JULIAN MERCER

FASHION STYLIST

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PROFESSIONAL SUMMARY

Fashion Stylist with 7+ years in personal, editorial, and retail styling. Builds wardrobes and shoot looks from trend research and client goals, sources across brands and budgets, and grows repeat clients through clear communication and well-organized fittings.

PROFESSIONAL EXPERIENCE

Senior Personal Stylist Mar 2022 - Present
Nordstrom, San Francisco, CA

- Style 12 to 15 clients a week in appointments and virtual sessions, generating about $420,000 in annual sales.
- Grew a repeat client list from 45 to 140 by sending a looks-and-fit follow-up after each appointment.
- Cut returns on stylist-curated orders by 18% by checking fit, fabric, and wardrobe gaps in a pre-appointment questionnaire.
- Built capsule wardrobes for executives, travelers, and wedding parties with outfits mapped to the client's calendar.
- Taught monthly in-store styling classes to groups of 20 on fit, color, and mix-and-match dressing.
- Trained 6 new stylists in the personal stylist program on client intake and tailoring referrals.
- Organized a charity closet event that outfitted 35 job seekers with interview clothes donated by the store and local clients.

Fashion Stylist Jul 2019 - Feb 2022
Stitch Fix, San Francisco, CA

- Curated 5-piece boxes for 300+ clients a week, using preference data and client notes to hit a keep rate above the team average.
- Wrote personalized notes for each shipment that explained outfit ideas and increased client feedback response.
- Flagged merchandise gaps for plus and tall sizing to buyers, supporting new inventory orders that sold out within a month.
- Partnered with merchandising on fit notes for suiting and dresses, which helped clients get event-ready outfits in one shipment and lifted keep rates on suiting.
- Wrote a seasonal lookbook with 12 outfit formulas that clients could shop from, which drove about 90 follow-up orders each quarter.
- Raised the average keep rate by 6 points over 12 months by tightening style profiles from returns data.
- Reviewed weekly feedback on rejected items to rewrite style guidelines for a segment of 60 clients, which reduced repeat misses.

Assistant Stylist Sep 2017 - Jun 2019
Condé Nast, New York, NY

- Pulled and returned 200+ samples a month from showrooms and PR offices for editorial and e-commerce shoots.
- Steamed, pinned, and dressed models on set and tracked wardrobe for 40 photographed looks per shoot day.
- Researched trends for seasonal story pitches and prepared mood boards for the fashion editors.
- Built a sample-tracking spreadsheet that cut late returns to brand showrooms from 15% to under 3%.

CORE SKILLS

Wardrobe consultation | Editorial styling | Trend research | Color analysis | Fit and tailoring knowledge | Capsule wardrobes | Mood boards | Sample pulls and returns | Client relationship management | Set styling and dressing | Virtual styling | Retail merchandising | Budget-based sourcing

EDUCATION

Associate of Arts in Merchandising and Marketing, Fashion Institute of Design and Merchandising, Los Angeles, CA

CERTIFICATIONS

Certified Image Professional (CIP), Association of Image Consultants International