



# IELFS

What Should You Prepare for This Fall  
2019 Trends Trends clothing  
Look Stylish and FASHIONABLE  
Iranian girl STREET STYLE  
The Russian traditional clothing



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# FEATURED

What Should You Prepare for This Fall?

Trends 2019

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The works of the students of Italian E-Learning Fashion School

# EDITOR-IN-CHIEF

## SOME WORDS

We are happy to present you the first issue of our magazine.

It's created by our students and graduates and also by people interested in fashion.

We won't stand still and we'll publish the magazines like this one.

If you want to take part in creating our journal, you can work with us as a journalist, just drop us a line.

In these pages we'll talk about the fashion world in general and about the fashion in different countries separately.





# Look Stylish and FASHIONABLE

How to dress in the office in the new season to look stylish and fashionable ?

## 1. Ruffles & Bows

: Ruffle or Bow details in a blouse or a dress are romantic. Pair a light coloured ruffle front blouse with a dark flared or a pencil skirt. Avoid over dramatic or over sized ruffles and bows. Small and dainty ruffles work wonders and express the classic side of your style.



## 2. Green Hue:

Green is a refreshing and energetic hue. Imagine the level of youthfulness this hue would add to your day. Instead of wearing a green top or a green bottom, head for a green bag or a green sun glass shade. You will surely have some heads turning with these extremely noticeable, and impressive pieces



**4. Tweed & Plaid** : A timeless and a classic pattern for sure. A tweed jacket and plaid skirt is become a wardrobe stable. But here we have an “ Oh so awesome” tweed and plaid shoe for you. Pair them with dark hue solid clothes and you will surely have the world at your feet.



**5. Laces & Gingham:** Laces are delicate and the checks pattern is sporty , when combined together creates a very classic and vintage style.

For instance combine a lace top with a gingham pinafore dress, or a gingham suit top can be paired with a flared skirt with a lace hemline. The image shows a gingham pencil skirt with a lace hem. This combination is surely there to stay.



**3. Leopard print** : This print is ferocious and intense. Make sure you pick a very light color print if you are planning for a top. Mute the vulnerability of the print by adding a dark colored solid layer.



**6. Bold shoulders:** Choose extremely tailored to bold untailored styles with high contrast. For instance, a butterfly, ball, cape, flounced or bishop sleeve in solid hues would be the perfect choice. These are romantic styles which can be paired with tea length , flared or pencil skirts. The image shows a classic polka dot wrap dress and a top with bold shoulders. Must suit every body shape if worn in right proportion.



**7. Multicolour Chevron:** Chevron pattern is classic and has a sportive style. It is also known as the herringbone pattern. This pattern style becomes timeless when it's woven in warm and earthy tones like brown, tan, olive, blue etc. But here we have a trendy piece in a multicolour chevron pattern. This is a trench coat which you can wear in an open front style over a solid jumpsuit.



**6. Embroidery:** Embroideries are pieces of mastery and add a sense of creativity to the whole outfit. Pick up an embroidered blouse or shirt over a solid plain trouser or an embroidered skirt paired with a white or black plain tucked in shirt. If it's a dress then layer it with a plain blazer in a dark hue from the dominant color of the dress.





# How to become an Image Consultant or a Wardrobe Stylist?

Nowadays everyone has heard of such a profession as an image consultant, personal shopper, wardrobe stylist or a personal stylist. However, very few can be certain of the difference between these all professions.

It's quite common that even those working as image consultants or stylists can't answer this question, as well as those training them and those using their services.

Let's talk then which are the differences between a stylist, personal stylist, wardrobe stylist, an image consultant, a personal shopper and how you can get such a profession.

## Stylist's profession includes many activities:

- Working with private clients on creating their style and wardrobe;
- Consulting people on what suits them and what doesn't;
- Selecting a style and assembling a wardrobe during shopping for famous persons, etc.
- Organising personal shopping
- Working at photo-shoots with models and ordinary people;
- Preparing models for fashion shows;
- Consulting clothing designers on what's going to be in fashion and what clothes they'd better create;
- Participation in advertising photo-shoots of clothing designers: shootings for catalogues, lookbooks, ad pages.

As you can see all of them are very different.

If you want to become an image consultant or a personal and wardrobe stylist you should decide which kind of stylist you'd like to become.



## Let's talk about how to become an image consultant: Stylist's profession has 4 specializations:

### 1. How to become a wardrobe stylist

Wardrobe stylist is a person who assist clients in choosing and putting together clothing, accessories and footwear to help her/him to look more stylish and fashionable.

- He organises, plans and undertakes wardrobe for people
- He creates special looks for occasion (for example look for a ceremony for Celebrity or look for a wedding)
- The clients of a wardrobe stylist may include everyday people, celebrities or public figures
- He can go through a client's wardrobe and assess which items can stay and which items to exclude

### How to become a wardrobe stylist:

- You should have a fashion sense and be able to create original and stylish outfits for different people
- You should study as a wardrobe stylist to be expert in fashion&style

Usually, this profession is also connected with personal shopping.



### 2. How to become a personal shopper

It's quite new profession which became very popular all over the world.

Personal shopper assists people during shopping and helps to create a wardrobe. He knows the best shops with the best prices in the city. He has personal discounts in different shops. He is a guide in a shopping world.

Personal shopper provides individual shopping support to clients of different social statuses. He or she often (not always though) combines personal shopping with the image consultant's job.

### Today we can see 3 types of personal shoppers:

- Personal shoppers who works free lance with private clients (ordinary people and Celebrity)
- Personal shoppers who work inside big fashion-shops and helps to create a wardrobe only to clients of this shops (for example many european department stores have such stuff inside)
- Personal shoppers who work online and give their advices to clients of big e-commerce fashion shops (example, Asos)

### How to become a personal shopper:

- You should know very good shops and showrooms in your city. Where to buy, how much it cost, where are discounts now and so on
- You should know people who work in fashion shops and also have personal discounts for your clients

Do you need styling skills? Yes and no

In the world of fashion, personal shopper shall possess styling skills, however currently in many popular tourist destinations there are personal shoppers with a more technical task: to pick and show particular shops, to help a client get there, to help translating during the communications.



### 3. How to become an Image consultant (sometimes is also called “personal stylist”)

So what does image consultant do?

This is a person that mostly works with private clients who are interested to invest in their image&style to be successful in a private and business life. He consults people on their style, helps people to assemble their wardrobe, searching the best options for shopping, helps a client to find his image, providing color and body/shape analyses etc. Image consultant works with ordinary people and with Celebrity.

An image consultant profession includes such specialisations like wardrobe styling, personal shopping, celebrity and personal styling.



#### How to become an Image consultant:

First of all you need an education in image&style

It's important to study only in contemporary fashion schools where you can get the most up to date knowledge and skills because fashion changes very quick. What was stylish and fashionable in 90s today is old-fashion. You should be able to make wardrobe analyses, color&body shape analyses, organise personal shopping and image consultations.

You should be a communicative person because during image services you will be communicating a lot with different people.

You can be any age, sex or education. What is more important – you should have a fashion sense.

### 4. How to become a Fashion stylist

Fashion stylist is a person working in the professional fashion industry with designers, fashion magazines, and during fashion shows. It's the most advanced level of stylist's work, because here you need not only to be able to combine things, but to have a spacious mind in history of fashion, know a good thing about clothing designers, possess good creative skills.

Usually fashion stylist works for agencies or on a free-lance basis. The dream of each fashion stylist is to become a fashion editor of most important fashion magazines like Vogue, Elle, Vanity Fair and so on.



#### How to become a fashion stylist:

- You need first of all to try yourself as an image consultant of a fashion-designer. It will give you basic ideas to start in a professional fashion world.
- You need good fashion education to understand what is fashion now and how to be in trend
- You need to build a fashion net. To get a fashion job you should know people who work in magazines or PR offices.



#### If you want to work in fashion, style and image industry, who should you study for?

Our suggestion is to study as a wardrobe personal stylist or an image consultant.

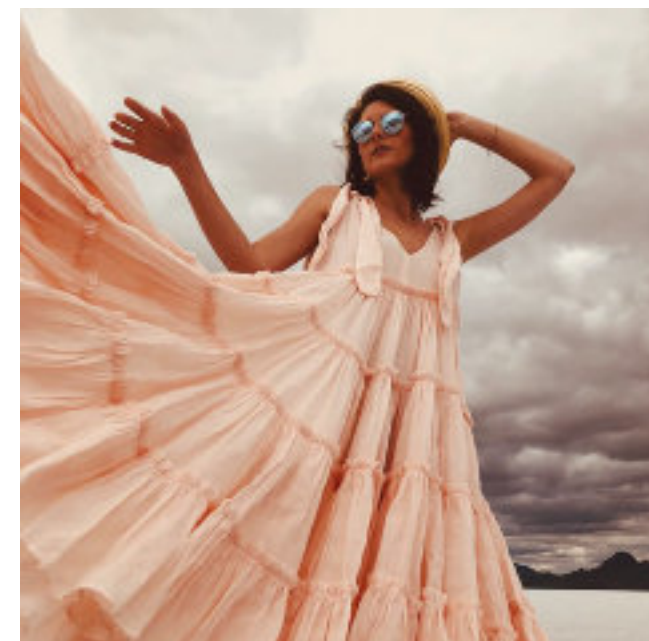
Wardrobe stylist – if you want only to try yourself in fashion

Image consultant – if you're seriously thinking about fashion career.

Our E-Learning Fashion School, for example, can offer you two stylist's specializations:

[Wardrobe Stylist and Personal Shopper courses online](#)

[Professional Image Consultant Courses online](#)





# The Russian traditional clothing

When we think of Russia and the traditional costume what comes to mind?

Which color do you visualize?

## 1. Let start

with that interesting fact that before 17 th century there was no such word as fashion at all. People were not aware or interested in other cultures, customs or clothing. They followed the customs and the traditions which did not change for centuries.

Typical loose, multi-layer clothing was very colorful and as Russia occupies the vast territory, it is logical that there were quite differences in the way people were dressed. And the particular role played the climate. Of course people from Siberia needed warmer clothing that is why we notice

the major difference the southern and northern traditional costume. The formation of the design and the ornament of the Russian traditional costume was also influenced by climate, traditions and customs of each particular region of the country.



## 2. Every corner of Russia

has its own design of ornaments. Every village had the pattern, colour and technique of creating its own unique style.

Although these materials were very popular all around Russia Let go back to the question which I posed about the certain way of perception the Russian style. The vivid and colourful costume makes Russian style stand out. The major colours used were green, light blue, pink, major rule it should be colourful Once a famous writer mentioned that there was the beauty of Tranquillity and Motion. Russians had to survive the long winter and what they did spending long days is knitting and sewing. The special expression of the beauty of nature was the tranquillity, the peaceful nature which inspired Russian people to create the traditional costume.



## 3. What color is associated with the Russian costume?

Yes, the answer is many. Many colors with no exception, all that fantasy could allow.

Historically the woman costume included

Head dress with embroidery

Russian traditional headscarf

Shirt, Sarafan (sundress), Shoes

Historically the woman costume included

Head dress with embroidery Shirt, Trousers, Boots



## 4. Did you know that name of the Russian traditional shirt is *Rubaha*.

*Rubaha* is the name which comes from the noun border or edge. The reason for that is that it was historically made from a big piece of cloth which was cut on the edges. People cut out the edges. The edge in old Russian is "rub". Instead of cutting out they made a 'rub'.



Nadine Trofimova

bfusion\_photography

## 5. Who was a reformer

in Russian and why after 1699 the costume changes into internationally recognized?

It was Peter the first, who made this change. He banned the Russian costumes, made fees on wearing them and finally new fashion trends from Poland, Hungary and Europe were spread in Russia. Only priests, peasants were allowed to wear the Russian costume in the way it had been till 1699.

These material were used historically: Linen, cotton, wool, brocade, satin, silk, velvet.

Colours: white, blue, red, and all the rest in a colorful combination.

People decorated them, made handmade jewelry. Belts placed a very important role in Russia. It was a symbol of protection for men and women, because the belt protected the belly. There were numerous. The details in the costume also mattered because by the way woman worn the accessories one can tell her marital status, number of kids, age and more.



# How to become a visual fashion merchandiser

## How to create fantastic shop windows?

Have you ever heard about such a profession as a visual fashion merchandiser?

These are people who can turn any clothing shop into a fashion boutique and raise its profit 3-4 times.

Today we want to tell you in detail what a visual merchandiser actually does, how much he earns and how to become a visual merchandiser.

### Visual merchandiser job

The main goal of the fashion merchandiser is to make clothes and accessories as attractive as possible for the potential buyer and to force him/she to buy it. He creates hot-spots and window displays in retail stores or shopping centers.

And of course visual merchandiser helps clothing shop to increase sales.

The professional duties of a visual merchandiser may vary depending on

the role in the team and may include the following:

- searching for materials and elements for display design (lighting, mannequins, accessories, installing and dismantling of displays)
- styling mannequins
- creating corners
- design windows

Visual merchandisers also prepare promotions and events for the store.



### Does the visual merchandiser work as a freelancer or in a company?

Approximately 40% of people working in this industry are freelancers. They make everyday merchandising for small and medium shops.

The other work inside a company and can make career. At the beginning they are merchandisers, then head of a city group of merchandisers, then head of the regional group and so on. More high your position – more high your salary.

### Salary of visual merchandisers

USA, monthly salary is \$ 2,200–5,000 per month.

Europe, the monthly salary is 1500-5000 euros per month.

In Europe he gets 100-400 EUR for creating 1 window and updating the store merchandising.





## How to become a Visual fashion merchandiser?

### 1 step Fashion sense

You need good taste and you should love fashion.

### 2 step Education

You should have good knowledge and skills in the field of fashion-merchandising. For this you need to make a course in a fashion school.

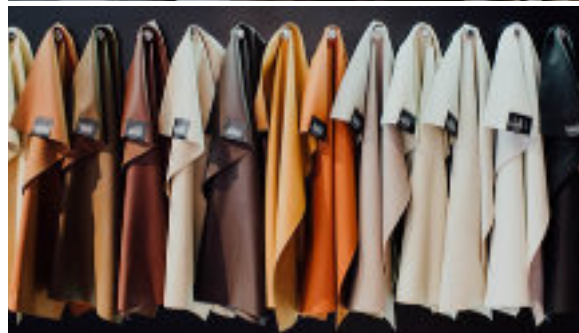
For example in our Italian E-learning Fashion School we created a [“Visual fashion Merchandising”](#) course where you can study from zero how to merchandise clothing shops.

This course is very practical – you watch video lessons and make practical tasks. During study you will create window displays, Hot spots, corners. You study in Italy online – you don’t need to spend time to go somewhere. After this course you get a certificate as a Visual Fashion Merchandiser. In 3 months you will get a well-paid profession and start to work as a merchandiser in your city. Read more about [this course](#)

### 3 step Practise

After education you should begin to practise your skills. Start to make your portfolio – make merchandising for some clothing shops for free just to get some experience and feedbacks.

As soon as you have portfolio and feedbacks from clients you can start to earn money as a merchandiser.



## Would you like to become a Visual Fashion Merchandiser?

Start your fashion career with the [course “Visual Fashion merchandiser”](#) at the Italian E-Learning Fashion School!

Do you have a fashion shop or would you like to work in retail industry? Then study visual merchandising

Who is a Visual Merchandiser?

Visual fashion merchandiser — is a person who can transform any clothing store into a fashion boutique with high sales. Visual merchandiser is a well-paid job in any country. You can make consulting in any city where there are clothing shops. If you are a retailer, visual merchandising skills can help you to increase your sales 4-5 times. Everything you need to become a fashion visual merchandiser is to study on this course.

Course is divided into 2 parts:

### Part 1 – Theory

You watch video tutorials on modules and learn extra materials.

### Part 2 – Practice

You do practical tasks, send them for assignment to teachers of fashion school and receive feedbacks with detailed analyses of works

### WHO CAN ATTEND THE COURSE

The visual merchandising course online is created for those who want to work as a Visual Merchandiser or who have a clothing shop. No previous experience and education in merchandising or fashion is required.

### WHAT YOU NEED TO STUDY

You can watch video lessons and complete home tasks on your computer, phone or a tablet at any time and in any place. All you need for your studies taking visual merchandising courses is the internet access and a computer/smartphone/tablet;

### EUROPEAN CERTIFICATE

Having finished the course and completed practical projects and assignments, the student receives a certificate. The certificate is provided in English and Italian languages. The mailing of the certificate at fashion merchandising courses online free for standard and premium versions.

Do you want to become a Visual Fashion Merchandiser? [Get more info](#)





# How to Plan a Fashion Store Layout: zones

In any clothing store there are hot and cold zones, which differently affect the behaviour of buyers.

If in a hot zone clothes has a great success then in cold zones things will hang on hangers for months, and they will not be interesting to anyone.

In this lesson on visual merchandising we will tell you about where these zones are located and how to design them to make the clothing store receiving a profit.

## What are hot and cold zones in a clothing store?

### Hot zone

Hotspots are those that the customer automatically looks at before or after entering the store. The look focuses on them. Hot spots, as a rule, are those zones that get the greatest traffic and are located at the entrance/exit.

### Where are the hot spots in the store?

- shop windows
- mannequins entry group
- mannequins in the hall
- demonstration areas and tables
- brightly lit zones
- counters
- specially designed unusual areas
- glass cabinets
- zone near the entrance to the store

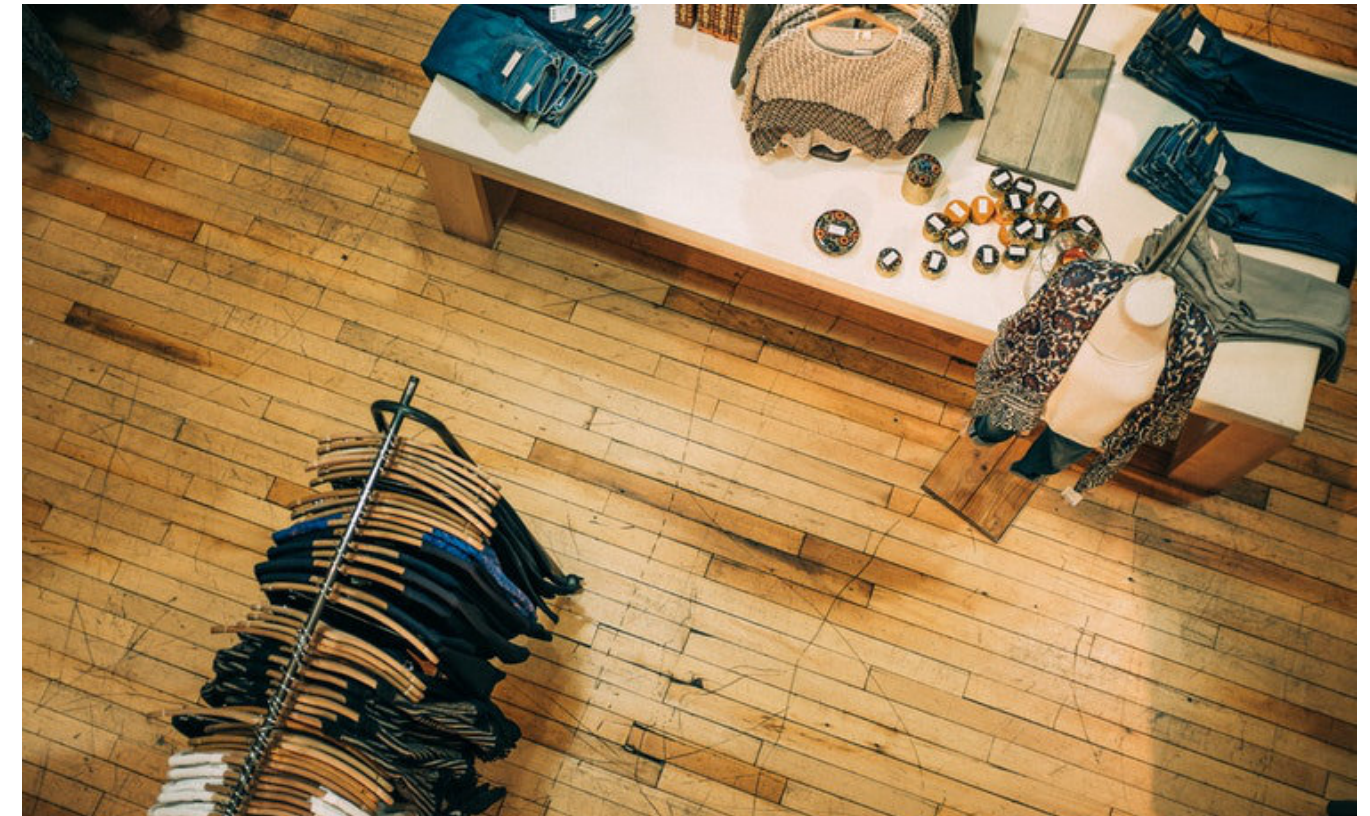
### What should be hanged in the hot zone of the store?

- key store promotions
- best-selling clothes
- things with the highest demand
- it is necessary to arrange these zones with bright inscriptions, graphics and lighting in order to enhance the bigger effect and catch a look of the customer.

As the displays in these areas tend to be very noticeable, they can be used for impulse purchases and should be changed frequently. Change clothes on mannequins, shop window decoration at least every 1-2 months.

### Ideas for merchandising hot zones:

- Place the display next to the walkway where the buyer usually goes.
- Hang things next to the display that are on the mannequins so that the customer doesn't have to search for them in the store
- Hotspots need to be carefully designed and constantly changed
- Do not place base items in the hot zone.
- Do not place items that are not sold for a long time in the hot zone.





### Cold zone

First of all, let's define what is a cold zone: it is a store zone where there are few buyers. This is an area where customers for some reason do not go. An area can become cold because, for example, it is less accessible than others, is not well lit or products are placed not in a proper way on the shelves. Clothing that is hanged in cold areas usually does not sell well enough.

*Cold areas for product placement in the store are:*

- lower left corner of the rack

- zone at the entrance which remains behind the client
- the farthest part of the store
- the lower or upper shelf of the rack
- corners in the store
- narrow aisles

*What to place in the cold zone:*

- basic things (T-shirts, knitwear)
- things that are not sold well
- things for which the buyer comes purposefully to the store
- place here shelves with extra sizes and colors



# How to Create a Stylish Look

Shari Emami

If you're short on time and need a look for both work and leisure, I have an outfit that would work for both. Best of all, it's reasonably priced and can be assembled together in less than five minutes.

The first part of the outfit is the top, which comes in a black knight colour and has the option of having it buttoned down or left open. It's from Macy's for \$29.99. This sets the tone and colour of the outfit and can be mixed and matched with other skirts and pant options. If you want to leave it open, then get a simple black tank or cami. They range from 10.99-19.99. at Macy's.

The next part is the skirt from Chico's retail store, priced at \$39.00. The skirt shows a black and white paisley print and is made of pure cotton, rayon and spandex. It flows over the body nicely and compliments the top in both a formal and casual way.

Now for the accessories. This turquoise acrylic piece is inspired by a bohemian theme.. It's from Chico's and retails at \$49.00. The colour adds dimension and pizzazz to the outfit.

Last, are the shoes from Macy's for \$29.00. They have a semi- high heel and works as a heel or boot. It zips down at the side and the colour matches the top and skirt.

There you have it. A simple, classic and stylish look that's easy to get into and create in five minutes.









# What Should You Prepare for This Fall

What Should You Prepare for This Fall  
2019 Trends clothing

**Summer is nearly over, and fall will come after that. But what about the fashion trend for this season?**

Is it reasonable for us to embrace this season with buying more outfit to match the season? It's interesting

things to know that this season is like other season, with some of variation. Most of the trends get

inspired by something new: Back in Time and Unisex. More people are aware with their gender identity

today, and these leads to fashion house making outfit that will fit for all gender.

Preparing for trends does not mean that you are following trends, it's also could be your statements.

You don't need to be up-to-date if you already have the items in your wardrobe, or your current outfits

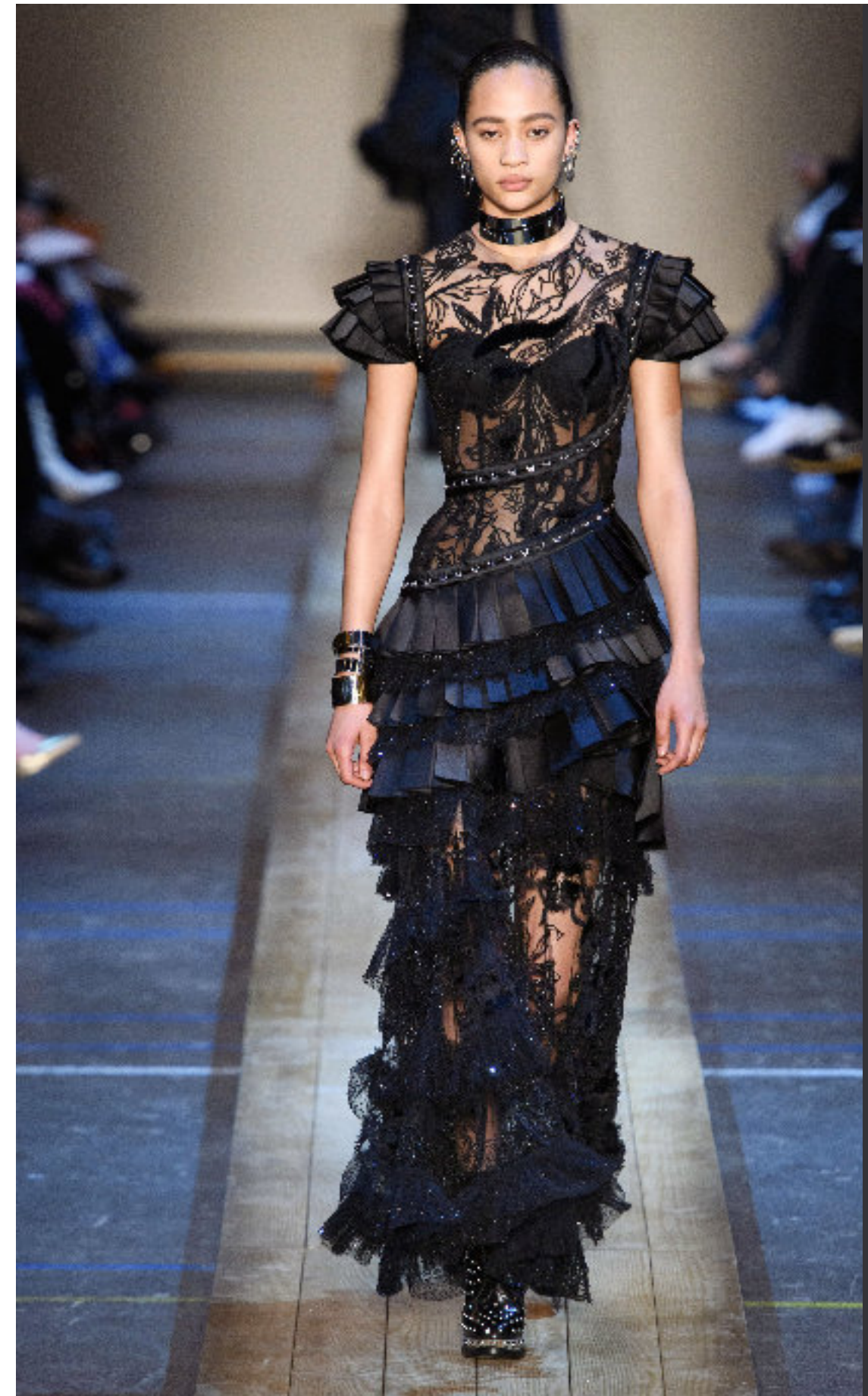
in your wardrobe that will appropriate with this season. Just using it again for better both of your environment and your wallet.

Here is the list for what should you put in your wardrobe for Fall 2019:

## 70's-80's-90's Fashion Style

For Fall 2019, it will dominated again by these era.

Choker, faux leather, prints from head to toe, suit with large and stiff shoulder pads, and much more! Belted blazer are also trending for this season.



**Dark Romance**  
The marriage between lace and 90's trends rebellion will look completely very cool! Combine it with lace and faux leather with black-dominated, attention is all yours!

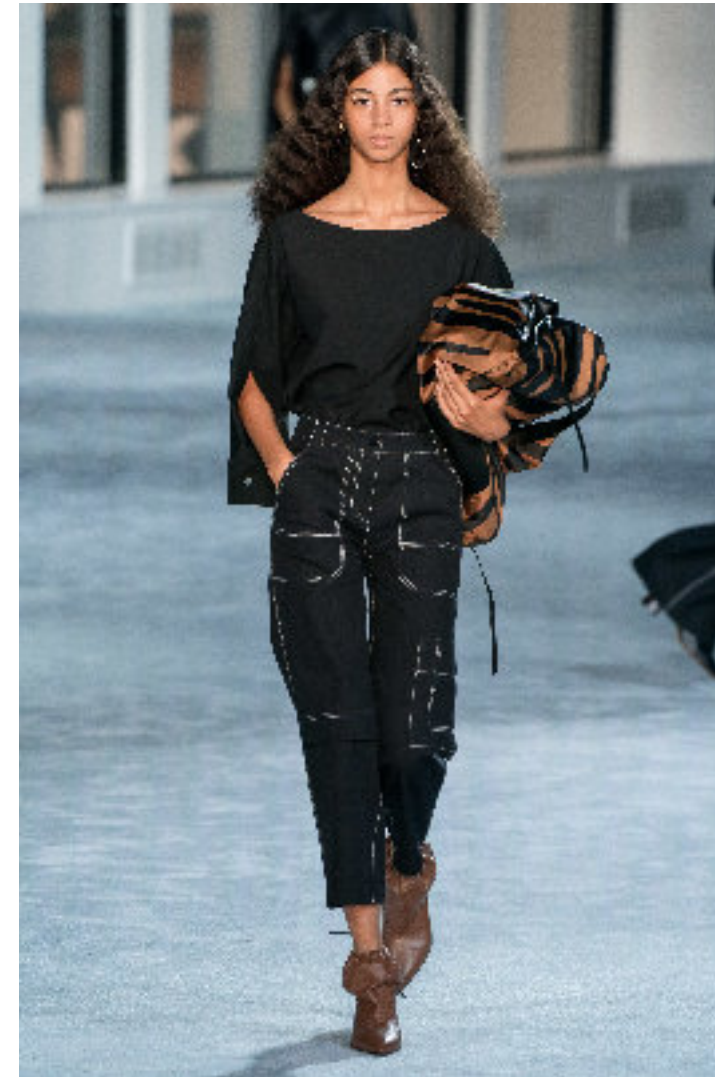
Picture: Alexander McQueen



**Monochrome Outfit**

Both all neon colors, all black colors, all white colors—everything will turn out perfectly fine for this season. Don't believe my words; just try it!

Picture : Simone Rocha

**Cargo Pants**

Cargo pants is coming back! With look expensive fabric for cargo pants like corduroy, suit for both gender.

Picture: Philip Lim

**Oversize-Outfit**

Cute and elegant. These outfits still dominated this season.

Mix it with trousers, legging, or boots with both monochrome and neon colors will look good.

Picture : JW Anderson





# Iranian girl STREET STYLE

Parastoo Nabati  
@bypaan

Iran as an Islamic and historical country had different changes in style during time .

**The old date of clothes** in Iran is more than 7000 years so Iranian completely know what to wear. In this article I share the contemporary street style.

Young generation because of social media and deep culture are so conscious about trends . After revelation styles changed time to time but piece of clothing like chador and manto have been main piece of woman clothing. Maybe the length of manto or fit of it changed but any other clothing could not replace. Variety of styles in this time is noticeable that I review for you:

## Manto

Manto is one of the main piece of woman clothing here , normally from teenage ,girls start to wear it . This summer 2 different style is vogue , short and minimal :

Most stylish girl wear oversized one by mom style jeans or culottes



## Ruffle

Ruffle and cape style Mostly wear it by ankle length dress or skinny jeans and Long Vest Vest is a my favourite piece we can style it by different blouses and pants.

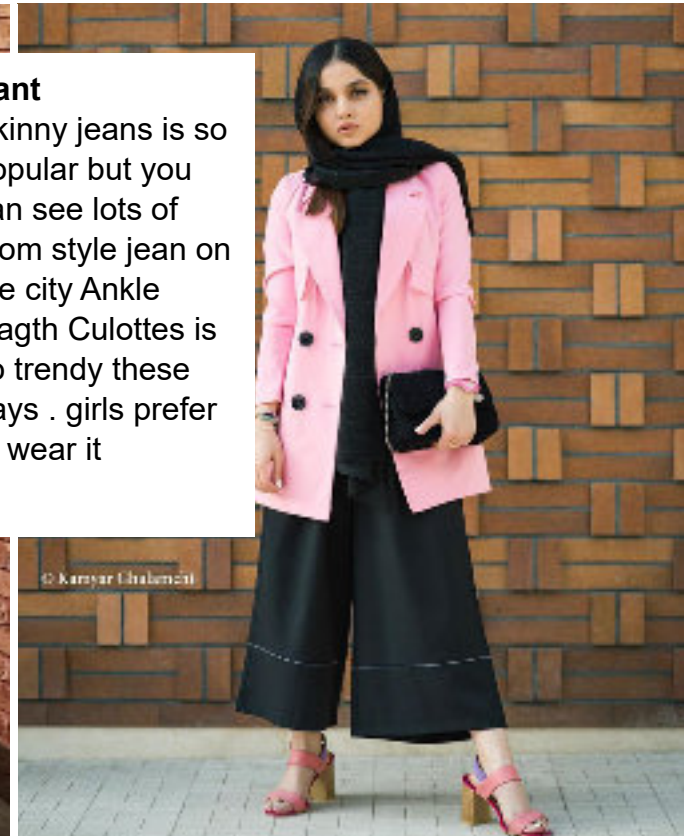






### Pant

Skinny jeans is so popular but you can see lots of mom style jean on the city Ankle length Culottes is so trendy these days . girls prefer to wear it



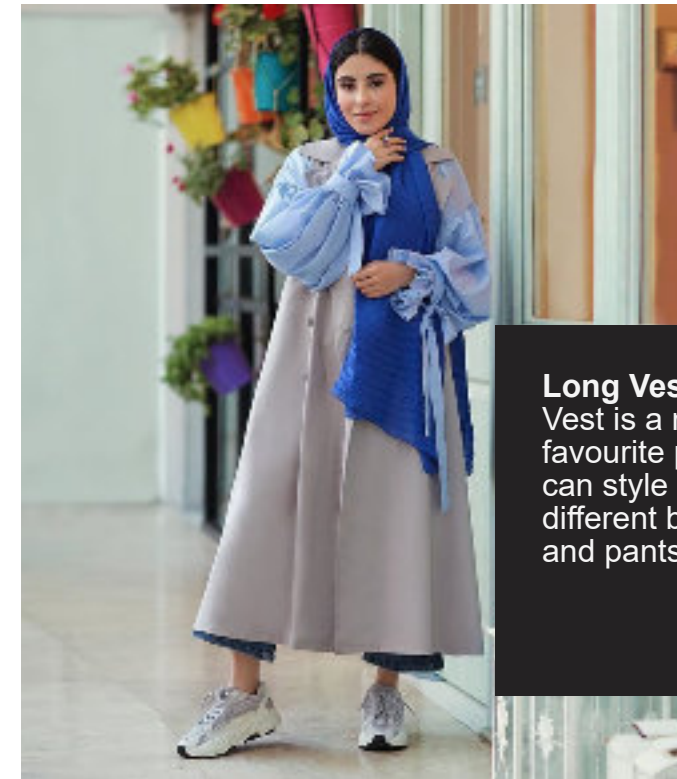
### Sneakers or sandal

Sneakers lover are more than past they wear it by pleated skirt or mom style jeans. Actually in summer Sandals can style by every dresses or pants.



### Suit

Monochrome oversized suit is so trendy these days .mostly wear it by sneaker



### Long Vest

Vest is a my favourite piece we can style it by different blouses and pants

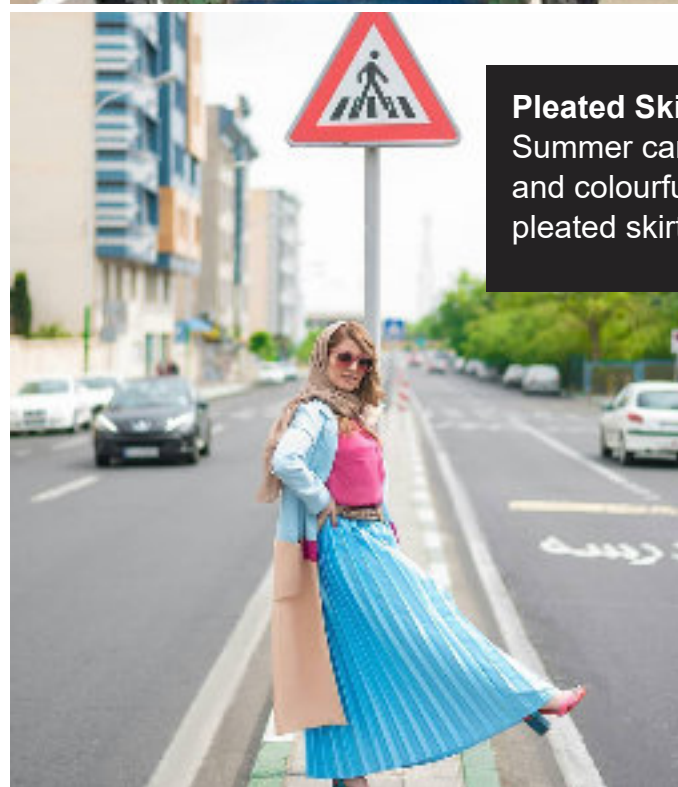






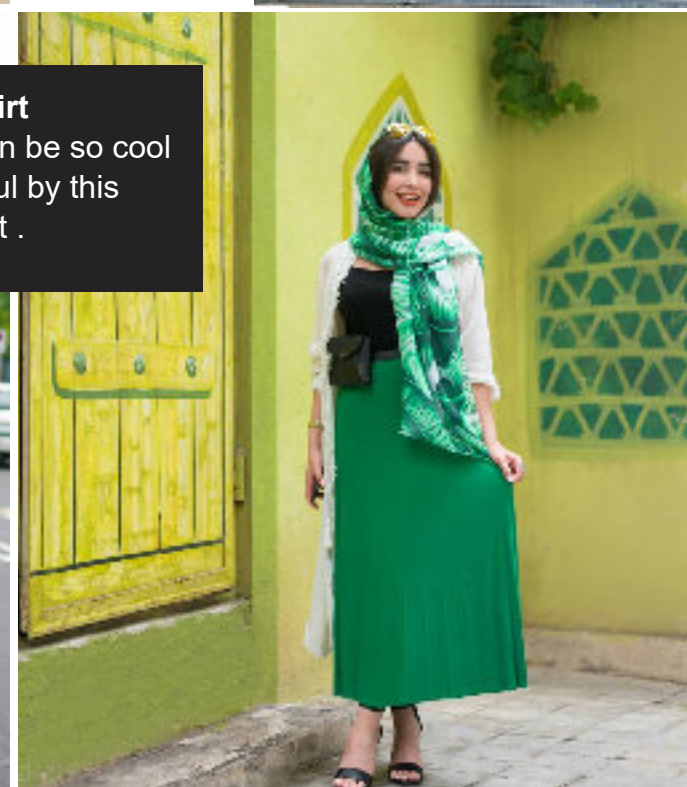
### Shawl

Actually for us it is not just an accessory, we complete our style with that as a main piece. Colourful or monochrome one or sequin one you can see in each style.



### Pleated Skirt

Summer can be so cool and colourful by this pleated skirt .



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# How Much Does It Cost To Produce Clothing?

Yulia Kulakova  
@iam\_ulia

We are often asked by the beginning clothing designers – how much money is needed to produce their collection?

Our teacher of the course “Fashion Design” Yulia Kulakova reveals the secrets.

What is the cost of one designer thing?

What is the budget needed to sew a collection?

We asked the teacher of the “Fashion Design” course of our fashion school to tell in detail with the example – how much is the production of fashionable clothes.

The best way to understand the cost of designer things production by the certain example.  
Let's imagine that we have a designer brand.

Target audience: women of 23-35 years.  
Prices for sale are slightly above average, but the same as in the competing brands.  
Fabrics are mostly natural. However, most of them are not silk, but viscose or mixed fabrics.

## What are the costs of developing a model:

The designer who creates the ideas and the design.  
If this person is you, it's free (however, your time is valuable too).  
If it's another person, then the cost of payment for design work varies greatly depending on the experience and functionality.

Designer should:

- Create the ideas for a model
- Draw a technical sketch
- Choose fabrics and accessories from the stores or clothes stocks
- Conduct fittings
- Make adjustments to the sketch, if necessary, after fitting (I usually have to adjust every second sketch)

Such designer's work costs about 30-100\$ per model.

## Constructor

- Creates patterns.
- Conducts fittings and corrects patterns after fitting.
- Makes the size gradation of things.

Prices for today are \$ 10-80 per item, depending on the experience of the designer and the range.

Tailor

First, the layout should be created; this is a sample from a similar fabric without processing.  
Then a tailor sews the prototype before production.

It is needed in order to understand the design of things. Price is about \$ 7-10.

Then the tailor sews the sample for production. It will be the standard. The price for it – \$ 10-20.



## Fabrics purchase

The price here may vary greatly. For the brand that I described, the price per meter of basic fabric will be \$ 10-30.

But there is also a lining, accessories, applied materials, like glue, shoulder pads, hems, threads, etc.

For a dress that cost per \$ 25 for production, you should expect to spend a minimum of \$ 10 per piece on fabric, labels, packaging and similar costs.

## Batch production

Of course, it depends on the quantity, fabric and requirements for sewing.

Price per item will be \$ 5-50 depending on the place of production and the thing itself.

Producing a simple piece of dress in the USA would cost you an average of \$25 but in China, you may be able to get prices as low as \$15 especially if you are manufacturing up to a hundred pieces.

If you are producing just 20 pieces of each item, it may cost you weigh more than producing 100 pieces because manufacturers usually charge lower when you are producing in larger quantities.

Designer brands usually create small batches. As a result, the price is higher, but the quality is better.

Perhaps after all this, someone will feel that it is better not to start. Too much expenses.

However, not everything is so bad – to create your brand is not easy, but it is very interesting and if it starts to give you income, then all expenses are justified, and what is more important, it brings great pleasure.

Otherwise, why so many clothing brands are opening now?





# How to become a fashion blogger from the start: secrets of famous bloggers

Have you noticed that today every second person is a blogger?



## 1 step — stop just thinking about the blog, start working on it

When it comes to creative projects, the most difficult thing is to sit down and just start with something. Stop thinking about whether or not to open your fashion blog, it's time to do it.

"I once told my friends at dinner time: I want to open my blog. The same evening I came home and started a WordPress blog and opened an account on Instagram," says Taye Hansberry from Stuff She Likes blog.

## 2 step — pictures are the most important part of your fashion blog

In a fashion blog, the most important and interesting thing is photos and the way you are dressed there.

However, to open an Instagram account or start a blog – this does not at all mean being a successful blogger. And even more, it does not mean that if someone publishes the photos in beautiful clothes, he/she is a fashion blogger.

We decided to publish tips from already well-known fashion bloggers on what to do at the very beginning in order to truly become successful in the world of fashion and style.

How to make a photo in your blog as attractive as possible?

Ideally, hire a professional photographer, ask to photograph your acquaintance (if he/she shoots well) or collaborate with beginner tfp photographers (when you are get photographed for free).

Taria-ann Verburgt from the blog Survivor On Stilettos calls a photographer for half a day once a week and takes pictures in different ways to create material for 3-4 posts at once.

"You can be a good photographer for yourself. You just need a good camera and a tripod for that," says Amy Roiland from A Fashion Nerd blog.



## 4 step – start to contact with other bloggers

Probably, you think that there is a big competition among bloggers and you will feel insecure in this community? In fact, many fashion bloggers are friends and communicate well with each other.

Start reading the posts of fashion bloggers that interest you and leave comments on them in Instagram. Feel free to discuss with subscribers from someone else's blog, especially if you have similar topics. From such conversations great interesting projects are usually born. "You never know how things will go further," says Jannel Therese, author of the blog Street Style Teller.

## 5 step – declare that you're ready to advertise

"To get money from your fashion blog, you'll need to communicate with designer brands that are advertising and are looking for bloggers," says Maristella Gonzalez.

Write in the contact block that you can cooperate on the subject of clothing or accessories advertising. Give your information about advertising in Instagram profile.

## 3 step – if you started posting, make it regularly

Consistency in creating posts for a blog is a very important thing for a fashion blogger. Make a schedule plan of posts – start from 2 or 3 publications per week, it will be enough. Or maybe you want to attract as many people as possible and you are ready to make posts every day, go for it!

"If I could come back 2 years ago, I would tell myself that you should not hesitate to write posts and publish your photos. Do not worry too much that you write not as good as other popular bloggers, the main thing here is a practice", says Jannel Therese from the blog Street Style Teller.



"When a design company comes to you and offers you to send your things for advertising, you should find out all the details of what posts they want from you. How should these things be photographed? What should be the posts – informational or more emotional? What should your blog followers do when they see their products in your posts?", says Jannel Therese.



## 6 step – give your time to your blog as well as to the social networks

Do you need to run the fashion blog on the website or on social networks? What's better?

“Some people think that if there are only photos in their blog, then it's enough to open an Instagram profile and only post photos there. This is the wrong way. Spend time primarily on your blog site, because the site will always be under your control. And with social networks everything is difficult. Today your Instagram account works, and tomorrow it is blocked for some reason, and you are left with nothing,” says Maristella Gonzalez.

## 7 step – don't try to make your blog ideal

Do not forget that this is your way of communicating with other users, be yourself and do not worry that you are making the certain mistakes.

“Be sincere and learn all the time. Be happy with what you are creating and publishing. This is the only way your blog will be an interesting thing for you, and not just another headache”, says Jannel Therese from the blog Street Style Teller.



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