

JUST JESSIE CREATIVE



The AllSaints Story



Stylist @ ALLSAINTS

SCROLL DOWN /

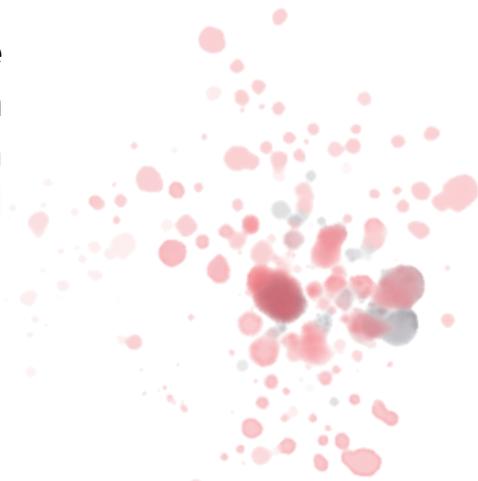
Stylist @ Work



Throughout my career journey as a visual director, I have acquired many different aspects of styling. The biggest takeaway so far, has been that while commercial styling (styling for editorials, branding, e-commerce, etc.) is the more widely accepted avenue, my preference lies in creative styling. Commercial styling often feels structured and constrictive, done in a controlled environment, while creative styling is more personal, and expressive!

I found that working as a stylist at AllSaints is creative styling at its best; with real consumers being given a personal styling experience using a variety of clothes in various sizes. The entire UX feels more human and rewarding.

STYLIST @
WORK



Style with me...

I help find **the perfect balance** between a customer's needs and a brand's identity, mixed together to find the right look for the right occasion. Spending time and effort for a client's entire outfit is truly fulfilling, especially when they leave the store with a smile on their face and feeling great about themselves.

While it is hard to document and evidence my styling efforts over the last few months at AllSaints, here is a quick glimpse into part of **my styling look-book**. Each season showcases a new collection with a different theme and I have incorporated that vibe into each look!

MY ALLSAINTS LOOKBOOK



SPRING SUMMER 2022 EDIT

Golden Hour.

Versatile Dressing
Tie and Dye



*credits- ALLSAINTS

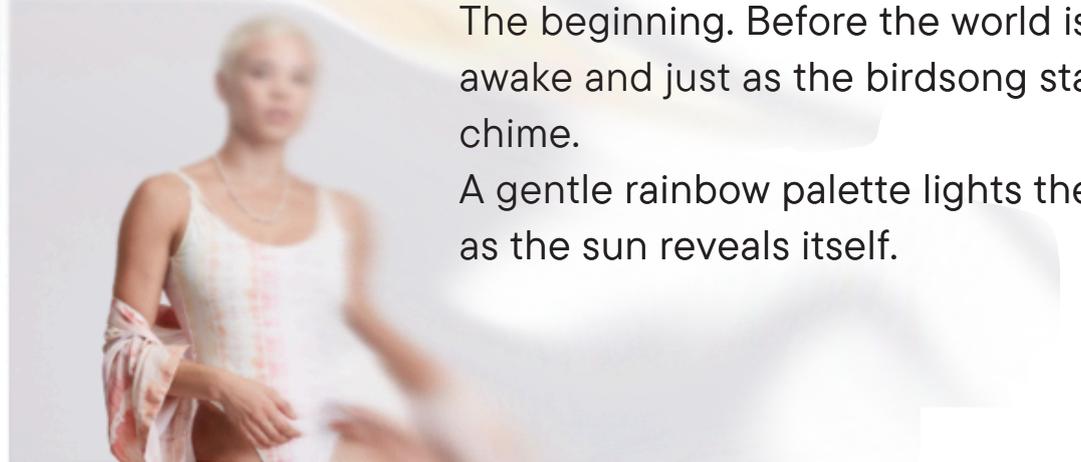
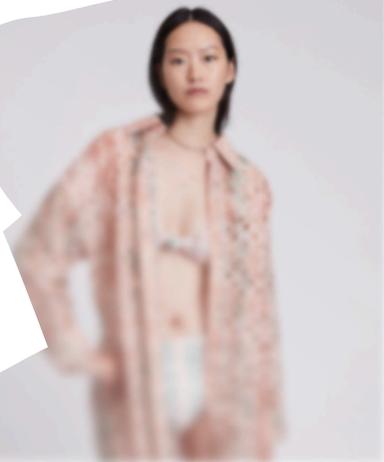


The golden hour occurs just after sunrise and before sunset, when the sun is low on the horizon, creating that signature warm glow. Despite fleeting in nature, these dazzling times of day evoke emotions, and result in an ethereal, otherworldly atmosphere.



SS22 WOMENSWEAR

Sunrise

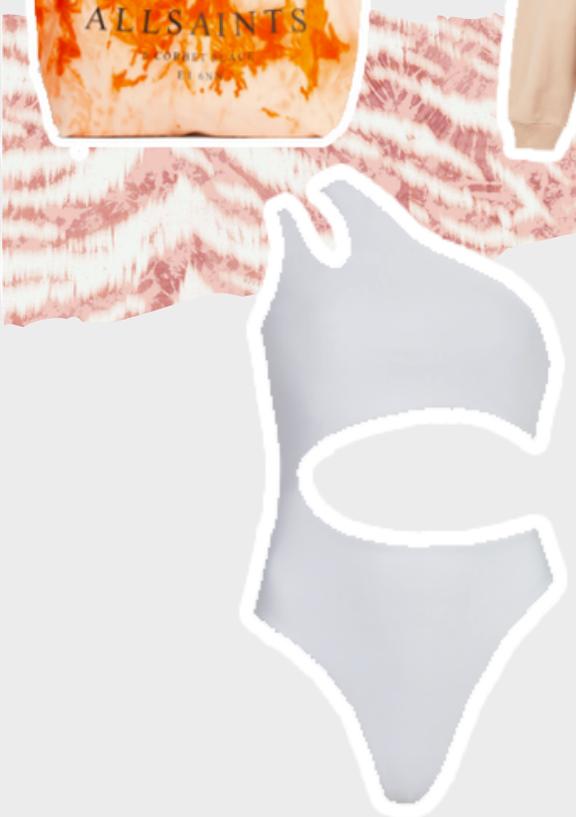


The beginning. Before the world is awake and just as the birdsong starts to chime. A gentle rainbow palette lights the sky as the sun reveals itself.

*credits- ALLSAINTS



Maria





Maria



Maria





The Soleil story celebrates the fresh vibrancy and ripeness of Summer: Soleil means Sun in French.

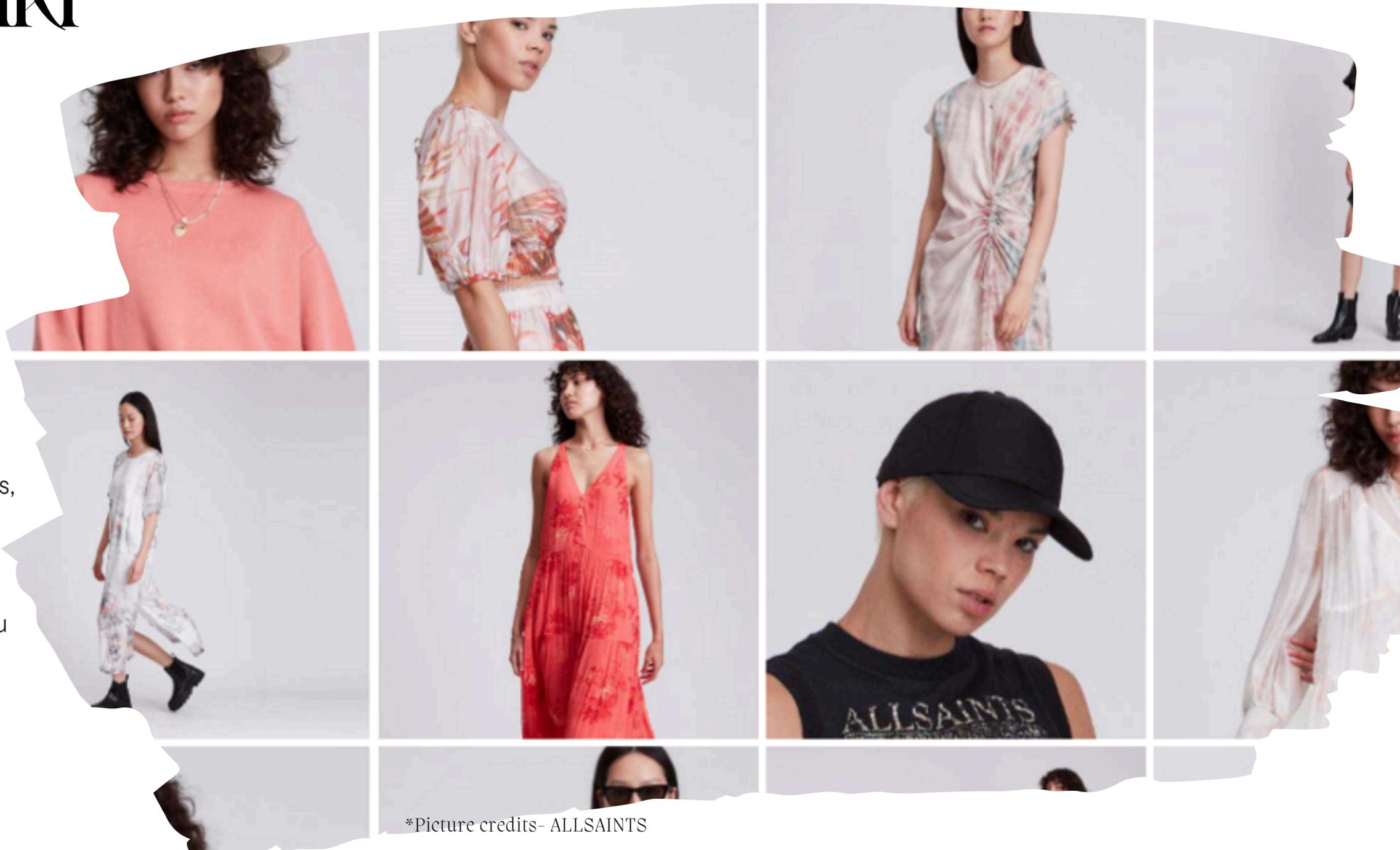


Soleil



SS22 WOMENSWEAR

Waikiki



Sky scrapers, mountains, palms, white sands and the famous Waikiki break.

Waikiki Beach, Honolulu has it all. Famous to surfers worldwide.

*Picture credits- ALLSAINTS

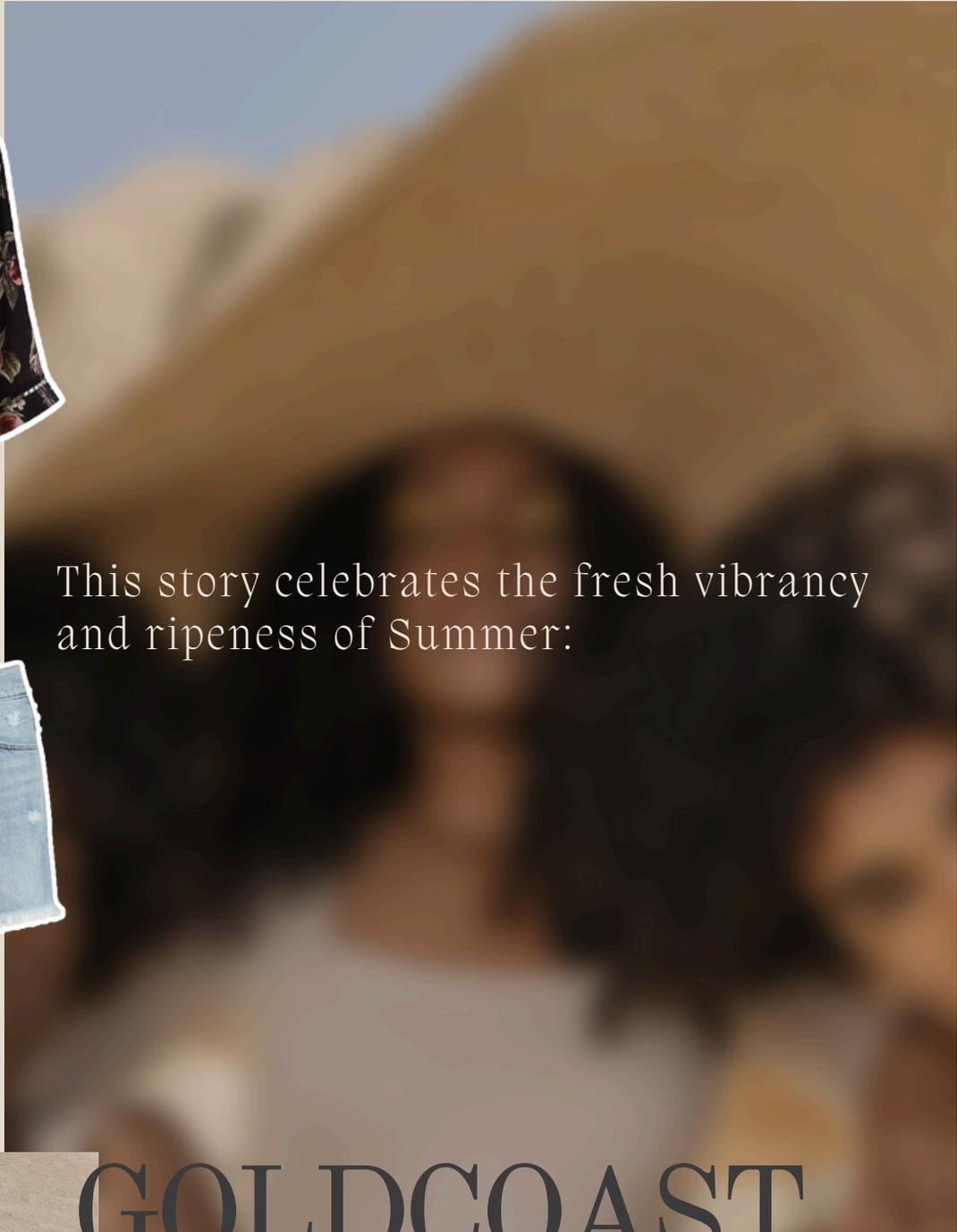
Luar



Nifa



The Gold Coast, Australia has everything from long sandy beaches, great surf and rainforests.



This story celebrates the fresh vibrancy and ripeness of Summer:

"I want to enjoy the beach in comfort. I want to look sexy! When the fit comes off I am confident in my swimwear. and then I wear my boots and go to brunch with my girlfriends."

20
25



GOLD COAST

AW 22



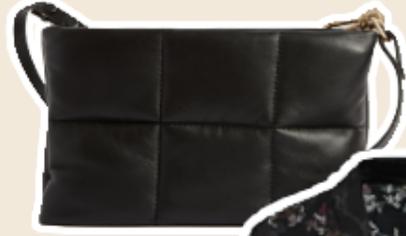
New Rose

Last Autumn we journeyed through the lifespan of punk, from the release of the first British punk track 'New Rose' to the post punk track 'Disorder'.

Encapsulating both the frenetic energy and excitement of the original punk movement with the more eclectic, pared down, sparser sounds of the post punk subgenre anarchy.



Lita story





“ She doesn't shy away from florals and frills - it stands for delicate vulnerability blended with power and strength.



(Add on)





Layering is key!

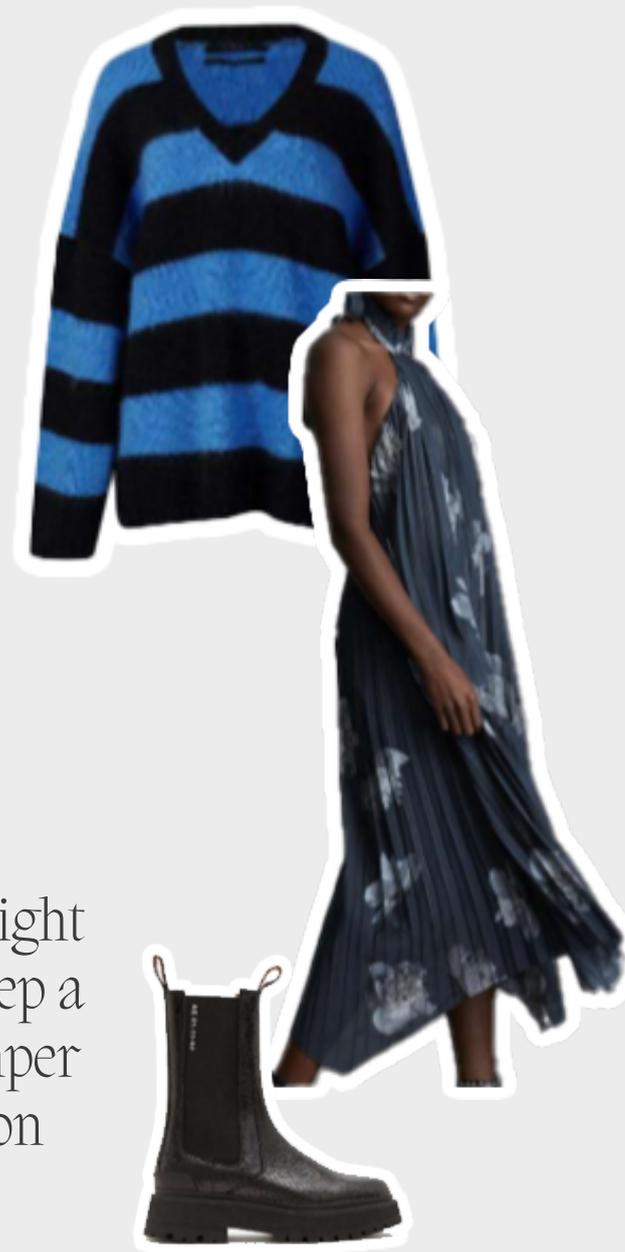


Sofanio print





Some great day to night transition looks. Keep a knitwear/jacket/jumper handy and throw it on before you switch to dinner dates!



SATURDAY MORNING



you can add a corset to almost any dress to create an hourglass shape.



don't be afraid to add shimmer to some color. The gloomier it gets, the brighter you shall shine!



SATURDAY NIGHT





she's not all for color?
You can do a lot with a
monotone scheme - prints
and textures are your
friends!

Layer a sweater underneath a dress for a comfier fit into winter





90s Party look



SPRING SUMMER 2023 EDIT

This season was an invitation to romanticise our everyday life and celebrate our individuality.

The collection acted as a catalyst for escapism celebrating the beauty of open fields and the evocative power of nature, juxtaposed against an urban palette that reflects the core AllSaints DNA.



LOVE, MY WAY

Escape

I found it really exciting to play with colors and experiment with vibrant fashion looks with my customers!







*Mix tight silhouettes
with oversized
outerwear*



Accessorize to jazz up a simple black outfit!



A mannequin is shown from the waist up, wearing a patterned blazer over a dark t-shirt and khaki pants with a belt. The background is a plain, light-colored wall.

Understanding Menswear

While Menswear can seem monotonous and repetitive, as a stylist, it is crucial to capture the essence of the client through their clothes. Male customers are often not very easy to persuade. So I make sure to understand their clear likes and dislikes before styling them; once they are convinced to try it on, you have already started building a bond with your customer!

SS22 MENSWEAR

Sunset

The famous Sunset Boulevard runs across Los Angeles, connecting the glamour of West Hollywood with the grit of East LA. This is an edit combining the two, and equally at home in both, for Summer occasions or simply for when the sun goes down.



SPRING SUMMER 2022 EDIT





Layer any t-shirt with a shirt (like an overshirt) and double it as 2 outfits!



*Tie and dye is
a great print for
summer!*







SS22 MENSWEAR

Eagle Rock



Eagle Rock, North East of Downtown LA, is an eclectic neighbourhood with a laid back vibe, and the area of choice for LA's hipster youth. Here is an edit inspired by the dusty, rocky surroundings, as well as the many vintage stores, perfect for daytime hangouts in the popular coffee houses or nearby parks.



Disorder

Embracing the rebellious and individual DIY attitude of the punk scene, this is an edit full of pieces with bleach splatter, patchworking, warping, overdyeing and hand stitching.

AW22
MENSWEAR

A boxy cropped silhouette gives a nod to a vintage feel with two chest below pockets.

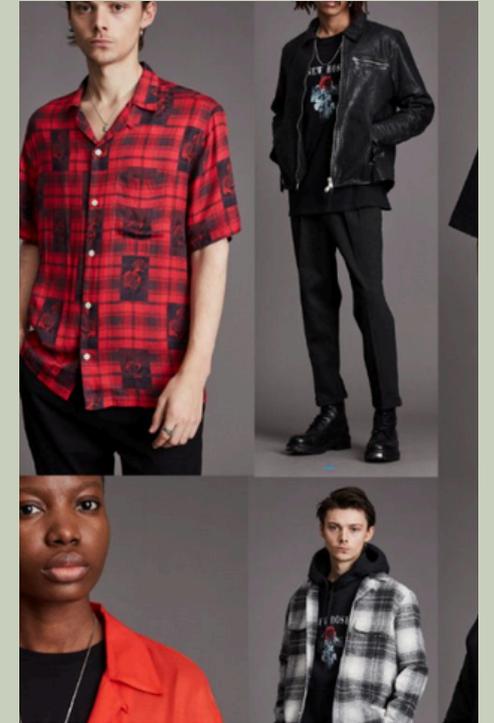


layer the print shirts underneath the jumper and have the collar sticking out!



New Rose

Knits, leathers, animal prints and checks get a punk makeover in a stark palette with added metalwork, damages and embroideries, featuring rose and punk motifs throughout.







SS23 MENSWEAR

LOVE, MY WAY

This collection is inspired by Italy - a culture that values surrounding yourself with those you love. Prioritising family and friends over work and to-do lists, taking time for everything. Living consciously and slowly, respecting nature, loving where you live and doing things aimlessly. An immersion in the everyday, simple abundance. Our Menswear collection looks effortlessly cool...

SPRING SUMMER 2023 EDIT

Valentines

The simplest date night fit - Grab a basic t-shirt and add a relaxed fit cardigan or jumper to it!





add nude colors for contrast and depth



Back to Uni





FINAL THOUGHTS

Being a good stylist is less about the clothes and more about the people you dress. Nevertheless, it always helps to have a range of beautiful garments from an established brand like AllSaints!

In all these months, my biggest learning about styling has been this - don't put yourself in boxes; experiment and don't get stuck in gender roles. Mix-and-match prints, styles and silhouettes. Remember, as long as your customer is happy, the look works!