

# Shopping Page

## From Becks to Keanu

*Having worked in some of the world's leading fashion capitals, London and New York, stylist Alexandra Walsh talks with LEP's Karishma Patel about her experiences since graduating from the UCLan International Fashion Institute*

**Introduced to fashion at a young age, Alexandra looks to her mother when asked where her style in fashion derived from.**

"My earliest memories are of my mother standing before her wardrobe, choosing which 'person' she was going to be that day.

"Was she going to work?"

"Were we going to the park or visiting family?"

"I knew the answer simply from the style of clothes she selected."

She taught me what country a garment originated from, which era it was designed in, what fabric it was constructed from and on

which occasion it should be adorned. I fell in love with the stories behind each and every piece.

"She sparked my interest in not only fashion but also art, history and design."

After graduating from the University of Central Lancashire in Fashion Promotion, Alex has since gone on to various fashion ventures such as collaborating with photographers, freelance

styling for shoots, and working within PR for River Island, to name just a few.

"I have experienced so many different avenues within the fashion styling industry from having styled musicians MGMT in New York and contributing to wardrobes for films."

She worked with the styling team for the film - The Day The Earth Stood Still starring Hollywood celebs Keanu Reeves, Jennifer Connelly and Kathy Bates, contributing to its styling decisions.

Although Alexandra found working in London both exciting and insightful, she prefers to live outside the capital and travel for contracts when needed.

"When working in London I worked

with the likes of Vauxhall Fashion Scout and Graduate Fashion Week, they were both amazing experiences."

"The daily commute in London can be quite exhausting, especially as the hours of work are so long within the fashion industry."

"If you can handle the grind I would recommend London as it is very rewarding."

The most exciting fashion experience Alex has encountered is when she worked for a luxury denim brand, PRPS.

She worked closely with Renee Bejil in particular, who is the owner of The New World Order store in NY, which is considered one of the most meticulously curated designer vintage shops in New York.

"I loved working with Renee Bejil - he is a fashion visionary."

"He curated the fashion shows for the brand and taught me so much. This was mainly by giving me huge responsibilities and throwing me into the deep end."

One of Alex's tasks was to send various celebrities collections from the New York based brand she was working at.

She said: "Fans of the label included David Beckham, Brad Pitt, Pink, Ashton Kutcher, Christina Aguilera and

Mila Kunis and many more."

The self-promoted stylist has always believed success and happiness do not come through shortcuts.

She said: "I have always worked hard to get my own placements and freelance work by contacting companies directly."

"A polite and professional manner is essential; no one with a bad attitude lasts long in the fashion industry as you can be easily replaced."

"As often as I can, I attend art exhibitions, fashion shows and I take 'street style' photographs of people whose attire interests me, or is extreme and out of the ordinary."

"Fashion is everywhere, not just pret-a-porter (ready to wear)."

"It keeps my knowledge of street-fashion up to date and relevant."

Self-development has always been something on Alex's mind and she will be attending a photography course with the University of Arts London, in order to develop her photography skills and techniques.

Alex's current freelance work consists of developing promotional campaigns, marketing strategies and trend analysis.

She also wants to develop her skills in order to lecture in fashion internationally.

To achieve this dream, she has been volunteering at Preston College's fashion department for the past year.

She says: "I love helping the students express their creativity, whilst helping them understand the concepts of commercial awareness and the importance of understanding the whole design process."

"I have co-written briefs for the fashion course by incorporating new social media technology to keep the students up to date with current marketing tools."

"Inspiration plays an important role in our personal development."

"I want to inspire students to see fashion in many forms, through the history of fashioning the body, to the business of fashion and economic theories."

Alex is the perfect example that hard work, enthusiasm and a professional manner can get you to high places in the fashion world.



Pictures: Zoo Project - styling by Alexandra Walsh  
Photographer - Dave Alexander