

CHEYLAEL

DESIGN & STYLE

Cheydesignstudio@gmail.com

IG: chey_lael

Conscious, wardrobe stylist who is eager to launch a successful career in editorial fashion styling.

Professional Experience

David's Bridal

Fort Wayne, Indiana

2014-2015

Stylist

- Selected gowns based on bride's preferences and wedding theme
- Encouraged clients to discover new styles
- Determined which accessories complimented the bride's look
- Built strong client relationships which resulted in an increase in sales
- Styled bridal parties based on wedding day details and client wishes
- Defused disagreements between bride and the party. Prioritized bride's wishes.

Alterations Assistant

- Steamed and prepped garments for the occasion
- Retouched/resewn garment details: beading, lace, embroidery etc.
- Trimmed loose thread
- Sized brides/party for bras and gowns.

Hot Miami Shades

Social Media

Brand Ambassador

- Styled looks using sunglasses and swimwear to promote brand
- Organized fashion forward photo shoots to advertise with proven increases in sales
- Built strong relationships with other ambassadors and clients

Education

The New School, Parsons School of Design

Online

2017-2018

Certification, Fashion Industry Essentials

- Unlocking Visual Style
- Thinking Like A Designer
- Understanding Fashion Production
- Working In Fashion Media
- Developing Fashion Marketing And PR Skills