

**RACHEL
OLSON**
FASHION
STYLIST

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PROFILE

A passionate Toronto-based stylist with a keen eye for sartorial trends, and over 7 years of experience within the fashion industry. Well-versed in creative direction with a focus on editorial photoshoots, commercial styling, fashion shows and production.

PORTFOLIO

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CONTACT

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EXPERIENCE

FREELANCE FASHION STYLIST - STYLED BY RACHEL O

SEPTEMBER 2013 - PRESENT

Worked on runway shows and editorials for Canadian fashion designers such as Hendrixroe, Christopher Bates, and Hip and Bone. Styled international talent such as Virginia To Vegas, Mackenzie Porter, Jocelyn Hudon, K-OS, and The Arkells. Wardrobe stylist on set with brands including Scotiabank, Doritos, Midol, Beyond The Meat, and more. Also assisted on set as a costume designer for multiple Champlain Media Movies.

PERSONAL SHOPPER - DIOR

AUGUST 2020 – SEPTEMBER 2021

Styled Christian Dior VIP members. Gave personalized attention to all clients by providing exceptional customer service. Educated clients on all products, services and trends. Remained relevant and trend-savvy by staying up to date with current fashion trends.

BRAND MANAGER/STYLIST - HENDRIXROE

FEBRUARY 2016 - SEPTEMBER 2018

Worked closely with the creative designer in managing both business and fashion outlets. Assisted and led all creative direction from fashion films to runway shows and editorials.

MENSWEAR STYLIST/VISUAL MERCHANDISER - JCREW

SEPTEMBER 2014 - JANUARY 2016

Organized merchandise, styled mannequins, and managed in-store displays to appeal to customers. Managed all cash flow through the store.

ADMINISTRATIVE ASSISTANT - THE BRAND FACTORY

MARCH 2013 – AUGUST 2014

Scheduled appointments, maintained files and updated records for all employees. Took notes during meetings and kept track of inventory on office supplies and equipment.

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EDUCATION

HUMBER COLLEGE

SEPTEMBER 2012 – APRIL 2014

Fashion Arts

Diploma Fashion Business

SKILLS

Adobe InDesign

Adobe Photoshop

Microsoft Office Suite

Excel

Word Press

Web Design

COMMUNITY INVOLVEMENT

FREELANCE WARDROBE ASSISTANT STYLIST

2015-2021

Assistant stylist for top-tier Canadian fashion stylists such as Terri Dacquisto, Shea Hurley and Julianne Costigan.

ELITE MODEL MANAGEMENT TORONTO

SEPTEMBER 2016 - DECEMBER 2016

Assisted with model castings, model comp cards and social media.

WORLD MASTERCARD TORONTO FASHION WEEK

SEPTEMBER 2015 - FEBRUARY 2016

Assistant stylist for Mackage, Bustle and Christopher Bates for 2015 S/S 2016 F/W.

WORLD MASTERCARD TORONTO FASHION WEEK

SEPTEMBER 2014

Volunteer/backstage Team Lead for Canadian designers such as Narces, Caitlin Power, Kollar Clothing, Mikael D, Stephan Caras and more.

TORONTO MEN'S FASHION WEEK, TOMFW*

AUGUST 2014

Assistant stylist for Canadian designer, Christopher Bates.

References available upon request.