

CAROLINE MARCHAND

STYLING ASSISTANT

New York, NY | caroline.a.marchand@gmail.com | 225-226-8619 | [LinkedIn](#) | [Instagram](#) | [Portfolio](#)

Versatile stylist with 14+ years of experience across NYFW, e-commerce, editorial, digital, and personal styling.

PROFESSIONAL EXPERIENCE

FREELANCE DIGITAL FASHION STYLIST | WISHI

August 2021- Present, *New York, NY*

- Built and maintained a client base of 500+ clients generating \$300k in styling-driven sales
- Manage end-to-end style sessions, from client booking to outfit execution
- Styled ~200 looks per month for everyday wear, travel, work, events, weddings, and capsule wardrobes using proprietary styling technology

STYLING ASSISTANT & COMMUNITY LEAD | KREWE

August 2020 – Present, *New York, NY*

- Provided on-set styling support for e-commerce and editorial shoots, executing, pinning, and real-time fit adjustments
- Delivered fashion consultations and styling recommendations to clients in-store
- Coordinated private appointments for influencer and stylist pulls
- Led event execution and client outreach for in-store activations

NYFW STYLIST ASSISTANT | DOLCE & GABBANA

September 2023, *New York, NY*

- Assisted lead stylist in preparing 30 complete looks for the SS’24 runway show
- Dressed 10 models through multiple rapid outfit changes during a live show
- Anticipated and resolved styling issues to maintain seamless look transitions

BACKSTAGE STYLING ASSISTANT | THE MODEL EXPERIENCE

September 2025, *New York, NY*

- Dressed runway models in looks from emerging designers for independent NYFW shows
- Managed garment steaming, organization, and inventory under tight timelines
- Supported model lineup, quick changes, and look order for smooth runway flow

TEMPORARY SHOWROOM STYLIST | RENT THE RUNWAY

September 2024 – March 2025, *New York, NY*

- Styled fully accessorized looks from RTR inventory for diverse client profiles
- Maintained in-depth knowledge of designers to support personalized styling
- Generated \$10k+ in revenue in under six months through proactive outreach
- Merchandised the showroom floor to align with rotating marketing campaigns

STYLING ASSISTANT | DREW COLLECTIVE

February 2024, *New York, NY*

- Styled models with buyers’ pulls at the Coterie Trade Show
- Supported Sales Lead with market appointments, ensuring all orders were placed, tracked, and managed via JOOR
- Oversaw visual merchandising and inventory organization of the market booth

PRODUCTION ASSISTANT | PROENZA SCHOULER

February 2020, *New York, NY*

- Supported runway and backstage production for the NYFW FW’20 show
- Acted as a liaison between production, stylists, dressers, PR, and security teams

FASHION PUBLIC RELATIONS ASSISTANT | ELR MEDIA GROUP

March 2019 - March 2020, *New York, NY*

- Managed sample tracking and coordination between brands, stylists and influencers
- Assisted stylists on photoshoots with look prep, steaming, and organization

EDITORIAL STYLIST | DIG MAGAZINE

January - August 2018, *Baton Rouge, LA*

- Conceptualized, styled, and produced a monthly editorial fashion segment
- Styled models in 3-6 fully accessorized looks sourced from local boutiques
- Coordinated photographers, models, locations, and retail partners

PUBLICATION FEATURES

INSTYLE.COM

[So, Apparently “Pretty Little Liars” Aesthetic is Back](#) | June 2022

[8 Fall 2022 Trends that Fashion Stylists are Excited About](#) | March 2022

225 MAGAZINE

[What We’ll be Wearing in 2022, According to Baton Rouge Native and NYC Fashion Stylist](#) | September 2022

THE INREGISTER

[Fashion Forward: Insider Caroline Marchand talks NYFW](#) | February 2020

[Fat Tuesday Fashion: Bloggers dish on how to Laissez les bon Temps Rouler in Style](#) | January 2019

[Gold Standard: Game Changing Fashion for Football Season](#) | August 2018

SKILLS

Styling & Visual Merchandising

Trend Forecasting

Sample Coordination & Inventory Management

Set/Runway Production

Look Development

Team player with the ability to work independently and pro-actively

Thorough knowledge of designers, brands and fashion history

Excellent written and verbal communication skills

Creative problem solver

Strong organizational skills

Extreme attention to detail

Microsoft Office, Google Drive, Netsuite, Shopify, JOOR, Adobe CC

EDUCATION

FASHION MERCHANDISING BA, BUSINESS MINOR

Louisiana State University, LA | 2018