

Michelle Lewis

Fashion Stylist

Fashion stylist with five years of e-commerce, catalog, and small editorial work for retail and direct-to-consumer brands. Known for building tight shot lists that get clients through 80-plus SKUs a day without overtime.

CONTACT INFORMATION

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KEY SKILLS

- E-commerce styling
- Catalog and lookbook styling
- Shot list planning
- Budget management
- Tailoring direction on set
- Showroom and press relationships
- Steaming, taping, pinning
- Airtable, Google Sheets
- Client-facing communication

PROFESSIONAL EXPERIENCE

FASHION STYLIST | NORTHLAKE CONTENT STUDIO, CHICAGO, IL 2022 – PRESENT

- Style e-commerce and social shoots for a menswear direct-to-consumer brand, a footwear retailer, and rotating agency clients.
- Built a shoot workflow that moved the studio from 55 to 82 finished looks per day on the menswear account.
- Manage a working budget of roughly \$18,500 per quarter for trims, socks, undergarments, and steaming supplies.
- Direct 1 assistant plus a rotating tailor on set, and sign off on final fit before the shutter clicks.
- Partner with the photographer and art director on quarterly campaign concepts and color direction.

FREELANCE STYLIST | SELF-EMPLOYED, CHICAGO, IL 2020 – 2022

- Styled catalog and lookbook shoots for local boutiques and two mid-market bridal labels.
- Pulled from Chicago showrooms and shipped-in samples from NY-based press agencies.
- Handled invoicing, kit restocking, and client communication end to end.

ASSISTANT STYLIST | GRAYSON PIKE STUDIO, CHICAGO, IL 2019 – 2020

- Assisted the lead stylist on catalog shoots for a national outerwear brand.
- Ran returns for 25-40 samples per week and kept the tracking sheet current.
- Steamed, taped, and prepped racks the night before shoot days.

EDUCATION

- BA, Apparel Design & Merchandising, Columbia College Chicago, 2019