Sharon Crawford

Art Director & Fashion Stylist
Freelance

⊙ London, UK

Portfolio link

Portfolio file

View profile on Dweet

Links

⬀ Website   in LinkedIn

Languages

English (Native)

Italian (Work Proficiency)

About

EXPERIENCE
12+ years of industry experience
EDUCATION
BA Fashion Communication, Central Saint Martins
CLIENTS
Net-a-Porter, Threads Styling, Browns Fashion, Harvey Nichols, Vogue Talents, Vogue India, Mr Porter

DRIVEN TO DELIVER
• Push through creative vision from concept to completion
• Detail-oriented & skilled at creating polished presentation decks
• Consistently deliver relevant on-trend imagery and styling to customer/client
TEAM ORIENTED
• Experienced and effective art director & team leader
• Ability to ensure team meets deadlines and fulfils briefs
• Keen collaborator with strong industry relationships
CONFIDENT CREATIVE
• Highly skilled at telling brand story through styling and art direction
• Considered presenter, experienced in face-to-face with upper management & clients
• Strong ideation and conceptual thinking

BRANDS WORKED WITH

Alexander McQueen   Dazed & Confused

Karl Plewka For March 2005 Crystallized Swarovski Magazine   Paul Smith

the Net-A-Porter Group   The Telegraph   Vogue India

Experience

⬤ **Art Director & Fashion Stylist**

| Jan 2019 - Now

Working across end-to-end content and imagery from ideation to planning, production and delivery within luxury womenswear, menswear and fine jewellery.
ECOMMERCE & SOCIAL
Art direction & Styling for clients: Threads Styling, Harvey Nichols, Browns Fashion, Faberge, Mr Porter, Net-a-Porter and Amazon Fashion
BRAND PARTNERSHIPS & EDITORIAL
Conceptualisation, Styling and Production for clients: Net-A-Porter, Vogue.it, Blanc Magazine
STYLE CONSULTATION
Style Guide Creation for branding/design agencies for global FMCG clients

⬤ **Senior Stylist**

the Net-A-Porter Group | Jan 2016 - Jan 2019

TEAM LEAD
• Led creative and styling teams to generate best-in-class e-commerce imagery
• Trained and mentored new and junior team members
• Developed and nurtured positive team culture
• Regularly liaised with and presented to department heads.
CREATIVE DELIVERY
• Cross-departmental collaboration; aligned e-commerce styling with editorial and buying to ensure sales targets were achieved
• Approved imagery and gave art direction to Photography and Retouch
• Provided strategic and tailored brand counsel across a wide range of brands (including niche and luxury)
• Oversaw creation of guides on style, model and brand alignment
INNOVATION

- Initiated testing and innovations to improve look and feel of the site
- Improved model casting by developing guides and processes that diversified NAP aesthetic

Fashion Stylist

| Jan 2014 - Jan 2016

- Clients include Vogue Italy, Wieden & Kennedy and Oglivy
- Contributor to Vogue Talents platform; pitched styled and directed fashion editorials and fashion week reports featuring emerging design talent

Fashion Stylist

Vogue India | Oct 2011 - Oct 2013

- Conceptualised, styled and directed main fashion editorials alongside internationally renowned creatives
- Established and developed key relationships with luxury brands, and PR's, managing coverage of advertisers
- Brand representative at key events
- Styled celebrities and personalities at Vogue events
- Collaborated across departments to style and edit stories across the publication
- Managed and fashion assistants and fashion cupboard

Fashion Assistant Internship

The Telegraph | Sep 2006 - Nov 2006

Assisted stylist Clare Richardson
Managed fashion cupboard
Visual research projects

Fashion Assistant Internship

Dazed & Confused | Mar 2005 - Mar 2005

Assisted fashion editors Karen Langely & Nicola Formichetti

Design Assistant Internship

Alexander McQueen | Dec 2004 - Feb 2005

Assisted in Design Studio with surface pattern and placement, visual research, graphics & colour ways
AssistedWomenswear designer Alex Muller

Press Office Intern

Paul Smith | Oct 2004 - Dec 2004

Assisted in showroom styling Collated press coverage reports

Fashion Assistant

Karl Plewka For March 2005 Crystallized Swarovski Magazine | Oct 2004 - Oct 2004

Managed call-ins, returns, and sourcing Assisting on shoots