sold out items, wardrobe decluttering, creating a living digital log of a client's wish list via Excel (which includes any price reductions), styling and shopping advice, non-fashion related product recommendations (such as perfume), and designing a made-to-measure suit for a wedding via Charlie Allen Bespoke.



● Temp. Retail Assistant

BIANCA SAUNDERS | Nov 2022 - Nov 2022

Confidently managed Bianca Saunders' section at her sample sale at Protein Studios.

-Utilised my strong product/brand awareness, her garment construction, and retail experience to manage stock, educate, and assist customers who are engaged with luxury fashion with pieces from her SS21, FW21 and FW2022 collections.



● Temp. Retail Assistant & Personal Stylist

Kai Collective | Nov 2022 - Nov 2022

Provided relief to Fisayo Longe and the Kai Collective team by assisting during their four day sample sale at Dalston Pier Studio.

-Assisted with organising stock, steaming garments, etc, with speed and efficiency.

-Fisayo entrusted me with consulting with hundreds of shoppers in the fitting room to meet their styling, sizing, and fitting needs (whilst providing further recommendations) for a more personalised approach to the sample sale experience.

-Shopping clientele included influencers, stylists and designers (for example: Melissa Holdbrook-Akposoe and Adebayo Oke-Lawal of luxury brand Orange Culture).

-Consulted with Fisayo at the end of each day in order to improve the overall sample sale operations process and the customer experience .



● Merchandising Rep. & Sales Associate

Dr. Martens | Oct 2018 - Jul 2022

Empowered Dr. Martens' global customer base in-store via one-to-one customer service to help them discover products based on their individual styling needs.

-Utilised relevant questioning and active listening, which enabled me to build, develop, and adapt my service to best suit each individual customer's needs.

-Passionately applied and creatively tailored expert knowledge of Dr. Martens' products, and my wider knowledge of fashion, whilst providing style inspiration to ensure customers make well informed purchases.

-Resulted in seamless shopping experiences for customers with individualised product recommendations. Customers routinely showed admiration for my love of equipping them with information beneficial to their needs; this has optimised conversion whilst championing Dr. Martens' ongoing #WornDifferent campaign which surrounds individuality.

Delighted customers by exceeding the parameters of my role by having an understanding of the modern day customer's move towards shopping with personalisation in mind.

-Consciously sought out ways to resolve the most common issues my customers had in-store around sourcing sold out items, restoring/repairing/reviving their boots in the name of

● Personal Assistant

Julia Korner Fine Art | Aug 2017 - Mar 2018

Supported Julia Korner with a variety of day-to-day administrative tasks using Microsoft Suite. Included a variety of tasks from cataloguing artwork for sale on Excel, to communicating with her clients, systematising invoices, 'BADA Art Fair' preparation, etc).

-Tuned into Julia's needs by understanding who she is as an individual and how her business works enabling me to anticipate and prioritise tasks.

-Yielded higher productivity levels for Julia in virtue of presenting adeptness around Microsoft Applications, and utilising shortcuts within these applications to save time.

Actively sought out areas for the elevation of communication between Julia and her clients to keep them engaged with her services via digital platforms such as Instagram.

-Revamped the 'meet the team' and 'upcoming events' sections of her website in line with Julia's visual identity and routinely communicated any updates via email whilst noting down any metrics reflecting changes in engagement (clicks, responses, etc).

-Showcased Julia's 'work in progress' across various social media platforms to take her clients on a journey through the restoration process.

-Strengthened and raised the level of communication of her branding across different platforms.

Education & Training

2014 - 2019 ● Royal Holloway University

BA Philosophy, Philosophy

2012 - 2014 ● Colchester Sixth Form College

5 A-Levels, Philosophy, Politics, English Literature, Citizenship, Modern History